



Michelson Weekly Update

Tuesday, July 4th, 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	Hermitage
Orchard Village	Harper's Point
Walden Crossing	230 Building
Park Forest	

- **Past Due from 04/30-Administrative Checklist-Preston Run**
- **Past Due from 05/23-Resident Questionnaire Recap-Vineyards**
- **Past Due from 05/30-Inventories-Vineyards, Panther Creek Parc, Preston Run**
- **Past Due from 06/22-Resident Questionnaire Recap-Preston Run, Bramblett Hills, Whispering Hills**
- **Past Due from 06/30-3Q Marketing Plan-Vineyards, Bramblett Hills, Carrington Park, Hermitage**
- **Past Due from 07/03-Monthly Property Summary-Alinea Town & Country, Boulder Creek, Bramblett Hills, Carrington Park, Corbin Crossing, Orion, Southmoor, Vineyards, Walden Glen, Westshore Colony, Whispering Hills**
- **Past Due from 07/03-Market Study-Alinea Town & Country, Boulder Creek, Bramblett Hills, Corbin Crossing, Fenwick Place, Orion, Preston Run, Terraces at Forest Springs, Trace Apartments, Walden Glen, Westshore Colony**
- **Due 07/26-Resident Questionnaire Recap-Boulder Creek, Carrington Park, Corbin Crossing, Terraces at Forest Springs**

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 06/25-07/01 and June 2023 with your team!



3. CONGRATS MEMO FOR JUNE 2023-attachment



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Please review the Congrats Memo for June 2023 with your team!

4. PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment

Please review the property calls for June 2023 with your team! Please confirm your lead tracking information to what you see in Yardi when using for advertising purposes.

5. PROPERTY MONTHLY ONLINE REVIEWS – attachment

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

6. YARDI

We've added a report that allows you to look up the rental history for a specific rentable item. You'll find it under Reports->Unit->Rentable Item Rental History and you simply enter the rentable item code (i.e. c101) to pull the history.

7. RENTABLE ITEM HISTORY REPORT

A new report is now available through Yardi where you can view the full history of any rentable item. You can find the report by searching "Rentable Item Rental History" or manually find it at Reports > Unit > Rentable Item Rental History." A tip before pulling the report is to have a RI Rent Roll available as the report will request you to input a specific rentable item to review its history.

8. LIEN WAIVERS THROUGH DOCUSIGN

A template for Lien Waivers is now available to complete and send to vendors as needed through DocuSign. It should now be listed under Templates > Shared with Me. When completing the Lien Waiver, properties will need to complete the work description portion, Owner of the property (legal entity, not just the name of the property), and the amount of the invoice where a lien waiver is needed. When completed with your portion, you just need the vendor's email address to send them the DocuSign to fill out the day it's being executed, their company name, their e-signature, and their title with the company. IF you get this signed and scanned in with the invoice submission, Central Office AP can mail the check directly to the vendor, saving everyone time. A physical copy of the Lien Waiver is also attached to the Weekly Update.

9. FIDELITY 401K WEB WORKSHOP SCHEDULE-attachment-2nd reminder



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Fidelity offers a variety of web workshops each quarter to our employees. The attached schedule of these workshops are being added to the company website under 401K Information and will be updated each quarter.

10. LEASING/MARKETING TIP OF THE WEEK –

Promote Seasonal Apartment Amenities

Marketing your pool or barbecue pit this time of year probably won't make a significant impact. Instead, highlight winter-friendly features such as fireplaces, covered parking and central heating on your apartment website, social media and paid search ads. Bonus points if you can also showcase the beauty of your community during winter. Think snowy winter landscapes, warm and cozy spaces, and a bit of holiday decor. This is a great thing to post on social media this time of year.

Happy Leasing!

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

“Opportunities multiply as they are seized.”

Sun Tzu
544-496 BC
Ancient Chinese Philosopher