



Michel'son Weekly Update

Tuesday, May 13th, 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 | Carrington Park | Hermitage | Whispering Hills |
| Alinea Town & Country | Panther Creek Parc | The Orion | |
| Kensington West | Preston Run | The Point at Tamaya | |
| Orchard Village | Boulder Creek | Walden Crossing | |
| Southmoor | Harper's Point | Walden Glen | |

- **Past Due from 03/24-Resident Questionnaire Recap-Fenwick Place**
- **Past Due from 03/26-Property Inspections-Vineyards, Trace Apartments, 230 Building**
- **Past Due from 04/28-Resident Questionnaire Recap-Trace Apartments**
- **Past Due from 04/30-Safety Checklist-Vineyards, Westshore Colony, 230 Building**
- **Past Due from 05/01-Monthly Property Summary-Fenwick Place**
- **Past Due from 05/01-Market Study-Bramblett Hills, Corbin Crossing**
- **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.



2. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews 05/05-05/11 with your team!



3. PROPERTY MONTHLY COMPREHENSIVE CALLS - attachment

Please review the monthly comprehensive call report for April 2025 with your team



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Please confirm that your lead tracking information is correct, and if you need any updates, please email mattd@michelsonrealty.com.

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4. PROPERTY MONTHLY ONLINE REVIEWS - attachment

Please review the monthly online review report for April 2025 with your team. Keep pushing to get those scores up!

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5. FIELD NOTES SUMMARY-2nd reminder

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

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6. CONGRATS MEMO FOR APRIL 2025-attachment-2nd reminder

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

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7. Leasing/Marketing Tip Of The Week - attachment

Print Your Information On Pens

Some of you might think this apartment marketing idea is trivial or ineffective. However, here's why it's on the list. Pens are an extremely cheap way to keep your community in the minds of people that have come in for an apartment tour.



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All of the pens in your office should be branded with the name, phone number and website of your community. Include the pens with your brochures you give to potential renters so they'll always have it with them.

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

“Do you want to know who you are? Don't ask. Act! Action will delineate and define you.”

Thomas Jefferson
1743-1826
American President