



# Michelsohn Weekly Update

Tuesday, May 23rd, 2023

## PROPERTY MANAGEMENT



### 1. BLUE BOOK REMINDERS - attachment

Thank you to the following properties for having all of your Blue Book reports current.

Kensington West	Westshore Colony	Whispering Hills	Southmoor	Corbin Crossing
Orchard Village	Trace Apartments	Alinea Town & Country	Fenwick Place	Harper's Point
Vineyards	Walden Crossing	Bramblett Hills	Terraces at Forest Springs	Hermitage
Boulder Creek	Walden Glen	Park Forest	The Orion	230 Building

- **Past Due from 03/28-Property Inspections**-Panther Creek Parc
- **Past Due from 03/28-Downspout Map**-Panther Creek Parc
- **Past Due from 04/28-Safety Checklist**-Carrington Park
- **Past Due from 04/30-Administrative Checklist**-Preston Run
- **Past Due from 05/23-Resident Questionnaire Recap**-Vineyards, Walden Crossing, Westshore Colony
- **Due 05/30-Inventories**
- **Due 05/31-Fire Inspections**-Carrington Park, The Orion
- **Due 06/01-Monthly Property Summary & Market Study**
- **Due 06/22-Resident Questionnaire Recap**-Park Forest, Preston Run, Bramblett Hills, Whispering Hills
- **Due 06/30-3Q Marketing Plan**
- **Due 06/30-Fire Inspections**-Walden Glen, 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](mailto:reports@michelsonrealty.com).



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

Please review the weekly recap for Good Calls & Reviews for 05/14-05/20 with your team!



### 3. PROPERTY CALENDAR FOR JUNE 2023-attachment

Please review the property calendar for June 2023 with your team!



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### 4. EMPLOYEE DISCUSSIONS-attachments

Company-wide, we are trying to have more feedback (documented) between our Managers and the onsite employees.

1. Employee Discussion Report - To be completed quarterly (expect 3 and a Performance Evaluation in place of the 4<sup>th</sup>). This is less discipline oriented and more of a communication tool.
2. Employee Performance Evaluation - To be completed annually or at supervisor's discretion
3. Employee Warning - To be completed as needed.

There should be no less than 4 reports submitted on every employee annually.

An Employee Discussion form is not designed to be used as a Warning or Write-Up. If someone violates policy or procedure, you are to use a Warning. Too many times have we failed to have ample communication with our employees prior to giving a warning and termination. Continuous communication and feedback on performance can help. These reports are to be sent in to Rene at [kramer@michelsonrealty.com](mailto:kramer@michelsonrealty.com) as usual.

### 5. NEW EMAIL ADDRESS:

Good news, Teams! We have created a [quality@michelsonrealty.com](mailto:quality@michelsonrealty.com) email address to be used in the body of the response when responding to any reviews on Google, [Aptratings.com](https://apratings.com), Facebook and any other site. If it is used, Marie will forward to the applicable property. As a reminder, we MUST respond to all [apratings.com](https://apratings.com) reviews posted. If we don't respond it will negatively effect the property rating on their site.

For example:

“We are so glad that you've left a review. We are sorry to hear that you aren't satisfied. Please email [quality@michelsonrealty.com](mailto:quality@michelsonrealty.com) for us to look into this. We look forward to hearing from you.”

Please let us know if you have any questions!



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### 6. **SAFETY MEMO FOR JUNE 2023-attachment**

Please review the attached safety memo and watch the safety video with your staff. When you are ready to watch the Safety Video for June 2023 please make sure to copy the WHOLE address into your browser. It starts with 'https' and ends with '24136'. If you need to do so, you may pause this video and return to it **without** it costing Michelson for another viewing.

<https://www.osmanager4.com/videoexternalvos.aspx?aicccourseurl=122091815&ocid=824869&ctype=OC&progid=15085>

### 7. **MRC YARDI**

Please make sure to claim your leads and work the queue regularly in CRM in order to get credit for your work. We are seeing on-line applications come through with Property Website as the agent because the lead was not claimed in a timely manner.

### 8. **YARDI TIP-2<sup>nd</sup> reminder**

#### Rentable Item Reservations

- 1- We are finding that when reserving rentable items for an applicant, it's best to wait until they are Approved and their apartment selection is firm.
- 2- When canceling the notice for a resident who has a rentable item that is already reserved for someone else, Release the Rentable Item from the left side menu first and then reassign as applicable.

If you have any questions, please contact [yardisupport@michelsonrealty.com](mailto:yardisupport@michelsonrealty.com)

### 9. **RENTCAFE CRM TIP-attachment-2<sup>nd</sup> reminder**

RentCafe performs monthly software updates and recommends users clear their browsing history afterwards. These typically occur in the middle of the month so you can set a reminder for the 17<sup>th</sup> to maintain best performance. Instruction are attached.

### 10. **LEASING/MARKETING TIP OF THE WEEK –**

*Always use a call to action*

*What's a call to action? It's a directive for your prospect, telling them what to do. Calls for action include "Apply now," "Call now," and "Schedule a tour." You should have a call to action with your prospect to have choices to interact with your website rather than just being a static website.*



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Happy Leasing!

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

“A crucial factor when achieving great success in real estate industry, or any industry for that matter is teamwork. Unity is a place of power.”

Michelle Moore