



# ichelson Weekly Update

Tuesday, April 15th, 2025

## PROPERTY MANAGEMENT



### 1. BLUE BOOK REMINDERS - attachment

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

Park Forest	Westshore Colony	The Orion
Alinea Town & Country	Terraces at Forest Springs	The Point at Tamaya
Kensington West	Harper's Point	Walden Crossing
Southmoor	Bramblett Hills	Walden Glen
Preston Run	Hermitage	

- **Past Due from 03/24-Resident Questionnaire Recap**-Fenwick Place
- **Past Due from 03/26-Property Inspections**-Panther Creek Parc, Boulder Creek, Vineyards, Fenwick Place, Trace Apartments, Whispering Hills, Corbin Crossing, 230 Building
- **Past Due from 03/26-Downspout Maps**-Panther Creek Parc, Fenwick Place, Corbin Crossing
- **Past Due from 03/27-Administrative Checklist**-Carrington Park
- **Past Due from 03/31-Fire Inspections**-Fenwick Place, Corbin Crossing
- **Past Due from 04/01-Market Study**-Corbin Crossing, Orchard Village
- **Due 04/28-Resident Questionnaire Recap**-The Orion, Alinea Town Country, Trace Apartments
- **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](mailto:reports@michelsonrealty.com).



### 2. WEEKLY RECAP FOR GOOD CALL & REVIEWS

I will add the Weekly Recap for Good Calls & Reviews for 04/07-04/13 to next week's weekly update.



### 3. YARDIONE-attachment

Some users have reported issues with the MFA login continually reporting Invalid Code. If this happens, please clear out your browsing history and try again, instructions are



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attached. Due to recent security enhancements, YardiOne will no longer provide the option to remember this device and MFA will be required with each login. Additionally, please make sure to clear your browser history on a regular basis.

Yardi One

Enter the code sent to your email

Verification Code

You can request a new code in 00:17 seconds

☒ Remember this device for 30 days — Remember this device option

SUBMIT

RESEND

#### 4. YARDI MULTI-FACTOR AUTHENTICAN (MFA)-attachment

Now that we are up and running with YardiOne's MFA, we recommend having more than one MFA option setup in the event one is not working, such as email is down or no cell service is available.

The two most common are Text (SMS) and Email, with the third option requiring and Authenticator App to be downloaded to your phone.

In order to make changes to your YardiOne MFA, navigate to the YardiOne dashboard and click on your name and then My Profile. At the bottom of the screen is a tab labeled MFA Settings which will open a screen similar to what's displayed below.



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In this example, the user has registered for email verification only. To add one of one of the others, click the Register button for the applicable method and follow the prompts. After multiple methods are registered, select one as the default method to use when logging in going forward. Detailed instructions are attached and reach out to [maryw@michelsonrealty.com](mailto:maryw@michelsonrealty.com) with any questions.

Multi-factor registration

Text (SMS) verification [Register](#)

Authenticator verification [Register](#)

✓ Email verification [Make Default](#) [Copy](#)

[Back](#)

☐

### 5. PROPERTY MONTHLY COMPREHENSIVE CALLS-attachment-2<sup>nd</sup> reminder

Please review the monthly comprehensive call report for March 2025 with your team  
Please confirm that your lead tracking information is correct.

☐

### 6. PROPERTY MONTHLY ONLINE REVIEWS-attachment-2<sup>nd</sup> reminder

Please review the monthly online review report for March 2025 with your team.  
Continue to work to increase these scores on a regular basis.

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### 7. MASS MEMO CREATOR-2<sup>nd</sup> reminder

As a reminder, if you are ever looking to add multiple of the same memo that will have the same notes to them (e.g. initial renewal letters being sent), you can use the Mass Memo Creator in Voyager to add to several homes at once. Under Unit, add a ^ in-between each unit you'll be adding the memo to, and include text for it.



# Michelson Weekly Update

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"Michelson Custom Memo Add"

Property	140
Building	
Unit	
Resident	
Resident Status	
Memo Text	
Type	Renewal Contact
Memo Status	Memo
Employee	
Agent	
Post Memos?	No
Destination	Screen

Advanced

Submit Clear Help

File or Code: rs\_Michelson\_AddBatchMemo.txt

### 8. Leasing/Marketing Tip Of The Week - attachment

## ***Marketing Campaign Idea: Take a humanistic approach with your marketing***

Your audience is tired of interacting with stiff corporations that have no personality to them. They want to connect with brands that feel like real people. Taking a humanistic approach enables you to make your audience feel connected with a real person. It allows you to inject personality into your brand and give it life. Wendy's & Target are great examples of this.

If your team has any unique marketing ideas, please send them to [meghang@michelsonrealty.com](mailto:meghang@michelsonrealty.com).

"When you help others feel important, you help yourself feel important too."

Daniel J. Schwartz  
American Author  
1927-1987