



# Michelson Weekly Update

Tuesday, May 14th, 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	Hermitage	Whispering Hills
Alinea Town & Country	Panther Creek Parc	Fenwick Place	Trace Apartments	Corbin Crossing
Kensington West	Preston Run	Terraces at Forest Springs	Walden Crossing	
Orchard Village	Boulder Creek	Harper's Point	Walden Glen	

- **Past Due from 04/26-Resident Questionnaire Recap**-The Orion
- **Past Due from 04/30-Safety Checklist**-Carrington Park, Westshore Colony, 230 Building
- **Past Due from 05/01-Market Study**-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 05/06-05/12 with your team!



### 3. PHOTO & APPAREL DAY

Managers, today we are having a Photo and Apparel Day! Gather up your team, get out your cameras, and take a photo of everyone to email to [meghang@michelsonrealty.com](mailto:meghang@michelsonrealty.com) before the end of today. Make sure your maintenance team has their safety pack visible and open for the picture!



### 4. YARDI – PROJECTED OCCUPANY and MSR UPDATES



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All teams should now be receiving their Projected Occupancy reports on a weekly basis. If you are not, please contact [yardisupport@michelsonrealty.com](mailto:yardisupport@michelsonrealty.com).

Updates were also made on Section 05 of the MSR. You will now see how many move-ins from the total received either a prorated or an upfront concession for the previous week.

### 5. MRC YARDI

We have discovered that the new version of the Leasing Availability Report is not printing correctly. Since this report is often reprinted throughout the day, I've updated the left side menus in Voyager to include both versions of the report until we can get this corrected. One is labeled "screen version" and the other "print version".

### 6. RENTCAFE

The monthly RentCafe Site Manager update will occur overnight on May 15. Yardi recommendation for optimal performance, you should clear your internet cache after every release

### 7. ADMIN CHECKLISTS – attachment-2<sup>nd</sup> reminder

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.

### 8. CONGRATS MEMO FOR APRIL 2024-attachment-2<sup>nd</sup> reminder

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

### 9. PROPERTY MONTHLY ONLINE REVIEWS-attachment-2<sup>nd</sup> reminder

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

### 10. PROPERTY MONTHLY COMPREHENSIVE CALLS-attachment-2<sup>nd</sup> reminder

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.

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



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### ***Recycle Reviews***

Use good reviews as a testimonial for your listing sites. Take a screenshot of your best review and post it to every listing you're in; this can boost your reputation tremendously.

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

“Courteous treatment will make a customer a walking advertisement.”

Johnny Cash-Penney  
American Business & Entrepreneur  
1875-1971