



Michelson Weekly Update

Tuesday, August 27th, 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	Southmoor	Preston Run	Vineyards	The Orion	Whispering Hills
Alinea Town & Country	Carrington Park	Terraces at Forest Springs	Harper's Point	Trace Apartments	Corbin Crossing
Kensington West	Fenwick Place	Boulder Creek	Bramblett Hills	Walden Crossing	230 Building
Orchard Village	Panther Creek Parc	Westshore Colony	Hermitage	Walden Glen	

- **Due 08/28-Administrative Checklist**-Park Forest, Alinea Town & Country, Kensington West, Orchard Village, Southmoor, Carrington Park, Panther Creek Parc, Preston Run, Boulder Creek, Fenwick Place, Terraces at Forest Springs, Harper's Point, Bramblett Hills, Hermitage, The Orion, Whispering Hills
- **Due 08/30-Fire Inspections**-Terraces at Forest Springs
- **Due 09/02-Monthly Property Summary**
- **Due 09/02-Market Study**
- **Due 09/19-Downspout Map**
- **Due 09/20-Resident Questionnaire Recap**-Fenwick Place, Kensington West, Harper's Point, Panther Creek Parc
- **Due 09/25-Property Inspections**
- **Due 09/30-4Q 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. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews for 08/19-08/25 with your team!



3. SAFETY MEMO FOR SEPTEMBER 2024-attachment



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Please review the safety memo and video for September 2024 Call 811 Before You Dig. If you have any questions, please contact Meghan Gierer at meghang@michelsonrealty.com.

<https://youtu.be/70COyZytxqs>

4. PROPERTY CALENDAR FOR SEPTEMBER 2024-attachment

Please review the property calendar for September 2024 with your team!

5. 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 the next month-end to begin working on the 2025 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.

6. GL CODE CHANGE-2nd reminder

We have made a change to GL 6551-00000-Grass Cutting Exp. It is now GL 6522-10000-Grass Cut/Landscape/Etc.-MRC Lawn Crew ONLY. We are making this change for reporting purposes for quarterly reports and year end financials so we can disclose Related Party detail to the owner, auditors, etc.

If you are currently using 6551-00000 for vendor expense that is **NOT** MRC lawn crew then you should begin using the GL code 6522-00000- Grounds Contractor-Third Party Vendors ONLY. This change is taking effect immediately.

The accountants will be reclassing expense as needed and moving the budget to the correct account so your financials will reflect everything in the correct place.

Properties - Be sure to relay this change to anyone that enters/codes invoices in Yardi.

Accounting – Be sure to update all billing, invoices, etc for Lawn Crew with the new GL code 6522-10000

Feel free to reach out to Kim Bono with any questions or concerns.



JL ichelson Weekly Update

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7. LEASING AVAILABILITY REPORT-2nd reminder

The new SSRS report version has been adjusted now to print correctly. It will be moved into the live environment sometime this week and I will remove the old version at that time. Please know, you may need to set the print settings to “Landscape” and/or the scaling to “Fit to Paper” the first time you print it.

8. BOX SCORE SUMMARY REPORT-2nd reminder

The old version of the Box Score, accessible from the left side menu, is causing performance issues and the link has been deactivated. A reminder has been added for now, to run the report from Analytics-Residential, and the old link will be removed all together in a couple of weeks.

9. MONTHLY RENTCAFE-2nd reminder

Update is scheduled for 8/20/24. For optimal performance, Yardi recommends you should clear your internet cache after every release.

10. LEASING/MARKETING TIP OF THE WEEK –

Consider Developing An Ongoing Blog

Online studies show that websites that have a consistent blog presence often perform better than sites that do not have a blog.

In fact, some online researchers even believe a site with a blog can perform almost 55% better than a site with no blog!

Your apartment website is no exception to that rule.

Content marketing, while often a time and resource investment, can help to fulfill many different purposes throughout your business.

A blog can help to establish your expertise, create content for your social media channels, and drive web traffic from search engines to your website.



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In order to effectively engage your audience through a blog, we recommend posting at least 1500 word articles on average once a week. These blog posts should be primarily localized content that is specifically designed to appeal to your target tenants.

Some excellent examples of a blog post that you could create for your website could include:

A city guide to your local area

Tips and resources for renters and tenants

Guides to effectively finding a rental property in your area

Other helpful content for potential tenants to use when looking to rent at one of your properties

When creating a blog for your business, it is important to remember some key fundamental rules around digital marketing, search engine optimization, and content management.

If your team has any unique marketing ideas, please send them to

meghang@michelsonrealty.com.

“If you don’t take care of your customer, your competitor will.”

Bob Hooley
Author