



Michelson Weekly Update

Tuesday, August 22nd, 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	Park Forest	Terraces at Forest Springs	Harper's Point
Orchard Village	Trace Apartments	Southmoor	Carrington Park	The Orion	230 Building
Vineyards	Walden Crossing	Alinea Town & Country	Fenwick Place	Hermitage	
Boulder Creek	Walden Glen	Bramblett Hills	Panther Creek Parc	Corbin Crossing	

- **Past Due from 04/30-Administrative Checklist-Preston Run**
- **Due 08/24-Resident Questionnaire Recap-Hermitage**
- **Due 08/29-Administrative Checklist**
- **Due 09/01-Monthly Property Summary**
- **Due 09/01-Market Study**
- **Due 09/19-Downspout Map**
- **Due 09/20-Resident Questionnaire Recap-Fenwick Place, Kensington West, Harper's Point, Panther Creek**
- **Due 09/25-Property Inspection**
- **Due 09/28-4Q Marketing Plan**

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



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vendor to get those invoices in before month-end! If you have any questions or issues with the attachments, please contact matt@michelsonrealty.com.

3. PROPERTY AMAZON ACCOUNTS

Communities cannot use their own Amazon accounts for reimbursement and need to purchase everything through your community purchasing account.

4. ACH RETURNED ITEM NOTICES (MICHELSON RENT DIRECT)-attachment

We receive two types of notices from Bank of America via their ACH Returned Items Report. Amanda is emailing these reports directly to the properties. The reports may look similar but often require a different course of action. Please see the attached write-up for further explanation/tips and make sure to share with your team! Do you know what T/C 27 means? If not, see highlighted section in yellow on attachment and keep this document in a handy place to reference. Questions on any notice can be directed to Amanda at cobban@michelsonrealty.com or Jackie at brandtj@michelsonrealty.com.

5. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews for 08/14-08/20 with your team!

6. MRC YARDI SUPPORT

When submitting requests, please make sure to start the subject line with a product descriptor such as Voyager, CRM, Site Manager, Amenity, CheckScan, MSR..., in order to help us easily identify the best resource to assign to the ticket. Additionally, please include the property, resident, apartment number, screen shots of any error message received, or a copy of the report pertaining to the issue or request.

7. PROPERTY CALENDAR FOR SEPTEMBER 2023-attachment

Please see the attached property calendar for September 2023 and share with your team!

8. LEASING/MARKETING TIP OF THE WEEK –

QR Code Marketing!



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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

*"Our greatest weakness lies in giving up. The most certain way to success is always to *try one more time.*"*

Thomas Edison

1847-1931

American Inventor/Businessman