



Michelsohn Weekly Update

Tuesday, December 5th, 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 Glen	Fenwick Place	Harper's Point
Orchard Village	Whispering Hills	Panther Creek Parc	
Boulder Creek	Southmoor	Preston Run	
Trace Apartments	Alinea Town & Country	Terraces at Forest Springs	
Walden Crossing	Park Forest	230 Building	

- **Past Due from 10/31-Safety Box Inventory-Vineyards**
- **Past Due from 10/31-Fire Inspections-Hermitage**
- **Past Due from 11/22-Resident Questionnaire Recap-Vineyards**
- **Past Due from 11/27-Property Inventories-Westshore Colony, Bramblett Hills, Corbin Crossing**
- **Past Due from 11/30-Fire Inspections-Vineyards**
- **Past Due from 12/04-Monthly Property Summary-Bramblett Hills, Carrington Park, Vineyards, Westshore Colony**
- **Past Due from 12/04-Market Study-Bramblett Hills, Orion, Westshore Colony**
- **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 11/27-12/03 and November 2023 with your team!



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

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 2023's year-end. If you have any questions or issues with the documents, please reach out to mattd@michelsonrealty.com. Make sure this is getting done immediately so you're getting all of your invoices in on-time!

4. **PROPERTY MONTHLY ONLINE REVIEWS – attachment**

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

5. **PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment**

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

6. **PROPERTY CALENDAR FOR DECEMBER 2023-attachment**

Please review the property calendar for December 2023 with your team!

7. **2023 YEAR END CUT OFF INFO-attachment**

Year-end is just around the corner. Please note the timing of the **two key** points below for all properties:

1. To Ensure Expenses are in 2023 business:

To make sure that expenses show up in your property operating statement for 2023, invoices need to be batched and posted as a payable before Dec. 22. The month end close is scheduled for 2:00 pm on Dec. 22.

2. Any Checks being paid to Vendors prior to year-end:

All invoices that have been batched, approved and received at the central office by December 11, 2023 will be processed and paid before the end of the year. If the invoices are received after December 11, 2023 the vendor check will be processed in January 2024.

GENERAL TIMING OF INVOICES THROUGHOUT THE YEAR:



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Please also note the second to last paragraph of the attached Section 5 from the Property Operations Manual. As indicated, as a general rule all batches received by Friday, will be processed for payment on the following Thursday. We appreciate your understanding of this timing so that we can process everyone's payments in a timing manner. Thanks!!

8. SPRINKLER HEAD COVERS

Wherever your community has sprinkler heads and that area is getting painted, make sure you are using magnetic sprinkler head covers every time to ensure the sprinkler heads themselves are not getting painted. This can turn into a costly expense if they need to get replaced due to having paint on them. You can find an example in the link below:

<https://hdsupplysolutions.com/p/coverdome-fire-sprinkler-magnetic-ring-cover-25-pk-p530039>

9. MRC CRM

The Active Prospect Summary Report has been rewritten and is now available in CRM. You will find it located under Reports-MRC-Active Prospect Summary. The report runs to the screen and then can be exported using the Save icon on the report title bar. Please note that navigation is accomplished by using the scrollbar on the right side of the report when reviewing from the screen. Please reach out to yardisupport@michelsonrealty.com with any questions.

10. OPEN ENROLLMENT FOR OUR DEPENDENT CARE FSA-2nd reminder

Each property received a package which includes open enrollment paperwork for our dependent care FSA. Please be sure to pass out to employees as soon as possible, if you have not already. **Enrollment forms for the dependent care FSA only need to be filled out and sent back if you 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

11. ANNUAL 401K NOTICES-2nd reminder

Each property received a package this week which includes 401k annual notices. Please be sure to pass out to employees as soon as possible.

12. PROPERTY CALENDAR FOR DECEMBER 2023-attachment-2nd reminder



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Please review the property calendar for December 2023 with your team!

13. SAFETY MEMO FOR DECEMBER 2023-attachment-2nd reminder

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 '15450'. 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=65756276&ocid=824869&ctype=OC&progid=15450>

14. LEASING/MARKETING TIP OF THE WEEK –

CREATE A HOLIDAY CAMPAIGN HASHTAG

#Hashtags are a great way to create campaign awareness and track the growth of your larger social media campaigns. They're easy to search, discoverable, and can allow you to find and track new content and sentiment of your social media campaigns in the simplest way.

If your holiday marketing push has a specific theme or tagline, make it into a hashtag for your influencers to use across their promotional posts while also using it across your own social content. This is the simplest way to tie your influencer marketing efforts into your larger marketing campaign for seamless, omnichannel integration.

Getting your influencers to join in on your hashtag campaign is also a great way to try and get your customers to start using the hashtag as well on their own related content in hopes the hashtag will go viral.

Hashtag campaigns can work particularly well on TikTok if done correctly, or are perfect for giveaways, and can exponentially increase your brand's reach while generating hundreds -- even thousands -- of pieces of user-generated content. 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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“You don’t always need a plan. Sometimes you just need to breathe, trust, let go, and see what happens”

Mandy Hale