



Michelson Weekly Update

Tuesday, May 21st, 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	Boulder Creek	Terraces at Forest Springs	Trace Apartments	Corbin Crossing
Alinea Town & Country	Carrington Park	Westshore Colony	Harper's Point	Walden Crossing	230 Building
Kensington West	Panther Creek Parc	Vineyards	Bramblett Hills	Walden Glen	
Orchard Village	Preston Run	Fenwick Place	Hermitage	Whispering Hills	

- **Past Due from 04/26-Resident Questionnaire Recap-The Orion**
- **Due 05/24-Resident Questionnaire Recap-Southmoor, Vineyards, Walden Crossing, Westshore Colony**
- **Due 05/30-Inventories**
- **Due 05/31-Fire Inspections-The Orion**
- **Due 06/03-Monthly Property Summary**
- **Due 06/03-Market Study**
- **Due 06/21-Resident Questionnaire Recap-Park Forest, Preston Run, Bramblett Hills, Whispering Hills**
- **Due 06/28-3Q Marketing Plan**
- **Due 06/28-Fire Inspections-Walden Crossing, Westshore Colony**

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 for 05/13-05/19 with your team!



3. YARDI VOYAGER/FINANCIAL ANALYTICS



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Yardi is now requiring an Account Tree when running reports in Financial Analytics to avoid performance issues. The standard account trees are found at the end of the drop down list and begin with ysi. The two most commonly used on site are listed below:

ysi_is YSI Standard Income Statement

ysi_tb YSI Standard Trial Balance

Please direct any questions to yardisupport@michelsonrealty.com.

4. YARDI – LEASING REPORT

In order to help remind teams to enter appropriate concessions on each new lease, a Leasing Report will be sent to you on Friday's showing which leases for the week may need to be double-checked for a potential concession.

When you're in an Applied prospect's screen, on the left-hand side, go to Concessions to enter your One-Time or Recurring concessions. When using Recurring, make sure to all add the Duration on the far-right side that matches how long they'll receive the concession.

5. YARDI/RENTCAFE/CRM

To help improve performance with CRM, Yardi recommends users avoid having multiple sessions of CRM running at the same time. Before opening a new CRM session, please be mindful of any that may already be open. In addition, please make sure to use the Logout function when exiting the Yardi programs. You'll find the CRM Logout link under the settings gear icon on the top right menu and the YardiOne Logout in the drop down under your name, located on the top right menu as well. All programs should be logged out and closed at the end of each work day.

6. YARDI – PROJECTED OCCUPANY and MSR UPDATES-2nd reminder

All teams should now be receiving their Projected Occupancy reports on a weekly basis. If you are not, please contact 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.

7. MRC YARDI-2nd reminder



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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".

8. LEASING/MARKETING TIP OF THE WEEK –

Micro-Influencers

Influencers are an excellent way to market through a trusted authority. A micro-influencer can help you promote and popularize your community. With their assorted followers, there is a good chance at least some of the followers will be good prospects for your community.

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

“Sales are contingent upon the attitude of the salesman-not the attitude of the prospect.”

W. Clement Stone
Businessman
1923-2002