



Michelson Weekly Update

Tuesday, November 21st, 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	Walden Crossing	Park Forest	The Orion
Orchard Village	Walden Glen	Carrington Park	Corbin Crossing
Boulder Creek	Whispering Hills	Fenwick Place	Harper's Point
Westshore Colony	Southmoor	Preston Run	230 Building
Trace Apartments	Alinea Town & Country	Terraces at Forest Springs	

- **Past Due from 10/20-Safety Checklist**-Panther Creek Parc
- **Past Due from 10/31-Safety Box Inventory**-Vineyards, Bramblett Hills
- **Past Due from 10/31-Fire Inspections**-Hermitage
- **Due 11/22-Resident Questionnaire Recap**-Vineyards, Westshore Colony
- **Due 11/27-Property Inventories**
- **Due 11/30-Fire Inspections**-Preston Run, Vineyards
- **Due 12/21-Resident Questionnaire Recap**-Park Forest, Preston Run, Bramblett Hills, Whispering Hills
- **Due 12/22-1Q Marketing Plan**
- **Due 12/29-2024 Major Projects List**
- **Due 12/29-Fire Inspections**- Kensington West, Panther Creek Parc
- **Due 12/31-Administrative Checklist**-Preston Run, Terraces at Forest Springs

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 11/13-11/19 with your team!

3. Open Enrollment for our Dependent Care FSA

Each property should receive a package this week which includes open enrollment paperwork for our dependent care FSA. Please be sure to pass out to employees as soon as possible.

Enrollment forms for the dependent care FSA only need to be filled out and sent back if you



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want to enroll for 2024. If you had the DCFSA in 2023, I will need a form back from you, even if you wish to waive it for 2024. Please send applicable enrollment forms in no later than 12/15/2023. For any questions, please contact Angela Kleczkowski at the Central Office.

4. **PROPERTY MONTHLY ONLINE REVIEWS – attachment-2nd reminder**

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

5. **PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment-2nd reminder**

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

6. **GOOD CALL-2nd reminder**

We hope to hear calls between Agent and Prospects as a rule being turned in. If you decide to send a roleplay, please note this in the subject line. Thanks for your help!

7. **LEASING/MARKETING TIP OF THE WEEK –**

Market Available Units Well in Advance

Most apartments have a 90-day move-out period, meaning you can't guarantee availability until closer to the beginning of a lease. This can be an issue for renters who begin their apartment search early.

Our study found that 60% of respondents began their search at least six months before the lease was to begin. This means that it would benefit your apartment marketing strategy to have some data on the types of units available—including features, location, and more—in advance to help renters plan as they narrow down their options for in-person visits. Happy Leasing!

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



JL ichelson Weekly Update

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“Real estate is my life. It is my job if you will but it consumes my nights and weekends as well.”

Ivanka Trump