



# Michelson Weekly Update

Tuesday, September 19th, 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	Trace Apartments	Alinea Town & Country	Panther Creek Parc	Corbin Crossing
Orchard Village	Walden Crossing	Bramblett Hills	Preston Run	Harper's Point
Vineyards	Walden Glen	Park Forest	Terraces at Forest Springs	230 Building
Boulder Creek	Whispering Hills	Carrington Park	The Orion	
Westshore Colony	Southmoor	Fenwick Place	Hermitage	

- **Due 09/19-Downspout Map**-Kensington West, Orchard Village, Vineyards, Westshore Colony, Trace Apartments, Walden Crossing, Southmoor, Alinea Town & Country, Bramblett Hills, Carrington Park, Fenwick Place, Panther Creek Parc, Preston Run, Terraces at Forest Springs, The Orion, Corbin Crossing
- **Due 09/20-Resident Questionnaire Recap**-Kensington West, Harper's Point, Panther Creek
- **Due 09/25-Property Inspection**-Kensington West, Orchard Village, Vineyards, Boulder Creek, Westshore Colony, Trace Apartments, Walden Crossing, Walden Glen, Whispering Hills, Southmoor, Alinea Town & Country, Bramblett Hills, Carrington Park, Fenwick Place, Panther Creek Parc, Preston Run, Terraces at Forest Springs, The Orion, Hermitage, Corbin Crossing, 230 Building
- **Due 09/28-4Q Marketing Plan**-Kensington West, Orchard Village, Vineyards, Westshore Colony, Trace Apartments, 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, Hermitage, Corbin Crossing, Harper's Point
- **Due 10/15-Administrative Checklist**-Preston Run, Vineyards, Terraces at Forest Springs, Hermitage

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).



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

Please review the weekly recap for Good Calls & Reviews for 09/11-09/17 with your team!



### 3. PHOTO & APPAREL DAY

Managers, today we are having a Photo and Apparel Day! Gather up your team, get out your cameras, and take a photo of everyone to email to [meghang@michelsonrealty.com](mailto:meghang@michelsonrealty.com) before the end of today. Make sure your maintenance team has their safety pack visible and open for the picture!



### 4. FIDELITY 401K WEB WORKSHOP SCHEDULE-attachment

Fidelity offers a variety of web workshops each quarter to our employees. The attached schedule of these workshops are being added to the company website under 401K Information and will be updated each quarter.



### 5. MICHELSON MANUAL DATABASE ADDRESS CHANGE-2<sup>nd</sup> reminder

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

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



### 6. 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)



# JL ichelson Weekly Update

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“Business is like riding a bicycle. Wither you keep moving or you fall down.”

Frank Lloyd Wright

1867-1959

American Architect