



Michelsohn Weekly Update

Tuesday, July 25th, 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	Westshore Colony	Whispering Hills	Carrington Park	Corbin Crossing
Orchard Village	Trace Apartments	Southmoor	Fenwick Place	Harper's Point
Vineyards	Walden Crossing	Alinea Town & Country	Terraces at Forest Springs	230 Building
Boulder Creek	Walden Glen	Park Forest	The Orion	

- **Past Due from 04/30-Administrative Checklist-Preston Run**
- **Past Due from 05/30-Inventories-Panther Creek Parc**
- **Past Due from 06/22-Resident Questionnaire Recap-Bramblett Hills**
- **Past Due from 06/30-3Q Marketing Plan-Hermitage**
- **Due 07/26-Resident Questionnaire Recap-Boulder Creek, Corbin Crossing**
- **Due 08/01-Monthly Property Summary**
- **Due 08/01-Market Study**
- **Due 08/24-Resident Questionnaire Recap-Orchard Village, Walden Glen, Hermitage**
- **Due 08/29-Administrative Checklist**
- **Due 08/31-Fire Inspection-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 07/17-07/23 with your team!

3. PROPERTY CALENDAR FOR AUGUST 2023-attachment

Please review the property calendar for August 2023 with your team!

4. AUGUST SAFETY MEMO-attachment



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Please review the August Safety Memo with your team!

5. LOWES AND MSHQ-attachment

Please see the attached letter for our preferred vendor.

6. MICHELSON MANUALS PAGE

The Michelson Manuals page has been moved to a new location at <https://www.mrc-info.com/tmomanuals/index.php>. The login information will remain the same, and make sure to update any of your favorites where this is saved!

7. YARDI-2nd reminder

The 407C Freon type had been added to use with the WO Completed Multiline as well as updating directly from the unit screen.

8. LEASING/MARKETING TIP OF THE WEEK –

Take a humanistic approach with your marketing

Your audience is tired of interacting with stiff corporations that have no personality to them. They want to connect with brands that feel like real people. Taking a humanistic approach enables you to make your audience feel connected with a real person. It allows you to inject personality into your brand and give it life. Wendy's & Target are great examples of this.

Happy Leasing!

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



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“You don’t close a sale, you open a relationship if you want to build a long-term successful enterprise.”

Patricia Fripp
Motivational Speaker