



ichelson Weekly Update

Tuesday, May 20th, 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	Westshore Colony	The Orion	Corbin Crossing
Alinea Town & Country	Panther Creek Parc	Terraces at Forest Springs	The Point at Tamaya	230 Building
Kensington West	Preston Run	Harper's Point	Walden Crossing	
Orchard Village	Boulder Creel	Bramblett Hills	Walden Glen	
Southmoor	Vineyards	Hermitage	Whispering Hills	

- **Past Due from 03/24-Resident Questionnaire Recap**-Fenwick Place
- **Past Due from 03/26-Property Inspections**-Trace Apartments
- **Past Due from 04/28-Resident Questionnaire Recap**-Trace Apartments
- **Due 05/23-Resident Questionnaire Recaps**-Southmoor, Vineyards, Westshore Colony
- **Due 05/30-Inventories**-Park Forest, Alinea Town & Country, Kensington West, Orchard Village, Southmoor, Carrington Park, Panther Creek Parc, Preston Run, Boulder Creek, Westshore Colony, Fenwick Place, Terraces at Forest Springs, Harper's Point, Bramblett Hills, Hermitage, The Point at Tamaya, Trace Apartments, Walden Crossing, Walden Glen, Whispering Hills, Corbin Crossing, 230 Building
- **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 05/12-05-18 with your team!



3. PHOTO & APPAREL DAY



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

☐ 4. PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment-2nd reminder

Please review the monthly comprehensive call report for April 2025 with your team. Please confirm that your lead tracking information is correct, and if you need any updates, please email mattd@michelsonrealty.com.

☐ 5. PROPERTY MONTHLY ONLINE REVIEWS – attachment-2nd reminder

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

☐ 6. Leasing/Marketing Tip Of The Week - attachment

Launch a Resident “Take Over”

A fun social media idea for apartment communities could be to host a resident “take over”. You would choose a resident (ideally one with a lot of followers) to focus on in your social media for the day. Showcase by using Instagram or Facebook stories of their life around your apartment community. Be sure to send them instructions of what you want them to post. You can follow them throughout the property in “A Day in The Life Of...” and use various fun pictures of them on property.

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



JL ichelson Weekly Update

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“To be successful in real estate, you must always and consistently put your clients’ best interests first. When you do, your personal needs will be realized beyond your greatest expectations.”

Anthony Hitt