



Michelson Weekly Update

Tuesday, August 8th, 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	Panther Creek Parc	230 Building
Orchard Village	Trace Apartments	Southmoor	The Orion	
Vineyards	Walden Crossing	Alinea Town & Country	Hermitage	
Boulder Creek	Walden Glen	Fenwick Place	Corbin Crossing	

- **Past Due from 04/30-Administrative Checklist-Preston Run**
- **Past Due from 06/22-Resident Questionnaire Recap-Bramblett Hills**
- **Past Due from 08/01-Monthly Property Summary-Bramblett Hills, Carrington Park**
- **Past Due from 08/01-Market Study-Bramblett Hills, Terraces at Forest Springs**
- **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.



3. PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment



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Please review the property calls for July 2023 with your team! Please confirm your lead tracking information to what you see in Yardi when using for advertising purposes.

4. PROPERTY MONTHLY ONLINE REVIEWS – attachment

Please review the property reviews for July 2023 with your team!

5. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews for 07/31-08/06 and July 2023 with your team!

6. RENTCAFE WEBSITE-2nd reminder

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.

7. CONGRATS MEMO FOR JULY 2023-attachment-2nd reminder

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

8. LEASING/MARKETING TIP OF THE WEEK –

It Pays To Renew

Remember the awesome renewal letter from Whispering Hills on the reasons to renew with them. Our residents don't always think through the whole moving process they will have to go through when thinking about renewing. Create a great list to show them all of the costs and inconveniences involved in moving, and how much they save by staying with us. When was the last time anyone ever told you how much they loved moving all of their stuff.

Happy Leasing!

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



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“You are your greatest asset. Put your time, effort and money into training, grooming, and encouraging your greatest asset.”

Tom Hopkins
American Author & Motivational Speaker