



ichelson Weekly Update

Tuesday, May 27th, 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	Fenwick Place	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 Creek	Bramblett Hills	Walden Glen	
Southmoor	Westshore Colony	Hermitage	Whispering Hills	

- **Past Due from 03/26-Property Inspections**-Trace Apartments
- **Past Due from 04/28-Resident Questionnaire Recap**-Trace Apartments
- **Pat Due from 05/23-Resident Questionnaire Recaps**-Vineyards
- **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, 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 05/19-05/25 with your team!

3. SAFETY MEMO FOR JUNE 2025-attachment

Please review the attached safety memo and watch the safety video with your staff. When



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attempting to watch the Safety Video for June, please make sure to copy the WHOLE address into your browser. It starts with 'https' and ends with '15183'.

<https://www.osmanager4.com/videoexternalvos.aspx?aicccourseurl=128906657&ocid=824869&ctype=OC&progid=15183>

If you need to do so, you may pause this video and return to it without it costing Michelson for another viewing.

☐ 4. PROPERTY CALENDAR FOR JUNE 2025-attachment

Please review the property calendar for June 2025 with your team!

☐ 5. LEASE ATTACHMENTS IN YARDI - attachment

With many of you now generating leases directly through Yardi where the system will add the lease as an attachment, we wanted to send out a quick reminder on the naming system to ensure the leases are picked up by the MSR. If you have any questions or issues, please reach out to yardisupport@michelsonrealty.com.

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

Host an Instagram Contest

Start an apartment decoration contest on Instagram.

Have tenants post pictures of their apartments using a branded hashtag, then allow everyone to vote.

Not only will you build your social following, it also helps with tenant retention.

Here are some great tips for running your own Instagram contest.

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



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“A call to a past client is not a sales call. It’s a relationship call. And there’s a world of difference.”

Allan Goldstein