



# Michelsohn Weekly Update

Tuesday, November 19th, 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
Orchard Village	Terraces at Forest Springs	Corbin Crossing
Carrington Park	Harper's Point	
Preston Run	The Orion	
Vineyards	Walden Crossing	

- **Past Due from 10/25-Resident Questionnaire Recap**-The Orion
- **Past Due from 11/21-Resident Questionnaire Recaps**-Westshore Colony
- **Past Due from 11/22-Inventories**-Park Forest, Kensington West, Southmoor, Panther Creek Parc, Boulder Creek, Westshore Colony, Bramblett Hills, Hermitage, Trace Apartments, Whispering Hills, 230 Building
- **Due 11/27-Fire Inspections**-Preston Run
- **Due 12/2-Monthly Property Summary**
- **Due 12/2-Market Study**
- **Due 12/23-Resident Questionnaire Recap**-Park Forest, Preston Run, Bramblett Hills, Whispering Hills
- **Due 12/24-1Q Marketing Plan**
- **Due 12/31-Fire Inspections**-Kensington West, Orchard Village, Hermitage, Panther Creek Parc
- **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](mailto:reports@michelsonrealty.com).



### 2. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews for 11/18-11/24 with your team!



### 3. END OF YEAR VENDOR EMAIL/LETTER INSTRUCTIONS FOR INVOICES



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Teams, with year-end quickly approaching, please see the attached, updated instructions for emailing or sending letters to vendors to obtain currently open invoices to make sure they're getting paid prior to 2024's year-end. If you have any questions or issues with the documents, please reach out to [mattd@michelsonrealty.com](mailto:mattd@michelsonrealty.com). Make sure this is getting done immediately so you're getting all of your invoices in on-time!

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4. PROPERTY CALENDAR FOR DECEMBER 2024-attachment

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

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5. SAFETY MEMO FOR DECEMBER 2024-attachment

Please review the attached safety memo and watch the safety video with your staff. When you are ready to watch the Safety Video for December, please make sure to copy the **WHOLE** address into your browser. It starts with 'https' and ends with '16966'. If you need to do so, you may pause this video and return to it **without** it costing Michelson for another viewing.

<https://www.osmanager4.com/videoexternalvos.aspx?aicccourseurl=65752704&ocid=824869&ctype=OC&progid=16966>

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6. Leasing/Marketing Tip Of The Week-

### ***Great Time For An Appreciation Event***

With the holidays coming to a close this is a great time to host appreciation events. You can do resident appreciation, maintenance appreciation, office staff appreciation, and others. Whether you spotlight a person on social media or provide fun games and prizes this can be a great way to increase your social media and residents love of the community. Let's be honest, most online apartment listings are pretty generic. They list details about the unit and community, and that's about it.

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.



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If your team has any unique marketing ideas, please send them to [meghang@michelsonrealty.com](mailto:meghang@michelsonrealty.com).

“Not following up with your prospects is the same as filling up your bathtub without first putting the stopper in the drain.”

Michelle Moore