



Michelsohn Weekly Update

Tuesday, October 24th, 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	Bramblett Hills	230 Building
Orchard Village	Park Forest	Vineyards
Boulder Creek	Fenwick Place	Trace Apartments
Southmoor	Hermitage	
Alinea Town & Country	Harper's Point	

- **Past Due from 09/25-Property Inspection**-Carrington Park, Panther Creek Parc, The Orion
- **Past Due from 10/15-Administrative Checklist**-Preston Run, Terraces at Forest Springs
- **Past Due from 10/20-Safety Checklist**-Westshore Colony, Walden Crossing, Walden Glen, Whispering Hills, Panther Creek Parc, Terraces at Forest Springs, The Orion, Corbin Crossing
- **Due 10/26-Resident Questionnaire Recap**-Alinea Town & Country, The Orion
- **Due 10/31-Safety Box Inventory**
- **Due 10/31-Fire Inspections**-Hermitage, Southmoor
- **Due 11/01-Monthly Property Summary**
- **Due 11/01-Market Study**
- **Due 11/22-Resident Questionnaire Recap**-Southmoor, Vineyards, Walden Crossing, Westshore Colony
- **Due 11/27-Property Inspections**
- **Due 11/30-Fire Inspections**-Preston Run, Vineyards
- **Due 12/31-2024 Major Projects List**

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 10/16-10/22 with your team!



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3. LEASING/MARKETING TIP OF THE WEEK –

“WOW” Moments

You may be familiar with the term “WOW” moment that has become popular in many different avenues of apartment marketing. A “WOW” moment is an aspect of your tours or apartments that you can highlight that will help residents see what sets your community apart. It may also be a moment of the tour where you include apartment merchandise, small marketing gifts, food, drinks, and more. Essentially the point of any “WOW” moment is to make your tours, unlike any others. This will help prospects to remember your property when they’re deciding where they should call home. How is our WOW Fridge stocked? Do have any small gift items for children or pets to give them when touring a model apartment?

Happy Leasing!

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

“It is not the strongest of the species that survive, nor the most intelligent, but the one that is most responsive to change.”

Charles Darwin