



Michelsohn Weekly Update

Tuesday, August 6th, 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	Boulder Creek	Trace Apartments
Alinea Town & Country	Fenwick Place	Walden Crossing
Panther Creek Parc	Terraces at Forest Springs	Whispering Hills
Preston Run	Hermitage	230 Building

- **Past Due from 07/26-Resident Questionnaire Recap**-Corbin Crossing
- **Past Due from 08/01-Monthly Property Summary**-Carrington Park, Kensington West, Orion, Orchard Village, Vineyards, Westshore Colony
- **Past Due from 08/01-Market Study**-Bramblett Hills, Orion, Orchard Village, Southmoor, Walden Glen, Westshore Colony
- **Due 08/23-Resident Questionnaire Recap**-Orchard Village, Hermitage
- **Due 08/28-Administrative Checklist**
- **Due 08/30-Fire Inspections-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 for 07/29-08/04 and July 2024 with your team!



3. CONGRATS MEMO FOR JULY 2024-attachment

Please review the Congrats Memo for July 2024 with your team!



4. PROPERTY MONTHLY ONLINE REVIEWS-attachment



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Please review the property reviews for July 2024 with your team! Continue to work to increase these scores on a regular basis!

5. PROPERTY MONTHLY COMPREHENSIVE CALLS-attachment

Please review the property calls for July 2024 with your team! Please confirm your lead tracking information to what you see in Yardi when using for advertising purposes.

6. FIDELITY 401K WEB WORKSHOP SCHEDULE-attachment-2nd reminder

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.

7. SAFETY MEMO FOR AUGUST 2024-attachment-2nd reminder

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

8. PROPERTY CALENDAR FOR AUGUST 2024-attachment-2nd reminder

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

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.

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.



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

“There are no limits to what you can accomplish, except the limits you place on your own thinking.”

Brian Tracy
Motivational Speaker
1944-?