



ichelson Weekly Update

Tuesday, July 15th, 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, Fenwick Place, Corbin Crossing
- **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.

2. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews 07/07-07/13 with your team!

3. RENT CAFÉ RESIDENT PORTAL LOGINS-attachments

RentCafe Resident Portal will be enabling Passwordless login for all residents of Michelson properties on the evening of **8/6/2025**. Passwordless login is a security measure that eliminates traditional passwords and requires residents to authenticate their identity before accessing their account. Three authentication methods will be offered:

1. Email Secure Link – Residents simply enter their email address and receive a secure link via email. Clicking on the link automatically logs them into their account.
2. Third-Party Social Logins – Residents seamlessly log in via Apple, Google, or Microsoft.
3. Authentication via Text Message and Email – Residents receive a one-time passcode through text message or email using the mobile phone number or email address linked to their account.



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Please review the FAQ documents attached for both the property and the resident perspectives and reach out to yardisupport@michelsonrealty.com with any questions. Once you are comfortable with the changes, please notify your residents of the upcoming change and provide them with the appropriate FAQ attachment.

4. Leasing/Marketing Tip Of The Week

Have “WOW” Moments

You may be familiar with the term “WOW” moment that has become popular in many different avenues of apartment marketing. A “WOW” moment is an aspect of your tours or apartments that you can highlight that will help residents see what sets your community apart. It may also be a moment of the tour where you include apartment merchandise, small marketing gifts, food, drinks, and more. Essentially the point of any “WOW” moment is to make your tours, unlike any others. This will help prospects to remember your property when they’re deciding where they should call home. How is our WOW Fridge stocked? Do have any small gift items for children or pets to give them when touring a model apartment?

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

“To be successful, you have to have your heart in your business, and
your business in your heart.”

Anonymous