



Michelson Weekly Update

Tuesday, August 1st, 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	The Orion	230 Building
Orchard Village	Trace Apartments	Southmoor	Fenwick Place	Hermitage	
Vineyards	Walden Crossing	Alinea Town & Country	Panther Creek Parc	Corbin Crossing	
Boulder Creek	Walden Glen	Park Forest	Terraces at Forest Springs	Harper's Point	

- **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**
- **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. VENDOR LETTER FOR INVOICES -attachment

It's crazy to think budgets are right around the corner! With this, we want all open invoices entered prior to August month-end to begin working on the 2024 budget, and attached are two letters to assist with the process. If you have emails for each of your vendors, you can print a vendor list, and use a modified version of the letter to send an email and BCC all your vendors on it so they're all contacted at once. The important thing is to make sure you reach every vendor to get those invoices in before month-end! If you have any questions or issues with the attachments, please contact mattd@michelsonrealty.com.



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3. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews for 07/24-07/30 with your team!

4. RENTCAFE WEBSITE

The Rental Acceptance Guidelines form has been customized to pull in the property specific values for Application Fees, Admin Fees, Security Deposit and Inspection Fees for your online leases. For manually generated rentals, please make sure the applicant is attached to an apartment or floor plan specific wait unit, before inviting them to apply online. Please direct any questions to maryw@michelsonrealty.com.

5. CONGRATS MEMO FOR JULY 2023-attachment

Please review the Congrats Memo for July 2023 with your team!

6. PROPERTY CALENDAR FOR AUGUST 2023-attachment-2nd reminder

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

7. AUGUST SAFETY MEMO-attachment-2nd reminder

Please review the August Safety Memo with your team!

8. LOWES AND MSHQ-attachment-2nd reminder

Please see the attached letter for our preferred vendor.

9. MICHELSON MANUALS PAGE-2nd reminder

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!

10. 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



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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

“Excellence is not a skill. It’s an attitude.”

Ralph Marston
American Writer
1955-?