



ichelson Weekly Update

Tuesday, September 24th, 2024

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	Hermitage	Walden Glen
Alinea Town & Country	Preston Run	The Orion	Whispering Hills
Kensington West	Harper's Point	Trace Apartments	Corbin Crossing
Southmoor	Bramblett Hills	Walden Crossing	230 Building

- **Past Due from 08/28-Administrative Checklist**-Panther Creek Parc, Fenwick Place
- **Past Due from 09/19-Downspout Map**-Orchard Village, Carrington Park, Panther Creek Parc, Boulder Creek, Westshore Colony, Vineyards, Terraces at Forest Springs
- **Past Due from 09/20-Resident Questionnaire Recap**-Panther Creek Parc
- **Due 09/25-Property Inspections**-Park Forest, Alinea Town & Country, Kensington West, Orchard Village, Carrington Park, Terraces at Forest Springs, Bramblett Hills, Hermitage, Walden Crossing, Walden Glen, Whispering Hills, Corbin Crossing
- **Due 09/30-4Q Marketing Plan**-Park Forest, Alinea Town & Country, Kensington West, Orchard Village, Southmoor, Carrington Park, Panther Creek Parc, Boulder Creek, Westshore Colony, Vineyards, Fenwick Place, Harper's Point, Bramblett Hills, Hermitage, Walden Crossing, Whispering Hills, Corbin Crossing
- **Due 10/02-Monthly Property Summary**
- **Due 10/02-Market Study**
- **Due 10/21-Safety Checklist**
- **Due 10/25-Resident Questionnaire Recap**-The Orion, Trace Apartments, Alinea Town & Country
- **Due 10/30-Safety Box Inventory**

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 09/16-09/23 with your team!



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3. **SAFETY MEMO FOR OCTOBER 2024-attachment**

Please review the attached safety memo and watch the safety video with your staff. When attempting to watch the Safety Video for October 2024, please make sure to copy the WHOLE address into your browser. It starts with 'https' and ends with '15183'.

<https://www.osmanager4.com/videoexternalvos.aspx?aicccourseurl=128906657&ocid=824869&ctype=OC&progid=15183>

If you need to do so, you may pause this video and return to it without it costing Michelson for another viewing.

4. **PROPERTY CALENDAR FOR OCTOBER 2024-attachment**

Please review the October 2024 property calendar with your team!

5. **MSR REPORT – This week you'll find a few new stats on the MSR report.**

We've adjusted the "Applicants Past move-in date" by separating the "Future" status records into the new Move Ins Pending stat. It will be displayed with the Move Outs Pending in MSR Section 00.

We'll now be tracking the Num Prospect Calls Dismissed / Total Calls in MSR Section 02. These stats will look at the calls that came into the CRM Queue with the caller pushing option 1 - "If you're interested in learning more about renting one of our beautiful apartment homes, please press 1". We were able to identify and exclude disconnected calls and any from existing residents. You will find a supporting detail report in Voyager under Reports->MSR->02 CRM Queue Prospect Calls, with a special version for Orchard Village, 02 CRM Queue Prospect Calls-OV.

If you have any questions, please contact Mary Williams at the Central Office.

6. **PAYROLL COMMENTS**

The Employee Concessions in Yardi should be the same amount you give to Payroll. If concession includes any charges other than rent, this should be noted and included in the amount give to payroll. Also if the employee concession amount changes, the proper paperwork should be sent to Rene so she can update Payroll accordingly.



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7. FIDELITY 401K WEB WORKSHOP SCHEDULE

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.

8. ZEAMO CORPORATE FITNESS – SEPTEMBER SPRINT: FALL INTO FITNESS CHALLENGE! 09/23/2024-11/15/2024

Join the Challenge, Earn Points, and Win Prizes – Embrace the season by improving your health through nutrition, energizing workouts, and positive lifestyle changes.

Sign up for a free Zeamo account using the steps below in order to participate.

There are four steps to enroll:

- 1) Create a Zeamo Account
 - Go to www.zeamo.com/michelsonrealty 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)

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.

9. LEASING/MARKETING TIP OF THE WEEK –

Start a Resident Volunteer Team

Being active in your community is one of the best ways to market your apartments while doing something positive.



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Encourage residents to volunteer for local programs and charity events as a part of your community's team.

You can get custom t-shirts made for all the volunteers that include your logo. This will create a team atmosphere and promote your company.

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

“If people like you they will listen you, but if they trust you they’ll do business with you.”

Zig Ziglar
Motivational Speaker
1926-2012