



# Michelson Weekly Update

Tuesday, May 28th, 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              | Bramblett Hills  | Walden Crossing  | 230 Building |
| Alinea Town & Country | Carrington Park    | Fenwick Place              | Hermitage        | Walden Glen      |              |
| Kensington West       | Panther Creek Parc | Terraces at Forest Springs | The Orion        | Whispering Hills |              |
| Orchard Village       | Preston Run        | Harper's Point             | Trace Apartments | Corbin Crossing  |              |

- **Past Due from 05/24-Resident Questionnaire Recap**-Vineyards, Westshore Colony
- **Due 05/30-Inventories**-Kensington West, Orchard Village, Carrington Park, Panther Creek Parc, Preston Run, Boulder Creek, Westshore Colony, Vineyards, Fenwick Place, Terraces at Forest Springs, Harper's Point, Trace Apartments, Walden Glen, Whispering Hills, Corbin Crossing, Alinea Town & Country, Bramblett Hills, Hermitage, Southmoor, Park Forest, 230 Building
- **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](mailto:reports@michelsonrealty.com).

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

Please review the weekly recap for Good Calls & Reviews for 05/20-05/26 with your team!

### 3. EMPLOYEE BACKGROUND SCREENINGS



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As a reminder, you should always work to get the Middle Name entered when running a pre-employment background check through First Advantage. This helps gather any information when running the full credit and background checks through the system. Also, even if fields aren't marked as required, try to get as much information filled out to ensure we are getting the most thorough and accurate reports returned to us. When you're running reports, make sure to choose the Michelson screening package as well to get all appropriate reports to payroll. If you have any issues/questions, please reach out to [pmsupport@michelsonrealty.com](mailto:pmsupport@michelsonrealty.com).

### 4. JUNE SAFETY MEMO-attachment

Please review the attached safety memo with your staff and send the last page to me! No video this month! I know you're upset but try to contain yourselves. Stay hydrated! Keep an eye on each other for signs of heat exhaustion.

### 5. PROPERTY CALENDAR FOR JUNE 2024-attachment

Please review the property calendar for June 2024 with your team!

### 6. YARDI VOYAGER/FINANCIAL ANALYTICS-2<sup>nd</sup> reminder

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](mailto:yardisupport@michelsonrealty.com).

### 7. YARDI – LEASING REPORT-2<sup>nd</sup> reminder

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.



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### 8. YARDI/RENTCAFE/CRM-2<sup>nd</sup> reminder

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.

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

#### ***Marketing Campaign Idea: Take a humanistic approach with your marketing***

Your audience is tired of interacting with stiff corporations that have no personality to them. They want to connect with brands that feel like real people. Taking a humanistic approach enables you to make your audience feel connected with a real person. It allows you to inject personality into your brand and give it life.

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

“Pretend that every single person you meet has a sign around his or her neck that says “Make me feel important.” Not only will you succeed in sales, you will succeed in life.”

Mary Kay Ash  
Business Woman  
1918-2001