



# ichelson Weekly Update

Tuesday, May 6th, 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	Hermitage	The Orion
Alinea Town & Country	The Point at Tamaya	
Kensington West	Walden Crossing	
Orchard Village	Walden Glen	
Harper's Point	Whispering Hills	

- **Past Due from 03/24-Resident Questionnaire Recap-Fenwick Place**
- **Past Due from 03/26-Property Inspections-Panther Creek Parc, Vineyards, Trace Apartments, 230 Building**
- **Past Due from 03/26-Downspout Maps-Panther Creek Parc**
- **Past Due from 04/28-Resident Questionnaire Recap-Trace Apartments**
- **Past Due from 04/30-Safety Checklist-Carrington Park, Boulder Creek, Vineyards, Westshore Colony, Fenwick Place, Trace Apartments, Corbin Crossing, 230 Building**
- **Past Due from 05/01-Monthly Property Summary-Boulder Creek, Carrington Park, Fenwick Place, Panther Creek Parc, Terraces at Forest Springs, Trace Apartments, Vineyards**
- **Past Due from 05/01-Market Study-Boulder Creek, Bramblett Hills, Corbin Crossing, Fenwick Place, Southmoor, Trace Apartments**
- **Due 05/23-Resident Questionnaire Recaps-Southmoor, Vineyards, Walden Crossing, Westshore Colony**
- **Due 05/30-Inventories**
- **Due 05/31-Fire Inspections-The Orion, Fenwick Place**

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 04/28-05/04 and April 2025 with your team!



# Michel's Weekly Update

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## PROPERTY MANAGEMENT

### 3. FIELD NOTES SUMMARY

When submitting your site visit field notes, please include on in the Renewal Worksheets & Management section, with any other information discussed, the following details with snapshot on how it could look:

- # Renewed / # Expiring
- Renewal rate
- Avg. increase
- Avg. concession
- Avg. \$ / % increase in rent

- May:
  - o 20 Expirations 13 Renewals, 0 Unknown
  - o 65 % Retention
  - o Avg increase: \$ 65
  - o Avg. increase %: 1.62%
  - o Avg conc \$ -94

### 4. CONGRATS MEMO FOR APRIL 2025-attachment

Please see the attached Congrats Memo for April 2025 with your team!

### 5. MAY 2025 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 Michel's for another viewing.

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

### 6. PROPERTY CALENDAR FOR MAY 2025-attachment-2<sup>nd</sup> reminder

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

### 7. Leasing/Marketing Tip Of The Week - attachment



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## PROPERTY MANAGEMENT

### ***Make Your Apartment Listings Entertaining***

Let's be honest, most online apartment listings are pretty generic. They list details about the unit and community, and that's about it.

Instead of sticking to the script, put your creativity to work and make your listings fun and entertaining. This will help you stand out and attract more renters!

Musician Jonathan Mann went as far as making a music video when he was looking for a roommate for his apartment. It was creative to say the least.

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

"Business is like riding a bicycle. Either you keep moving or you fall down."

Frank Lloyd Wright  
1867-1959  
American Architect