



Michelsohn Weekly Update

Tuesday, April 16th, 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	Boulder Creek	Harper's Point	Walden Glen	Southmoor
Orchard Village	Vineyards	The Orion	Corbin Crossing	Park Forest
Carrington Park	Fenwick Place	Trace Apartments	Alinea Town & Country	
Preston Run	Terraces at Forest Springs	Walden Crossing	Bramblett Hills	

- **Past Due from 03/26**-Property Inspections-Westshore Colony, Bramblett Hills, Hermitage, 230 Building
- **Past Due from 03/26**-Downspout Map-Westshore Colony
- **Past Due from 03/27**-Administrive Checklist-Panther Creek Parc, Whispering Hills
- **Due 04/26**-Resident Questionnaire Recap-The Orion, 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 04/08-04/14 with your team!

3. PROPERTY MONTHLY ONLINE REVIEWS-attachment-2nd reminder

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 COMPREHENSINVE CALLS-attachment-2nd reminder

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.



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5. YARDI AND MSR-2nd reminder

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. LEASING/MARKETING TIP OF THE WEEK –

Splash Some Color Into Your Marketing Materials.

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

"It doesn't matter how many people do what you do....what sets you apart is your authenticity!"