



ichelsohn Weekly Update

Tuesday, October 1st, 2024

PROPERTY MANAGEMENT



1. BLUE BOOK REMINDERS - attachment

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

- **Past Due from 08/28-Administrative Checklist**-Panther Creek Parc
- **Past Due from 09/19-Downspout Map**-Carrington Park, Boulder Creek, Westshore Colony, Vineyards
- **Past Due from 09/25-Property Inspections**-Carrington Park, Terraces at Forest Springs, , Walden Crossing, Whispering Hills, Corbin Crossing
- **Past Due from 09/30-4Q Marketing Plan**-Park Forest, Kensington West, Orchard Village, Carrington Park, Panther Creek Parc, Boulder Creek, Westshore Colony, Vineyards, Fenwick Place, Bramblett Hills, Hermitage, Walden Crossing, 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
- **Due10/30-Safety Box Inventory**
- **Due 10/30-Fire Inspection**-Boulder Creek, Hermitage, 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 for 09/23-09/29 and September 2024 with your team!



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3. CONGRATS MEMO FOR SEPTEMBER 2024-attachment

Please review the Congrats Memo for September 2024 with your team!

4. ANNUAL MEDICARE PART D NOTICE –attachment

Reports will be sent out together to the properties shortly. Please pass these out to each employee right away. Also, the two (1 page) Summary Annual Reports need to be posted in your break room/employee common area, replacing last year's reports, as a reference for all employees.

5. HEALTH SUMMARY PLAN DESCRIPTION – attachment

Reports will be sent out together to the properties shortly. Please pass these out to each employee right away. Also, the two (1 page) Summary Annual Reports need to be posted in your break room/employee common area, replacing last year's reports, as a reference for all employees.

6. SUMMARY ANNUAL REPORTS - attachment

Reports will be sent out together to the properties shortly. Please pass these out to each employee right away. Also, the two (1 page) Summary Annual Reports need to be posted in your break room/employee common area, replacing last year's reports, as a reference for all employees.

7. SAFETY MEMO FOR OCTOBER 2024-attachment-2nd reminder

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.

8. PROPERTY CALENDAR FOR OCTOBER 2024-attachment-2nd reminder



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Please review the October 2024 property calendar with your team!

9. **MSR REPORT – This week you’ll find a few new stats on the MSR report-2nd reminder**

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.

10. **PAYROLL COMMENTS-2nd reminder**

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.

11. **FIDELITY 401K WEB WORKSHOP SCHEDULE-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.

12. **ZEAMO CORPORATE FITNESS – SEPTEMBER SPRINT: FALL INTO FITNESS CHALLENGE! 09/23/2024-11/15/2024-2nd reminder**

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.



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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.



13. Property Monthly Online Reviews- attachment

Please review the monthly online review report for September 2024 with you team!
Continue to work to increase these scores on a regular basis!



14. Property Monthly Comprehensive Calls- attachment

Please review the monthly comprehensive call report with for September 2024 with your team! Please confirm that your lead tracking information is correct.



15. Leasing/Marketing Tip Of The Week-

Are your vendors helping you with holiday drives?

One great thing about this time of year is there is a lot of willingness to help each other through various donations or collection drives. Are you reaching out to your vendors when running a food, clothing, or toy drive? We send them our business and if asked many would



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love to help out in some way with our donation drives. Whether they bring in items to donate or help you advertise it can be a great increase to the items you collect.

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

“Get closer than ever to your customer. So close you tell them what they need well before they realize it themselves.”

Steve Jobs
Businessman
1955-2011