



Michelson Weekly Update

Tuesday, July 23rd, 2024

PROPERTY MANAGEMENT



1. BLUE BOOK REMINDERS - attachment

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

Park Forest	Southmoor	Boulder Creek	Terraces at Forest Springs	The Orion	Whispering Hills
Alinea Town & Country	Carrington Park	Westshore Colony	Harper's Point	Trace Apartments	Corbin Crossing
Kensington West	Panther Creek Parc	Vineyards	Bramblett Hills	Walden Crossing	230 Building
Orchard Village	Preston Run	Fenwick Place	Hermitage	Walden Glen	

- **Due 07/26-Resident Questionnaire Recap**-Boulder Creek, Carrington Park, Corbin Crossing, Terraces at Forest Springs
- **Due 08/01-Monthly Property Summary**
- **Due 08/01-Market Study**
- **Due 08/23-Resident Questionnaire Recap**-Orchard Village, Walden Glen, Hermitage
- **Due 08/28-Administrative Checklist**
- **Due 08/30-Fire Inspections**-Terraces at Forest Springs, Carrington Park

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 07/15-07/14 with your team!



3. DOCUSIGN NEW HIRE PACKET

All New Hire Packets through DocuSign have been updated with current tax forms and other paperwork. If there are any issues with your template the next time you use it, please email



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pmsupport@michelsonrealty.com. All forms are updated on the company manuals page as well.

4. CRM

Follow-Ups: There are 2 follow-ups that get generated with a Notice To Vacate, and they are based on the resident's move out date. Whenever you adjust the Move Out date or Cancel the Notice and later re-enter one, the system regenerates the follow-ups based on the new date. The system may replace the originals or create a second set, depending on how the dates align.

5. RENTCAFE

The monthly update will occur 07/24/2024 and Yardi recommends that you should clear your internet cache after every release, for optimal performance.

6. LEASING/MARKETING TIP OF THE WEEK –

Advertise at Local Animal Shelters

Pet friendly rentals are in high demand. If you allow pets (particularly dogs), you should promote it as much as possible in your apartment marketing plan.

Pet Friendly Apartment Marketing Ideas

Consider partnering up with local animal shelters to leave brochures or pamphlets promoting your apartments as a pet friendly community. In exchange, you can offer rental discounts for employees and customers of the shelter. You could even sponsor an event at the shelter such as an adoption fair.

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



JL ichelson Weekly Update

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“Leadership is practiced not so much in words as in attitude and in actions.”

Harold S. Green
Journalist