



# Michelsohn Weekly Update

Tuesday, April 18th, 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	Trace Apartments	Southmoor	Hermitage
Orchard Village	Walden Crossing	Park Forest	Corbin Crossing
Vineyards	Walden Glen	Terraces at Forest Springs	Harper's Point
Boulder Creek	Whispering Hills	The Orion	230 Building

- **Past Due from 03/28-Property Inspections**-Westshore Colony, Alinea Town & Country, Bramblett Hills, Carrington Park, Fenwick Place, Panther Creek Parc, Preston Run
- **Past Due from 03/28-Downspout Map**-Westshore Colony, Panther Creek Parc, Preston Run
- **Due 04/26-Resident Questionnaire Recap**-The Orion, Trace Apartments
- **Due 04/28-Safety Checklist**
- **Due Administrative Checklist**-Panther Creek Parc, Preston Run

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-attachment

Please review the weekly recap for Good Calls & Reviews for 04/09-04/15 with your team!



### 3. CONGRATS MEMO FOR MARCH 2023-attachment-2<sup>nd</sup> reminder

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



### 4. PROPERTY CALENDAR FOR APRIL 2023-attachment-2<sup>nd</sup> reminder

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



### 5. RENTABLE ITEMS CONVERSION-attachment-2<sup>nd</sup> reminder



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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](mailto:yardisupport@michelsonrealty.com) if something comes up beforehand.



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

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-2<sup>nd</sup> reminder

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



### 8. LEASING/MARKETING TIP OF THE WEEK –

## *START A UGC CAMPAIGN*

*User generated content is content created by your audience.*

*You can start a branded hashtag and encourage tenants to use it when posting pictures of your community to social media.*

Happy Leasing!

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



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“Success in real estate starts with you believing you are worthy of it.”

Matthew Ferrara  
Philosopher