



Michelsohn Weekly Update

Tuesday, November 12th, 2024

PROPERTY MANAGEMENT



1. BLUE BOOK REMINDERS - attachment

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

Park Forest	Southmoor	Preston Run	Vineyards
Alinea Town & Country	Carrington Park	Terraces at Forest Springs	Harper's Point
Kensington West	Fenwick Place	Boulder Creek	Bramblett Hills
Hermitage	Trace Apartments	Walden Crossing	Walden Glen
Whispering Hills			

- **Past Due from 09/25-Property Inspections**-Panther Creek Parc
- **Past Due from 10/21-Safety Checklist**-Westshore Colony, 230 Building
- **Past Due from 10/25-Resident Questionnaire Recap**-The Orion
- **Past Due from 10/30-Safety Box Inventory** –Corbin Crossing, Westshore Colony
- **Past Due from 11/04-Monthly Property Summary**-Orchard Village
- **Past Due from 11/04-Market Study**-Orion
- **Due 11/21-Resident Questionnaire Recaps**-Southmoor, 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 11/04-11/10 with your team!



3. YARDI-2nd reminder

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



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completed early, which captures the count of follow-ups completed three or more weeks before the scheduled date.

4. YARDI SOFTWARE UPDATE-2nd reminder

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-2nd reminder

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-2nd reminder

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

7. PROPERTY MONTHLY ONLINE REVIEWS-attachment-2nd reminder

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

8. PROPERTY MONTHLY COMPREHENSIVE CALLS-attachments-2nd reminder

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

9. Leasing/Marketing Tip Of The Week-

Exciting Marketing Listings

Let's be honest, most online apartment listings are pretty generic. They list details about the unit and community, and that's about it.



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Instead of sticking to the script, put your creativity to work and make your listings fun and entertaining. This will help you stand out and attract more renters!

Musician Jonathan Mann went as far as making a music video when he was looking for a roommate for his apartment. It was creative to say the least.

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

“Success in real estate starts with you believing you are worthy of it.”

Matthew Ferrara
Philosopher