



# Michelsohn Weekly Update

Tuesday, July 30th, 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	230 Building
Alinea Town & Country	Carrington Park	Westshore Colony	Harper's Point	Trace Apartments	
Kensington West	Panther Creek Parc	Vineyards	Bramblett Hills	Walden Crossing	
Orchard Village	Preston Run	Fenwick Place	Hermitage	Walden Glen	

- **Past Due from 07/26-Resident Questionnaire Recap**-Corbin Crossing
- **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](mailto:reports@michelsonrealty.com).



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

Please review the weekly recap for Good Calls & Reviews for 07/22-07/28 with your team!



### 3. FIDELITY 401K WEB WORKSHOP SCHEDULE-attachment

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.



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### 4. SAFETY MEMO FOR AUGUST 2024-attachment

Please review the Safety Memo for August 2024 with your team!

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### 5. PROPERTY CALENDAR FOR AUGUST 2024-attachment

Please review the attached property calendar for August 2024 with your team!

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### 6. DOCUSIGN NEW HIRE PACKET -2<sup>nd</sup> reminder

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 [pmsupport@michelsonrealty.com](mailto:pmsupport@michelsonrealty.com). All forms are updated on the company manuals page as well.

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### 7. CRM-2<sup>nd</sup> reminder

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.

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### 8. RENTCAFE-2<sup>nd</sup> reminder

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

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### 9. LEASING/MARKETING TIP OF THE WEEK –

## ***Organize Events at Your Property***

Do your tenants feel like they're connected and a part of your community? If the answer is no, there's a strong chance you're not getting many new renters through referrals, which can be one of the best outreach marketing tactics for apartment communities.



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Organize coordinated monthly events for your tenants. Giving everyone a chance to mingle at your property builds loyalty and trust for your current tenants, and gives you the opportunity to get in front of new prospects.

Outreach apartment marketing doesn't (and shouldn't) have to feel salesy, or forced. Just providing a fun atmosphere to casually interact with current and potential renters can go a long way.

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

“Integrity is the most valuable and respected quality of leadership.  
Always keep your word.”

Brian Tracy  
Motivational Speaker  
1944-?