



Michel'son Weekly Update

Tuesday, June 3rd, 2025

PROPERTY MANAGEMENT



1. BLUE BOOK REMINDERS - attachment

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

Alinea Town & Country
Vineyards
Terraces at Forest Springs
Bramblett Hills
The Orion

- **Past Due from 05/30-Inventories**-Park Forest, Southmoor, Carrington Park, Preston Run, Boulder Creek, Westshore Colony, Fenwick Place, Harper's Point, The Point at Tamaya, Trace Apartments, Whispering Hills, Corbin Crossing, 230 Building
- **Past Due from 05/31-Fire Inspections**-The Orion, Fenwick Place
- **Past Due from 06/02-Monthly Property Summary**-Boulder Creek, Carrington Park, Corbin Crossing, Fenwick Place, Kensington West, Orchard Village, Southmoor, The Point at Tamaya, Trace Apartments, Walden Crossing, Walden Glen, Westshore Colony, Whispering Hills
- **Past Due from 06/02-Market Study**-Boulder Creek, Carrington Park, Corbin Crossing, Fenwick Place, Orchard Village, Panther Creek Parc, Harper's Point, Southmoor, The Point at Tamaya, Trace Apartments, Walden Crossing, Westshore Colony, Whispering Hills
- **Due 06/23-Resident Questionnaire Recaps**-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.



2. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews 05/26-06/01 and May 2025 with your team!



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3. PROPERTY MONTHLY COMPREHENSIVE CALLS - attachment

Please review the monthly comprehensive call report for May 2025 with your team
Please confirm that your lead tracking information is correct, and if you need any updates, please email mattd@michelsonrealty.com.



4. PROPERTY MONTHLY ONLINE REVIEWS - attachment

Please review the monthly online review report for May 2025 with your team. Keep pushing to get those scores up!



5. PROPERTY CALENDAR FOR JUNE 2025-attachment

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



6. MRC UNIFORM POLICIES-attachment

Please review the attached MRC Uniform Policies with your team!



7. SAFETY MEMO FOR JUNE 2025-attachment-2nd reminder

Please review the attached safety memo and watch the safety video with your staff. When 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 Michel'son for another viewing.



8. PROPERTY CALENDAR FOR JUNE 2025-attachment-2nd reminder

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



9. LEASE ATTACHMENTS IN YARDI – attachment-2nd reminder

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



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ensure the leases are picked up by the MSR. If you have any questions or issues, please reach out to yardisupport@michelsonrealty.com.

10. Leasing/Marketing Tip Of The Week - attachment

Advertise at Local Animal Shelters

Pet friendly rentals are in high demand. If you allow pets (particularly dogs), you should promote it as much as possible in your apartment marketing plan.

Pet Friendly Apartment Marketing Ideas

Consider partnering up with local animal shelters to leave brochures or pamphlets promoting your apartments as a pet friendly community. In exchange, you can offer rental discounts for employees and customers of the shelter. You could even sponsor an event at the shelter such as an adoption fair.

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

“To accomplish great things, must not only act, but also dream; not only plan, but also believe.”

Anatole France