



# Michelson Weekly Update

Tuesday, May 7th, 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	Fenwick Place	Trace Apartments
Alinea Town & Country	Panther Creek Parc	Terraces at Forest Springs	Walden Crossing
Kensington West	Preston Run	Harpers Point	Walden Glen
Orchard Village	Vineyards	Bramblett Hills	

- **Past Due from 04/26-Resident Questionnaire Recap**-The Orion
- **Past Due from 04/30-Safety Checklist**-Carrington Park, Westshore Colony, The Orion, Whispering Hills, Corbin Crossing, Hermitage, 230 Building
- **Past Due from 05/01-Monthly Property Summary**-Boulder Creek, Carrington Park,
- **Past Due from 05/01-Market Study**-Boulder Creek, Bramblett Hills, Orchard Village
- **Due 05/24-Resident Questionnaire Recap**-Southmoor, Vineyards, Walden Crossing, Westshore Colony
- **Due 05/30-Inventories**
- **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).

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

Please review the weekly recap for Good Calls & Reviews for 04/29-05/05 with your team!

### 3. ADMIN CHECKLISTS - attachment

Both March and August Admin Checklists have been updated with new items and uploaded to the Michelson Manuals page. Please make sure these are used for future Admin Checklist visits.

### 4. CONGRATS MEMO FOR APRIL 2024-attachment

Please review the Congrats Memo for April 2024 with you team!



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### 5. PROPERTY MONTHLY ONLINE REVIEWS-attachment

Please review the property reviews for April 2024 with your team! Continue to work to increase these scores on a regular basis!

### 6. PROPERTY MONTHLY COMPREHENSIVE CALLS-attachment

Please review the property calls for April 2024 with your team! Please confirm your lead tracking information to what you see in Yardi when using for advertising purposes.

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

#### ***Summertime Pool BBQ***

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)

“In real estate business, you learn more about the community issues, you learn more about life, you learn more about the impact of government, probably more than any other profession that I know of.”

Johnny Isakon  
GA Senator  
1944-2021