



# ichelsohn Weekly Update

Tuesday, July 8th, 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	Preston Run	Walden Glen
Alinea Town & Country	Terraces at Forest Springs	Whispering Hills
Kensington West	The Orion	230 Building
Orchard Village	The Point at Tamaya	
Southmoor	Walden Crossing	

- **Past Due from 05/30-Inventory**-Harper's Point
- **Past Due from 05/31-Fire Inspections**-Fenwick Place
- **Past Due from 06/30-3Q Marketing Plan**-Carrington Park, Boulder Creek, Vineyards, Westshore Colony, Fenwick Place, Harper's Point, Bramblett Hills, Corbin Crossing
- **Past Due from 07/01-Monthly Property Summary**-Corbin Crossing, Fenwick Place, Panther Creek Parc, Harper's Point, Trace Apartments
- **Past Due from 07/01-Market Study**-Bramblett Hills, Corbin Crossing, Orchard Village
- **Due 07/28-Resident Questionnaire Recaps**-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](mailto:reports@michelsonrealty.com).

### 2. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews 06/30-07/06 with your team!

### 3. YARDI RENTCAFE

Next Wednesday morning (7/9) we will be turning on a setting to 'Enforce YardiOne login for Site Manager users'. Since we are already using YardiOne login, we don't anticipate this causing any noticeable effect on Yardi users. We have tested this on Call Automation App users as well, and saw no problems. In the event a user has login problems, please email [yardisupport@michelsonrealty.com](mailto:yardisupport@michelsonrealty.com) with the username and application they are trying to login to.



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### 4. DRESS CODE-attachment-2<sup>nd</sup> reminder

We are attaching a copy of the Michelson Dress Code from our manuals. Please review and ensure the policies are implemented and understood with your teams. Another photo day is approaching in the near future.

### 5. PROPERTY MONTHLY ONLINE REVIEWS – attachment-2<sup>nd</sup> reminder

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

### 6. PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment-2<sup>nd</sup> reminder

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.

### 7. FIDELITY 401K WEB WORKSHOP SCHEDULE –attachment-2<sup>nd</sup> reminder

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.

### 8. JULY SAFETY MEMO-attachment-2<sup>nd</sup> reminder

Please review the attached safety memo with your staff and send the last page to me! No video this month! I know you're upset but try to contain yourselves. Stay hydrated! Keep an eye on each other for signs of heat exhaustion.

### 9. JUNE CONGRATS MEMO-attachment-2<sup>nd</sup> reminder

Please review the June Congrats Memo with your team!

### 10. Leasing/Marketing Tip Of The Week

***Market Available Units Well in Advance***



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Most apartments have a 90-day move-out period, meaning you can't guarantee availability until closer to the beginning of a lease. This can be an issue for renters who begin their apartment search early.

Our study found that 60% of respondents began their search at least six months before the lease was to begin. This means that it would benefit your apartment marketing strategy to have some data on the types of units available—including features, location, and more—in advance to help renters plan as they narrow down their options for in-person visits.

If your team has any unique marketing ideas, please send them to [meghang@michelsonrealty.com](mailto:meghang@michelsonrealty.com).

“Real Estate is my life. It is my day job if you will but it consumes my nights and weekends as well.”

Ivanka Trump