



Michelson Weekly Update

Tuesday, September 26th, 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
Southmoor
Park Forest
Harper's Point

- **Past Due from 09/19-Downspout Map**-Westshore Colony, Alinea Town & Country, Carrington Park, Panther Creek Parc, Preston Run, Corbin Crossing
- **Past Due from 09/25-Property Inspection**-Orchard Village, Vineyards, Boulder Creek, Westshore Colony, Trace Apartments, Walden Crossing, Walden Glen, Whispering Hills, 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**-Orchard Village, Westshore Colony, Trace Apartments, Whispering Hills, Southmoor, Alinea Town & Country, Bramblett Hills, Park Forest, Carrington Park, Fenwick Place, Preston Run, Terraces at Forest Springs, The Orion, Hermitage, Corbin Crossing, Harper's Point
- **Due 10/02-Monthly Property Summary**
- **Due 10/02-Market Study**
- **Due 10/15-Administrative Checklist**-Preston Run, Vineyards, Terraces at Forest Springs
- **Due 10/20-Safety Checklist**
- **Due 10/26-Resident Questionnaire Recap**-Alinea Town & Country, The Orion, Trace Apartments

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 09/18-09/24 with your team!



3. CONCRETE STEP INSPECTIONS



ichelson Weekly Update

Tuesday, September 26th, 2023

PROPERTY MANAGEMENT

Please inspect all stairways and steps on your property. There has been several incidents where the steps or step braces have failed and people have sustained injuries. Please inspect all steps and step braces and replace any that are cracked. Please continue to do periodic inspections in the future. If you have any questions, please contact Bill Willenbrink at willenbrink@michelsonrealty.com.

4. REQUEST/REPORT EMAILS

As a reminder, along with one new email created, please use the following emails below for submitting misc. requests to Central Office.

A. pmsupport@michelsonrealty.com

- a. Lease/DocuSign/Bluemoon help.
- b. Google Adwords adjustments.
- c. Quiz account creation/removal.
- d. Website adjustments.
- e. Assistance with any third party vendors (Apts.com, Zillow, First Advantage, Notifii, etc.)
- f. If you're not sure who to send a request to based on this email, shoot over to this one.

B. yardisupport@michelsonrealty.com

- a. Any Yardi/Rent Cafe-specific related items.
- b. Login issues, report issues, procedures not working as expected.
- c. Amenity additions if not being done on-site.

C. itsupport@michelsonrealty.com

- a. Any IT related items such as email, hardware, or software issues that are MRC-specific.
- b. If you're having trouble with a particular vendor's (i.e. cable/internet/phone) product, please reach out to them first!

D. reports@michelsonrealty.com

- a. Blue Books reports.
- b. Field Notes (Field Notes once AM/DM/RM have reviewed)
- c. 100% and \$0 DQ reports once you reach those achievements!
- d. Please note, weekly MSR and red-penned reports only need to go to your AM/DM/RM.

E. goodcall@michelsonrealty.com

- a. Good calls with agent and PM notes included.
- b. Positive online reviews.

F. deposits@michelsonrealty.com

- a. Receipt deposit slips to this email with each batch.



Michelson Weekly Update

Tuesday, September 26th, 2023

PROPERTY MANAGEMENT

- G. humanresources@michelsonrealty.com
 - a. Employee complaints.
- H. orders@michelsonrealty.com
 - a. Ordering any MRC items/forms/books and safety supplies.
 - b. Where appropriate, make sure to include the order form with the email.
- I. incidents@michelsonrealty.com
 - a. Incident reports and workers comp information with supporting documentation



5. PROPERTY CALENDAR-attachment

Please see the attached Property Calendar for October 2023 with your team.



6. OCTOBER 2023 SAFETY MEMO-attachment

Please review the attached safety memo with your staff for October 2023! Please send the attendance sheet back to reports@michelsonrealty.com



7. USE OF HASHTAGS-attachment

Included is a reminder on the use of hashtags and how to use them and when to use them.



8. FIDELITY 401K WEB WORKSHOP SCHEDULE-attachment -2nd reminder

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.



9. 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!



ichelson Weekly Update

Tuesday, September 26th, 2023

PROPERTY MANAGEMENT

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

“Do you want to know who you are? Don’t ask. Act! Action will delineate and define you.”

Thomas Jefferson
American President
1743-1826