



Michelsohn Weekly Update

Tuesday, April 9th, 2024

PROPERTY MANAGEMENT



1. BLUE BOOK REMINDERS - attachment

Thank you to the following properties for having all of your Blue Book reports current.

Kensington West	Terraces at Forest Springs	Alinea Town & Country
Carrington Park	Harper's Point	Southmoor
Boulder Creek	Trace Apartments	Park Forest
Fenwick Place	Walden Glen	

- **Past Due from 03/22-Resident Questionnaire Recap** –Panther Creek Parc
- **Past Due from 03/26-Property Inspections**-Panther Creek Parc, Westshore Colony, The Orion, Walden Crossing, Corbin Crossing, Bramblett Hills, Hermitage, 230 Building
- **Past Due from 03/26-Downspout Map**-Preston Run, Westshore Colony
- **Past Due from 03/27-Administrive Checklist**-Orchard Village, Panther Creek Parc, Vineyards, The Orion, Whispering Hills, Hermitage
- **Past Due from 03/27-2Q Marketing Plan**-The Orion, Corbin Crossing
- **Past Due from 03/31-Fire Inspections**-Vineyards
- **Past Due from 04/01-Monthly Property Summary**-Bramblett Hills, Orion, Orchard Village, Preston Run
- **Past Due from 04/01-Market Study**-Orion
- **Due 04/26-Resident Questionnaire Recap**-The Orion, Trace Apartments, Alinea Town & Country
- **Due 04/30-Safety Checklist**

If you are not listed above or have any question on what is still due for your community, please email reports and/or questions to reports@michelsonrealty.com.



2. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews for 04/01-04/07 with your team!



3. PROPERTY MONTHLY ONLINE REVIEWS-attachment



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Please review the property reviews for March 2024 with your team! Continue to work to increase these scores on a regular basis!

4. PROPERTY MONTHLY COMPREHENSIVE CALLS-attachment

Please review the property calls for March 2024 with your team! Please confirm your lead tracking information to what you see in Yardi when using for advertising purposes.

5. YARDI AND MSR

The "Next Exp" and "Number Exp" fields have been updated to exclude scheduled renewals and include any move outs scheduled for that day, but have leases expiring on a different day. We also added a new statistic for "Move Outs Pending", which will capture any Move Outs through Monday that have not been processed yet. All three stats are located on the first page of the MSR report.

6. CONGRATS MEMO FOR MARCH 2024-attachment-2nd reminder

Please review the Congrats Memo for March 2024 with your team!

7. YARDI VOTAGER/FINANCIAL ANALYTICS-2nd reminder

Yardi recommends entering the Account Tree when running reports in Financial Analytics to avoid performance issues. The standard account trees are found at the end of the drop down list and begin with ysi. The two most commonly used on site are listed below:

ysi_is YSI Standard Income Statement

ysi_tb YSI Standard Trial Balance

Please direct any questions to yardisupport@michelsonrealty.com.

8. YARDI-2nd reminder

The Leasing Availability Report format has been converted and can once again be run to the screen.

9. LEASING/MARKETING TIP OF THE WEEK –

Splash Some Color Into Your Marketing Materials.



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From the sweet pastels of flowers to the vibrant greens of new grass and leaves, spring is filled with engaging color palettes. Use these in various marketing materials including email campaigns, sales promos on your website, social media posts, and even good old-fashioned circulars in snail mail. Lively colors are much welcomed after a dreary winter to get people in a better (and spending).

If your team has any unique marketing ideas, please send them to meghang@michelsonrealty.com

“Success isn’t always about the Greatness. Its about Consistency.
Consist hard work gains success. Greatness will come.

Dwayne Johnson
“The Rock”