



Michelson Weekly Update

Tuesday, August 15th, 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 06/30-Resident Questionnaire Recap-Bramblett Hills**
- **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-2nd reminder



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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-2nd reminder

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 08/07-08/13 with your team!

6. LEASING/MARKETING TIP OF THE WEEK –

QR Code Marketing!

Don't forget to use QR Codes in your marketing to help build reviews or provide easy links to your webpages! See Kensington West's great card they created and applied a QR code to help build up good reviews in the attachments. You can create your own or email Charles and he can send you your properties QR Codes already made for: Google Reviews, Facebook Reviews, Apartmentratings.com Reviews, webpage e-brochure, resident calendar page or resident page of your website.

Happy Leasing!

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

“It is not your customer's job to remember you. It is your obligation and responsibility to make sure they don't have the chance to forget you.”

*Patricia Fripp
Motivational Speaker*