



# Michelsohn Weekly Update

Tuesday, April 30<sup>th</sup>, 2024

## PROPERTY MANAGEMENT



### 1. BLUE BOOK REMINDERS - attachment

Thank you to the following properties for having all of your Blue Book reports current.

Park Forest	Southmoor	Vineyards	Bramblett Hills	Walden Glen	
Alinea Town & Country	Panther Creek Parc	Fenwick Place	Hermitage	Whispering Hills	
Kensington West	Boulder Creek	Terraces at Forest Springs	Trace Apartments	Corbin Crossing	
Orchard Village	Westshore Colony	Harper's Point	Walden Crossing	230 Building	

- **Past Due from 03/29-Property Inspection**-Carrington Park, Preston Run
- **Past Due from 04/26-Resident Questionnaire Recap**-The Orion
- **Due 04/30-Safety Checklist**-Carrington Park, Panther Creek Parc, Preston Run, Boulder Creek, Westshore Colony, Vineyards, Fenwick Place, Harper's Point, The Orion, Trace Apartments, Whispering Hills, Corbin Crossing, Bramblett Hills, Hermitage, Southmoor, Park Forest, 230 Building
- **Due 05/01-Monthly Property Summary**-Alinea Town & Country, Boulder Creek, Bramblett Hills, Carrington Park, Corbin Crossing, Fenwick Place, Hermitage, Kensington West, Orion, Orchard Village, Panther Creek Parc, Park Forest, Preston Run, Harper's Point, Southmoor, Trace Apartments, Vineyards, Walden Crossing, Walden Glen, Westshore Colony, Whispering Hills
- **Due 05/01-Market Study**-Alinea Town & Country, Boulder Creek, Bramblett Hills, Carrington Park, Corbin Crossing, Fenwick Place, Hermitage, Kensington West, Orion, Orchard Village, Panther Creek Parc, Park Forest, Harper's Point, Southmoor, Trace Apartments, Vineyards, Walden Crossing, Walden Glen, Westshore Colony, Whispering Hills
- **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](mailto:reports@michelsonrealty.com).



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

Please review the weekly recap for Good Calls & Reviews for 04/22-04/28 with your team!

### 3. PROPERTY CALENDAR FOR MAY 2024-attachment-2<sup>nd</sup> reminder

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

### 4. MAY 2024 SAFETY MEMO-attachment-2<sup>nd</sup> reminder

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-2<sup>nd</sup> reminder

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](mailto:meghang@michelsonrealty.com)



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“Keep yourself positive, cheerful, and goal-oriented. Sales success is 80 percent attitude and only 20 percent aptitude.”

Brian Tracy  
Motivational Speaker