



ichelson Weekly Update

Tuesday, September 30th, 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	Preston Run	Walden Crossing
Alinea Town & Country	Terraces at Forest Springs	Walden Glen
Kensington West	Harper's Point	230 Building
Orchard Village	The Orion	
Southmoor	The Point at Tamaya	

- **Past Due from 09/19-Downspout Maps**-Panther Creek Parc, Boulder Creek, Vineyards, Trace Apartments
- **Past Due from 09/20-Resident Questionnaire Recap**-Fenwick Place, Panther Creek Parc
- **Past Due from 09/25-Property Inspections**-Carrington Park, Panther Creek Parc, Boulder Creek, Vineyards, Westshore Colony, Bramblett Hills, Trace Apartments, Whispering Hills
- **Due 09/30-4Q Marketing Plan**- Park Forest, Southmoor, Panther Creek Parc, Preston Run, Boulder Creek, Vineyards, Fenwick Place, Terraces at Forest Springs, Harper's Point, The Orion, Trace Apartments
- **Due 10/01-Monthly Property Summary**
- **Due 10/01-Market Study**
- **Due 10/21-Safety Checklist**
- **Due 10/27-Resident Questionnaire Recap**-The Orion, Trace Apartments
- **Due 10/31-Safety Box Inventory**
- **Due 10/31-Fire Inspections**-Fenwick Place, Boulder Creek, Southmoor

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 09/22-09/28 with your team!



3. PROPERTY CALENDAR FOR OCTOBER 2025-attachment

Please see review the property calendar for October 2025 with your team!



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☐ 4. **SAFETY MEMO FOR OCTOBER 2025-attachment**

Please review the attached SAFETY MEMO FOR OCOTBER 2025 with your team.

☐ 5. **ANNUAL MEDICARE PART D NOTICE-attachment**

Each property should receive a package this week. Please be sure the notices in that package are passed out to each employee.

☐ 6. **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.

☐ 7. **Leasing/Marketing Tip Of The Week**

Create Niche Amenity Pages

Lots of tenants have specific amenities and/or requirements that they want. Instead of listing your amenities in a giant list, make detailed pages about each amenity. Try to rank for searches like “apartments with [amenity]”.

You can use Google Suggest for ideas. Go to Google and type in “[city] apartments with” and hit space, but not enter. You’ll see some suggestions.

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



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“Limitations live only in our minds. But if we use our imaginations, our possibilities become limitless.”

Jaime Paolinetti