



ichelson Weekly Update

Tuesday, August 12th, 2025

PROPERTY MANAGEMENT

1. BLUE BOOK REMINDERS - attachment

Thank you to the following properties for having all of your Blue Book reports current.

Park Forest	Panther Creek Parc	Terraces at Forest Springs	Trace Apartments
Alinea Town & Country	Preston Run	Harper's Point	Walden Crossing
Kensington West	Boulder Creek	Bramblett Hills	Walden Glen
Southmoor	Vineyards	The Orion	Whispering Hills
Carrington Park	Westshore Colony	The Point at Tamaya	230 Building

- **Past Due from 06/30-3Q Marketing Plan**-Fenwick Place
- **Past Due from 07/28-Resident Questionnaire Recaps**-Carrington Park
- **Past Due from 08/01-Market Study**-Corbin Crossing, Orchard Village
- **Due 08/22-Resident Questionnaire Recap**-Orchard Village
- **Due 08/27-Administrative Checklist**
- **Due 08/31-Fire Inspections**-Fenwick Place, 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.

2. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews 08/04-08/10 with your team!

3. OFFICE & MAINTENANCE NAME TAGS/BADGES

Office & Maintenance Name Tags/Badges

With the Administrative Checklist due this month, we wanted to make sure that everyone knows how to get office and maintenance name tags/badges. Please make sure that your staff is wearing these at all times.

For the Office/Clubhouse:



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We go through a company named Arch Engraving. They have a Michelson template. You need the person's first and last name/city and state where they are from. You will send this to sales@archengraving.com.

Example:

Meghan Gierer
St. Louis, MO

For the Maintenance Team:

Please send a photo of the employee with their position and start date (MM/YYYY). You will send this to meghang@michelsonrealty.com.

Example:

Meghan Gierer
Maintenance Supervisor
November 2016

If you have any questions, please contact Meghan Gierer at Central Office at meghang@michelsonrealty.com.

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4. **PROPERTY MONTHLY ONLINE REVIEWS – attachment-2nd reminder**

Please review the monthly online review report for July 2025 with your team. Keep pushing to get those scores up!

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5. **PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment-2nd reminder**

Please review the monthly comprehensive call report for July 2025 with your team
Please confirm that your lead tracking information is correct, and if you need any updates, please email mattd@michelsonrealty.com.

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6. **CONGRATS MEMO FOR JULY 2025-attachment-2nd reminder**

Please review the attached Congrats Memo for July 2025 with your team!

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7. **Leasing/Marketing Tip Of The Week**

Meet the Team



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Have a ton of personality—aka NOT BORING

The top hero image is alive—show a lifestyle image where people are in action, doing something exciting like jumping in the air

The top hero changes with the season—change is refreshing

The copy on the hero image is positive, upbeat—“Meet Our Awesome Team. We’re here for you.”

Use team images that are professional, well-lit with consistent backgrounds, and have a short bio under each team member. Use a “Read More” or “Connect” button so prospects can reach out with questions or comments

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

“ I hope that in this year to come, you make mistakes. Because if you are making mistakes, then you are making new things, trying new things, learning, living, pushing yourself, changing yourself, changing your world. You are doing things you’ve never done before, and more importantly, you’re doing something.”

Neil Gaiman