



ichelson Weekly Update

Tuesday, November 5th, 2024

PROPERTY MANAGEMENT



1. BLUE BOOK REMINDERS - attachment

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

Alinea Town & Country	Fenwick Place	Walden Glen
Kensington West	Preston Run	

- **Past Due from 09/25-Property Inspections**-Carrington Park, Vineyards, Panther Creek Parc
- **Past Due from 10/21-Safety Checklist**-Westshore Colony, Vineyards, 230 Building
- **Past Due from 10/25-Resident Questionnaire Recap**-The Orion
- **Past Due from 10/30-Safety Box Inventory** –Bramblett Hills, Carrington Park, Corbin Crossing, Vineyards, Westshore Colony
- **Past Due from 11/04-Monthly Property Summary**-Boulder Creek, Carrington Park, Hermitage, Orion, Orchard Village, Panther Creek Parc, Harper’s Point, Terraces at Forest Springs, Walden Crossing, Westshore Colony
- **Past Due from 11/04-Market Study**-Carrington Park, Hermitage, Orion, Orchard Village, Panther Creek Parc, Park Forest, Harper’s Point, Southmoor, Terraces at Forest Springs, Trace Apartments, Walden Crossing, Westshore Colony, Whispering Hills
- **Due 11/21-Resident Questionnaire Recaps**-Southmoor, Vineyards, Walden Crossing, Westshore Colony
- **Due 11/22-Inventories**
- **Due 11/27-Fire Inspections**-Preston Run, Vineyards

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 10/28-11/03 and October 2024 with your team!



3. YARDI



JL ichelson Weekly Update

Tuesday, November 5th, 2024

PROPERTY MANAGEMENT

The 2-2-3-3-Resident Retention Program is an innovative way of keeping track of the community's ongoing communication efforts towards resident retention. The program is based on keeping in touch with each new and renewing resident on a regular basis during the term of their lease. A new stat has been added to the MSR – Section 03 for Resident Follow-Ups completed early, which captures the count of follow-ups completed three or more weeks before the scheduled date.

4. YARDI SOFTWARE UPDATE

There is a software update scheduled for 11/12 beginning at 6:30 pm central time. Please Sign Out of the system when leaving for the day and plan on the system being unavailable until morning.

5. YARDI

A Rentable Items Released report has been added to your weekly rentable items email packet that runs each Tuesday at 9 am. This report can be used to help identify any rentable items not included with a renewal and to verify storage and garages are cleared out after move out.

6. CONGRATS MEMO FOR OCTOBER 2024-attachment

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

7. PROPERTY CALENDAR FOR NOVEMBER 2024-attachement

Please review the property calendar for November 2024 with your team!

8. SAFETY FLYER FOR NOVEMBER 2024-attachment

Please review the Safety Flyer for November 2024 with your team!

9. PROPERTY MONTHLY ONLINE REVIEWS-attachment

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

10. PROPERTY MONTHLY COMPREHENSIVE CALLS-attachments



ichelson Weekly Update

Tuesday, November 5th, 2024

PROPERTY MANAGEMENT

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

11. SAFETY FLYER FOR NOVEMBER 2024-attachment-2nd reminder

Please review the November 2024 Safety Flyer with your team!

12. PROPERTY CALENDAR FOR NOVEMBER 2024-attachment-2nd reminder

Please review the property calendar for November 2024 with your team!

13. Leasing/Marketing Tip Of The Week-

Host an Instagram Contest

Start an apartment decoration contest on Instagram.

Have tenants post pictures of their apartments using a branded hashtag, then allow everyone to vote.

Not only will you build your social following, it also helps with tenant retention.

Here are some great tips for running your own Instagram contest.

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



JL ichelson Weekly Update

Tuesday, November 5th, 2024

PROPERTY MANAGEMENT

“To give real service, you must add something which cannot be bought or measured with money, and that is sincerity and integrity.”

Douglas Adams
English Author
1952-2001