



Michelsohn Weekly Update

Tuesday, April 23rd, 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	Preston Run	Fenwick Place	Trace Apartments	Corbin Crossing	Southmoor
Orchard Village	Boulder Creek	Terraces at Forest Springs	Walden Crossing	Alinea Town & Country	Park Forest
Carrington Park	Westshore Colony	Harper's Point	Walden Glen	Bramblett Hills	230 Building
Panther Creek Parc	Vineyards	The Orion	Whispering Hills	Hermitage	

- Due 04/26-Resident Questionnaire Recap-The Orion, Alinea Town & Country
- Due 04/30-Safety Checklist
- Due 05/01-Monthly Property Summary
- Due 05/01-Market Study
- Due 05/24-Resident Questionnaire Recap-Southmoor, Vineyards, Walden Crossing, Westshore Colony
- Due 05/31-Fire Inspections-The Orion

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 04/15-04/21 with your team!

3. PROPERTY CALENDAR FOR MAY 2024-attachment

Please review the property calendar for May 2024 with your team!

4. MAY 2024 SAFETY MEMO-attachment



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Please review the attached safety memo and watch the safety video with your staff. When you are ready to watch the Safety Video for May, please make sure to copy the WHOLE address into your browser. It starts with 'https' and ends with '24136'. If you need to do so, you may pause this video and return to it **without** it costing Michelson for another viewing.

<https://www.osmanager4.com/videoexternalvos.aspx?aicccourseurl=122091815&ocid=824869&ctype=OC&progid=15085>

5. YARDI

The Lease Expiration Overview report as now been updated for scheduled renewals.

6. LEASING/MARKETING TIP OF THE WEEK –

Promote Seasonal Apartment Amenities

Marketing your pool or barbecue pit this time of year probably won't make a significant impact. Instead, highlight winter-friendly features such as fireplaces, covered parking and central heating on your apartment website, social media and paid search ads. Bonus points if you can also showcase the beauty of your community during winter. Think snowy winter landscapes, warm and cozy spaces, and a bit of holiday decor. This is a great thing to post on social media this time of year.

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

“Approach each customer with the idea of helping him or her solve a problem or achieve a goal, not of selling a product or service”

Brian Tracy
Motivational Speaker
1944-?