



Michelson Weekly Update

Tuesday, July 7th, 2026

PROPERTY MANAGEMENT

☐

1. BLUE BOOK REMINDERS - attachment

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

Park Forest	Fenwick Place	Boulder Creek	Bramblett Hills		
Alinea Town & Country	Orchard Village	Estates at TPC	The Point at Tamaya		
Kensington West	Preston Run	Vineyards	Walden Crossing		
Southmoor	Terraces at Forest Springs	Westshore Colony	Walden Glen		

- **Past Due from 06/30-3Q Marketing Plan**-Panther Creek Parc, Harper's Point, The Orion, Trace Apartments
- **Past Due from 07/01-Monthly Property Summary**-Orion, Panther Creek Parc, Whispering Hills
- **Past Due from 07/01-Market Study**-Carrington Park, Orion, Panther Creek Parc, Harper's Point, Trace Apartments
- **Due 07/28-Resident Questionnaire Recap**-Boulder Creek, Carrington Park, 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 06/29-07/05 and June 2026 with your team!

☐

3. CONGRATS MEMO FOR JUNE 2026-attachment

Please share the Congrats Memo for June 2026 with your team!

☐

4. PROPERTY MONTHLY ONLINE REVIEWS – attachment



Michelson Weekly Update

Tuesday, July 7th, 2026

PROPERTY MANAGEMENT

Please review the monthly online review report for June 2026 with your team. Keep pushing to get those scores up!

☐ 5. **PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment**

Please review the monthly comprehensive call report for June 2026 with your team and confirm that your lead tracking information is correct. If you need any updates, email mattd@michelsonrealty.com.

☐ 6. **SAFETY MEMO FOR JULY 2026-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 July, 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=94058641&ocid=824869&ctype=OC&progid=24136>

☐ 7. **PROPERTY CALENDAR FOR JULY 2026-attachment-2nd reminder**

Please review the property calendar for July 2026 with your team!

☐ 8. **Leasing/Marketing Tip Of The Week - attachment**

Resident's "Stay~Cation" Week

Panther Creek Parc - A new thing we did for a resident's this year was "Stay~Cation" week... (instead of just calling it resident appreciation week)

We hosted all "Vacation themed" events including a mobile sauna, "Move it Monday" line dancing class, Mid-Week Movie Night movie at the pool, cornhole tournament, vacation themed Father's Day give away, "cheat day" where we grill lunch for residents, snow cones, and pina colada We infused the week with our normal scheduled activities and added a vacation theme to give them more flare like our water aerobics class we added in a Yogurt Bar, and our Pilates class and treat Tuesday...

We had chat gpt make the flyers so they looked professional..... and there are lots of pics on our social media.



Michelson Weekly Update

Tuesday, July 7th, 2026

PROPERTY MANAGEMENT

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

“Not following up with your prospects in the same as filling up your bathtub without first putting the stopper in the drain.”

Michelle Moore