



Michelson Weekly Update

Tuesday, October 10th, 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	Whispering Hills	Fenwick Place	230 Building
Boulder Creek	Southmoor	Terraces at Forest Springs	
Trace Apartments	Alinea Town & Country	Hermitage	
Walden Crossing	Bramblett Hills	Corbin Crossing	
Walden Glen	Park Forest	Harper's Point	

- **Past Due from 09/19-Downspout Map**-Westshore Colony, Panther Creek Parc, Preston Run
- **Past Due from 09/25-Property Inspection**-Vineyards, Westshore Colony, Carrington Park, Panther Creek Parc, Preston Run, The Orion
- **Past Due from 09/28-4Q Marketing Plan**-Carrington Park
- **Past Due from 10/02-Monthly Property Summary**-Orion
- **Past Due from 10/02-Market Study**-Orchard Village
- **Due 10/15-Administrative Checklist**-Preston Run, Terraces at Forest Springs
- **Due 10/20-Safety Checklist**
- **Due 10/20-Property Inspection**-Alinea Town & Country, Bramblett Hills
- **Due 10/26-Resident Questionnaire Recap**-Alinea Town & Country, The Orion, Trace Apartments
- **Due 10/31-Safety Box Inventory**
- **Due 10/31-Fire Inspections**-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 10/02-10/08 with your team!



3. PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment



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Please review the property calls for September 2023 with your team! Please confirm your lead tracking information to what you see in Yardi when using for advertising purposes.

4. YARDI

The YardiOne implementation has been delayed until November and will **not** be occurring this week as originally planned. We will communicate dates once all prerequisites are met. If you have any questions, please contact Mary Williams at the Central Office.

5. CONGRATS MEMO FOR SEPTEMBER 2023-attachment-2nd reminder

Please review the Congrats Memo for September 2023 with your team!

6. PROPERTY MONTHLY ONLINE REVIEWS – attachment-2nd reminder

Please review the property reviews for September 2023 with your team! Continue to work to increase these scores on a regular basis!

7. ANNUAL MEDICARE PARK D NOTICE-attachment-2nd reminder

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

8. SUMMARY ANNUAL REPORTS-attachments-2nd reminder

Savings Investment and Health Summary Annual Reports will be sent out properties shortly. Please pass these out to each employee and post a copy of each in your break room/employee common area as a reference for all employees.

9. YARDI-attachment-2nd reminder

Exciting changes are coming soon to the login process for Yardi. YardiOne is a single source login page which will be used to login into the various Yardi products, i.e. Voyager, CRM and Site Manager. The implementation will occur overnight on the 12th and require all users to login through YardiOne beginning Friday, October 13th. See attached for answers to frequently asked questions and be on the lookout for more information to come.

10. REQUEST/REPORT EMAILS-2nd reminder



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



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11. 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

"A call to a past client is not a sales call. It's a relationship call. And there's a world of difference."

Allan Goldstein