



Michelsohn Weekly Update

Tuesday, April 11th, 2023

PROPERTY MANAGEMENT

1. BLUE BOOK REMINDERS - attachment

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

Kensington West	Walden Crossing	Park Forest
Orchard Village	Walden Glen	Terraces at Forest Springs
Vineyards	Whispering Hills	Harper's Point
Trace Apartments	Southmoor	

- **Past Due from 03/28-Property Inspections**-Boulder Creek, Westshore Colony, Alinea Town & Country, Bramblett Hills, Carrington Park, Fenwick Place, Panther Creek Parc, Preston Run, Orion, 230 Building
- **Past Due from 03/28-Downspout Map**-Boulder Creek, Westshore Colony, Panther Creek Parc, Preston Run
- **Past Due from 03/29-Administrative Checklist**-Boulder Creek, Hermitage
- **Past Due from 03/29-Marketing Plan 2Q**-Bramblett Hills
- **Due 04/26-Resident Questionnaire Recap**-The Orion, Trace Apartments
- **Due 04/28-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 04/02-04/08 with your team!

3. CONGRATS MEMO FOR MARCH 2023-attachment

Please review the Congrats Memo for March 2023 with your team!

4. PROPERTY CALENDAR FOR APRIL 2023-attachment

Please see review the property calendar for April 2023 with your team!



ichelson Weekly Update

Tuesday, April 11th, 2023

PROPERTY MANAGEMENT

5. RENTABLE ITEMS CONVERSION-attachment

A Rentable Items conversion was performed on the system Monday night in order to implement history and availability functionality. You will notice new options to place rentable items on Notice Release, a Status field for the items and the ability to allow the Rentable Items to be reserved by applicants and/or residents for future dates. The attached document provides an overview of the rentable items process and changes. For anyone that missed today's training, we will review again on the standing Friday Zoom call and you can send any questions to yardisupport@michelsonrealty.com if something comes up beforehand.



6. PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment

Please review the property calls for March 2023 with your team! Please confirm your lead tracking information to what you see in Yardi when using for advertising purposes.



7. PROPERTY MONTHLY ONLINE REVIEWS – attachment

Please review the property reviews for March 2023 with your team!



8. LEASING/MARKETING TIP OF THE WEEK –

USE HASHTAGS!

Another free marketing tactic that can broaden your reach is to incorporate hashtags into your social media posts—on Instagram, Twitter, and TikTok for sure but also for Facebook and LinkedIn. Broad or trending hashtags can help you reinforce your brand identity, but they should not be the only hashtags you use. More specific hashtags (sort of like long-tail keywords) are good for when you're providing resources or advice. Location-based hashtags are a must if you're a local business. And don't forget custom hashtags! Apply a mix of hashtag types in your posts so they can reach the people for whom they are meant.

Happy Leasing!



Michelson Weekly Update

Tuesday, April 11th, 2023

PROPERTY MANAGEMENT

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

“To give real service, you must add something which cannot be bought or measured with money, and that is sincerity and integrity.”

Douglas Adams
English Author
1952-2001