



ichelson Weekly Update

Tuesday, September 16th, 2025

PROPERTY MANAGEMENT



1. BLUE BOOK REMINDERS - attachment

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

Park Forest	Carrington Park	Westshore Colony	The Point at Tamaya	230 Building
Alinea Town & Country	Panther Creek Parc	Fenwick Place	Trace Apartments	
Kensington West	Preston Run	Terraces at Forest Springs	Walden Crossing	
Orchard Village	Boulder Creek	Bramblett Hills	Walden Glen	
Southmoor	Vineyards	The Orion	Whispering Hills	

- **Past Due from 08/27-Administrative Checklist**-Harper's Point
- **Due 09/19-Downspout Maps**
- **Due 09/20-Resident Questionnaire Recap**-Fenwick Place, 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 09/08-09/14 with your team!



3. YARDI

The MSR has been updated with the addition of the count of Prospects in Applied status and the modification of the Concession End dates to include dates not matching the lease end dates, in additions to dates that are missing.



4. Leasing/Marketing Tip Of The Week

Market Available Units Well in Advance



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Most apartments have a 90-day move-out period, meaning you can't guarantee availability until closer to the beginning of a lease. This can be an issue for renters who begin their apartment search early.

Our study found that 60% of respondents began their search at least six months before the lease was to begin. This means that it would benefit your apartment marketing strategy to have some data on the types of units available—including features, location, and more—in advance to help renters plan as they narrow down their options for in-person visits.

If your team has any unique marketing ideas, please send them to meghang@michelsonrealty.com.

“While working to change the world and create true impact, you can't forget to spend the time to live in it.”

Michael Donnelly