



ichelsohn Weekly Update

Tuesday, April 29th, 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	Preston Run	Hermitage	Corbin Crossing
Alinea Town & Country	Westshore Colony	The Point at Tamaya	
Kensington West	Terraces at Forest Springs	Walden Crossing	
Orchard Village	Harper's Point	Walden Glen	
Southmoor	Bramblett Hills	Whispering Hills	

- **Past Due from 03/24-Resident Questionnaire Recap**-Fenwick Place
- **Past Due from 03/26-Property Inspections**-Panther Creek Parc, Boulder Creek, Vineyards, Trace Apartments, 230 Building
- **Past Due from 03/26-Downspout Maps**-Panther Creek Parc
- **Past Due from 03/27-Administrative Checklist**-Carrington Park
- **Past Due from 03/31-Fire Inspections**-Fenwick Place
- **Past Due from 04/28-Resident Questionnaire Recap**-The Orion, Alinea Town Country, Trace Apartments
- **Due 04/30-Safety Checklist**-Park Forest, Alinea Town & Country, Kensington West, Orchard Village, Southmoor, Carrington Park, Panther Creek Parc, Preston Run, Boulder Creek, Vineyards, Westshore Colony, Fenwick Place, Hermitage, The Point at Tamaya, Trace Apartments, Corbin Crossing, 230 Building

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 04/21-04/27 with your team!



3. MAY 2025 SAFETY MEMO-attachment



Michel's Weekly Update

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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 Michel's for another viewing.

<https://www.osmanager4.com/videoexternalvos.aspx?aicccourseurl=92304645&ocid=824869&ctype=OC&progid=15220>

4. PROPERTY CALENDAR FOR MAY 2025-attachment

Please review the Property Calendar for May 2025 with your team!

5. CONCESSIONS ON LEASING REPORTS-2nd reminder

Teams, as a reminder, in order to get the "Quoted/Q" concession amount to show up on your weekly Leasing Report, please make sure all agents are entering the quoted number and duration (one month for "con1" and lease duration in months for recurring "conc") during the leasing steps. You also do not need to enter this number as a negative, Yardi will automatically do that for you on the report.

Select	Description	Amount	Starting Month	Duration
<input checked="" type="checkbox"/>	ONE TIME CONCESSION	500.00	1	1
<input checked="" type="checkbox"/>	RENTAL CONCESSION	250.00	1	14
<input type="checkbox"/>	RENTAL CONCESSION STEP DOWN 1	0.00	1	1
<input type="checkbox"/>	RENTAL CONCESSION STEP DOWN 2	0.00	1	1

You can update this number and still have it show up on the report as "Quoted/Q" up until the "Execution" in Yardi. At that point, and "con1" or "conc" will need to be added to the Move-In Calculator so it's available when moving them into the system.

6. Leasing/Marketing Tip Of The Week - attachment

List on NextDoor & Local Forums



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NextDoor is one of many local social media websites & forums. They are hard to find and hard to join, representing an opportunity for any local, enterprising property manager.

These networks are interesting because they are specifically local and extremely relevant for real estate.

Additionally, NextDoor has a new ad program for early adopters and unique advertising / business options for local real estate firms.

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

“Most people think “selling” is the same as “talking”. But the most effective salesperson know that listening is the most important part of their job.”

Roy Bartell
Professional Internet Marketer