



# Michelson Weekly Update

Tuesday, September 5th, 2023

## PROPERTY MANAGEMENT



### 1. BLUE BOOK REMINDERS - attachment

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

Orchard Village
Southmoor
Park Forest
Harper's Point
230 Building

- **Past Due from 04/30-Administrative Checklist**-Preston Run
- **Past Due from 08/24-Resident Questionnaire Recap**-Hermitage
- **Past Due from 08/29-Administrative Checklist**-Orchard Village, Vineyards, Bramblett Hills, Carrington Park, Fenwick Place, Panther Creek Parc, Preston Run, Terraces at Forest Springs
- **Past Due from 09/01-Monthly Property Summary**-Alinea Town & Country, Boulder Creek, Bramblett Hills, Carrington Park, Corbin Crossing, Hermitage, Kensington West, Orion, Trace Apartments, Vineyards, Walden Crossing, Walden Glen, Westshore Colony, Whispering Hills
- **Past Due from 09/01-Market Study**-Alinea Town & Country, Boulder Creek, Bramblett Hills, Corbin Crossing, Fenwick Place, Trace Apartments, Vineyards, Westshore Colony
- **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](mailto:reports@michelsonrealty.com).



### 2. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews for 08/28-09/03 and August 2023 with your team!



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3. **SAFETY MEMO FOR SEPTEMBER 2023-attachment-2<sup>nd</sup> reminder**

Please review the attached safety memo and watch the safety video with your staff. When you are ready to watch the Safety Video for September, please make sure to copy the WHOLE address into your browser. It starts with 'https' and ends with '15220'. If you need to do so, you may pause this video and return to it **without** it costing Michelson for another viewing.

<https://www.osmanager4.com/videoexternalvos.aspx?aicccourseurl=92304645&ocid=824869&ctype=OC&progid=15220>

1. **PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment**

Please review the property calls for August 2023 with your team! Please confirm your lead tracking information to what you see in Yardi when using for advertising purposes.

2. **PROPERTY MONTHLY ONLINE REVIEWS – attachment**

Please review the property reviews for August 2023 with your team!

3. **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](mailto:charlesm@michelsonrealty.com)



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“You never get a second chance to make a first impression.”

Will Rogers  
1879-1935  
American Author