



# Michelsohn Weekly Update

Tuesday, April 25th, 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	Terraces at Forest Springs	Harper's Point
Orchard Village	Walden Crossing	Alinea Town & Country	The Orion	230 Building
Vineyards	Walden Glen	Bramblett Hills	Hermitage	
Boulder Creek	Whispering Hills	Park Forest	Corbin Crossing	

- **Past Due from 03/28-Property Inspections**-Westshore Colony, Carrington Park, Fenwick Place, Panther Creek Parc, Preston Run
- **Past Due from 03/28-Downspout Map**-Westshore Colony, Panther Creek Parc, Preston Run
- **Due 04/28-Safety Checklist**
- **Due 04/30-Administrative Checklist**-Preston Run
- **Due 05/01-Monthly Property Summary**
- **Due 05/01-Market Study**
- **Due 05/23-Resident Questionnaire Recap**-Southmoor, vineyards, Walden Crossing, Westshore Colony
- **Due 05/31-Fire Inspections**-Carrington Park, 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](mailto:reports@michelsonrealty.com).

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

Please review the weekly recap for Good Calls & Reviews for 04/16-04/22 with your team!

### 3. PROPERTY CALENDAR FOR MAY 2023-attachment

Please review the property calendar for May 2023 with your team!

### 4. SAFETY MEMO FOR MAY 2023-attachment



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## PROPERTY MANAGEMENT

Please review the safety memo and video for May 2023 Call 811 Before You Dig. If you have any questions, please contact Meghan Gierer at [meghang@michelsonrealty.com](mailto:meghang@michelsonrealty.com).

<https://youtu.be/70COyZytxqs>



### 5. SIMPLE SOCIAL EVENT IDEAS-attachment-2<sup>nd</sup> reminder

Please review the attachment with social event ideas for you and your team and keep an eye each week on the marketing tip and share with your team!



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

## ***Micro-Influencers***

*Influencers are an excellent way to market through a trusted authority. A micro-influencer can help you promote and popularize your community. With their assorted followers, there is a good chance at least some of the followers will be good prospects for your community.*

Happy Leasing!

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

“Every job is a Self-Portrait of the person who does it. Autograph your work with Excellence.”

Author Unknown