



Michelson Weekly Update

Tuesday, May 30th, 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	Walden Crossing	Park Forest	Hermitage
Orchard Village	Walden Glen	Fenwick Place	Corbin Crossing
Boulder Creek	Whispering Hills	Terraces at Forest Springs	Harper's Point
Trace Apartments	Southmoor	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, Westshore Colony
- **Due 05/30-Inventories**-Kensington West, Boulder Creek, Westshore Colony, Vineyards, Trace Apartments, Walden Crossing, Walden Glen, Whispering Hills, Southmoor, Alinea Town & Country, Bramblett Hills, Park Forest, Carrington Park, Fenwick Place, Panther Creek Parc, Preston Run, Terraces at Forest Springs, The Orion, Hermitage, Corbin Crossing, Harper's Point
- **Due 05/31-Fire Inspections**-Carrington Park
- **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 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 05/21-05/27 with your team!



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3. PROPERTY CALENDAR FOR JUNE 2023-attachment-2nd reminder

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

4. EMPLOYEE DISCUSSIONS-attachments-2nd reminder

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 4th). 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 as usual.

5. NEW EMAIL ADDRESS:-2nd reminder

Good news, Teams! We have created a 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 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 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-2nd reminder**

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-2nd reminder**

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

Sponsor Local Events

Does your city have middle school or high school sports teams? There's a good chance they accept sponsors to help pay for uniforms, refreshments and other costs. A lot of charity events such as 5K runs accept sponsors as well.

Donating to support local events is a fairly low cost way to promote your apartment community while showing your support for the neighborhood.

Happy Leasing!

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



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“It is not that we have too little to do all the things we need to do, it is that we feel the need to do too many things in the time we have.”

Gary Keller