



Michelson Weekly Update

Tuesday, June 10th, 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	Boulder Creek	The Orion	Corbin Crossing
Alinea Town & Country	Vineyards	The Point at Tamaya	
Kensington West	Westshore Colony	Trace Apartments	
Orchard Village	Terraces at Forest Springs	Walden Crossing	
Preston Run	Bramblett Hills	Walden Glen	

- **Past Due from 05/30-Inventories**-Carrington Fenwick Place, Harper's Point, 230 Building
- **Past Due from 05/31-Fire Inspections**-Fenwick Place
- **Past Due from 06/02-Monthly Property Summary**-Carrington Park, Fenwick Place, Whispering Hills
- **Past Due from 06/02-Market Study**-Carrington Park, Fenwick Place, Panther Creek Parc, Harper's Point, Southmoor
- **Due 06/23-Resident Questionnaire Recaps**-Park Forest, 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 06/02-06/08 with your team!



3. PROPERTY MONTHLY COMPREHENSIVE CALLS -attachment-2nd reminder

Please review the monthly comprehensive call report for May 2025 with your team



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Please confirm that your lead tracking information is correct, and if you need any updates, please email mattd@michelsonrealty.com.

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4. PROPERTY MONTHLY ONLINE REVIEWS –attachment-2nd reminder

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

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5. CONGRATS MEMO FOR MAY 2025-attachment-2nd reminder

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

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6. MRC UNIFORM POLICIES-attachment-2nd reminder

Please review the attached MRC Uniform Policies with your team!

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7. Leasing/Marketing Tip Of The Week - attachment

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 absent for your prospect to have choices to interact with your website rather than just being a static website.

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



JL ichelson Weekly Update

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“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.”

Charles Darwin