



Michelson Weekly Update

Tuesday, September 10th, 2024

PROPERTY MANAGEMENT



1. BLUE BOOK REMINDERS - attachment

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

Vineyards	230 Building
Harper's Point	
Trace Apartments	
Corbin Crossing	

- **Past Due from 08/28-Administrative Checklist**-Park Forest, Alinea Town & Country, Orchard Village, Southmoor, Carrington Park, Panther Creek Parc, Preston Run, Boulder Creek, Fenwick Place, Terraces at Forest Springs, The Orion, Whispering Hills
- **Past Due from 09/02-Monthly Property Summary**-Bramblett Hills, Carrington Park, Hermitage, Kensington West, Orion, Panther Creek Parc, Preston Run, Southmoor, Walden Crossing, Walden Glen, Westshore Colony, Whispering Hills
- **Past Due from 09/02-Market Study**-Bramblett Hills, Corbin Crossing, Hermitage, Orion, Orchard Village, Park Forest, Southmoor, Trace Apartments, Walden Glen, Westshore Colony
- **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 08/26-09/01 with your team!



3. CONGRATS MEMO FOR AUGUST 2024-attachment

Please see the attached Congrats Memo for August 2024 with your team!



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4. MICHELSON NOW PARTNERING WITH ZEAMO CORPORATE FITNESS!-attachment

Michelson is now partnering with Zeamo Corporate Fitness, allowing FREE access for our employees. See the attached flier for details and go to www.zeamo.com/michelsonrealty to register using your personal or work email.

Zeamo offers:

- **Gyms & Studios:** discounts on a nationwide network of top gyms & studios
- **Fitness On-Demand:** thousands of free on-demand workouts
- **Integration with Trackers:** AppleWatch, FitBit, Garmin, etc.
- **Rewards & Challenges:** sweepstakes, prizes, vacations, merchandise, and more
- **Dietitians:** professional diet consultations from licensed Dietitians
- **Healthy Meals:** delivered directly to your doorstep, prepared or prepare yourself

There are four steps to enroll:

- 1) Create a Zeamo Account
 - Click the link above to register for your Zeamo account, click on ‘sign up’ and register using your work or personal or email (If asked for a code, use 6NJ8MF)
- 2) Create a Rewards Account
 - When logged into Zeamo, click on Rewards, then Create Rewards account using the same email.
- 3) Link your device
 - When logged into Zeamo, click on Rewards, then click on Link your device, (Fitbit, Garmin, Apple Watch, etc.)
- 4) Activate your On-Demand Subscription
 - Go to profile settings (drop down on the upper right hand side of the navigation) click ‘activate’ (Will then say \$0/month)

If you have any questions, please let us know. For help with the website or setting up a profile, you can contact Zeamo directly at customersupport@myrewardstore.com or call them at 877-246-5769.

5. ONE TIME CONCESSIONS

With auditing season coming for the in-house accountants, a recurring issue has been brought up. Please note that if you are giving someone and up-front or one-time concession, you are to note it on your lease somewhere. If someone gets 2 days, 19 days, \$1,000 free, any up-front concession at all, it should be notated on the lease. Not just the recurring pro-



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rated concessions. If you have any questions, please contact your property accountant at the Central Office.

6. **SAFETY MEMO FOR SEPTEMBER 2024-attachment-2nd reminder**

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>

7. **PROPERTY CALENDAR FOR SEPTEMBER 2024-attachment-2nd reminder**

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

8. **VENDOR LETTER FOR INVOICES –attachment-2nd reminder**

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.

9. **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.



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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.

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.

“Sales go up and down. Services stays forever.”

Anonymous