



Michelson Weekly Update

Tuesday, September 12th, 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	Whispering Hills	Carrington Park	Harper's Point
Boulder Creek	Southmoor	Panther Creek Parc	230 Building
Westshore Colony	Alinea Town & Country	Preston Run	
Trace Apartments	Bramblett Hills	The Orion	
Walden Crossing	Park Forest	Corbin Crossing	

- **Past Due from 08/29-Administrative Checklist**-Orchard Village, Vineyards, Fenwick Place, Terraces at Forest Springs, Hermitage
- **Past Due from 09/01-Monthly Property Summary**-Walden Glen
- **Due 09/19-Downspout Map**-Kensington West, Orchard Village, Vineyards, Boulder Creek, Westshore Colony, Trace Apartments, Walden Crossing, Whispering Hills, Southmoor, Alinea Town & Country, Bramblett Hills, Park Forest, Carrington Park, Fenwick Place, Panther Creek Parc, Preston Run, Terraces at Forest Springs, The Orion, Corbin Crossing, Harper's Point
- **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**
- **Due 10/15-Administrative Checklist**-Preston Run

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 09/04-09/10 with your team!



3. PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment-2nd reminder

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.





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4. CONGRATS MEMO FOR AUGUST 2023-attachment-2nd reminder

Please review the Congrats Memo for August 2023 with your team.



5. PROPERTY MONTHLY ONLINE REVIEWS – attachment-2nd reminder

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



6. MICHELSON MANUAL DATABASE ADDRESS CHANGE

Please use this link for the Michelson Manuals page with your team!

<https://www.mrc-info.com/tmomanuals/index.php>



7. 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



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“Most people think “selling” is the same as “talking”. But the most effective salesperson know that listening is the most important part of their job.”

Roy Bartell
Professional Internet Marketer