



ichelson Weekly Update

Tuesday, December 26th, 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	Terraces at Forest Springs	Walden Glen
Orchard Village	Boulder Creek	Alinea Town & Country
Fenwick Place	Westshore Colony	Southmoor
Panther Creek Parc	Trace Apartments	Park Forest
Preston Run	Walden Crossing	230 Building

- **Past Due from 10/31-Fire Inspections**-Hermitage
- **Past Due from 12/21-Resident Questionnaire Recap**-Bramblett Hills, Whispering Hills
- **Past Due from 12/22-1Q Marketing Plan**-Vineyards, Carrington Park, The Orion, Corbin Crossing, Harper's Point
- **Due 12/29-2024 Major Projects List**
- **Due 12/29-Fire Inspections**-Panther Creek Parc
- **Due 12/31-Administrative Checklist**-Preston Run, Terraces at Forest Springs
- **Due 01/02-Monthly Property Summary**
- **Due 01/02-Market Study**
- **Due 01/22-Resident Questionnaire Recap**-Boulder Creek, Carrington Park, Terraces at Forest Springs, Corbin Crossing
- **Due 01/31-Rent Level Status**
- **Due 01/31-Fire Inspections**-230 Building, Walden Crossing, 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 12/18-12/24 with your team!



3. MICHELSON MANUALS PAGE PASSWORD UPDATE-2nd reminder



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The Michelson Manuals page password has been updated to below. Please make sure your team is aware for when they need to login next time.

<https://www.mrc-info.com/tmomanuals/index.php>

ID: MichelsonTeam

PW: Everest900MRC23

4. PROPERTY CALENDAR FOR JANUARY 2024-attachment

Please review the Property Calendar for January 2024 with your team!

5. SAFETY MEMO FOR JANUARY 2024-attachment

Please review the Safety Memo for January 2024 with your team!

6. LEASING/MARKETING TIP OF THE WEEK –

Have “WOW” Moments

You may be familiar with the term “WOW” moment that has become popular in many different avenues of apartment marketing. A “WOW” moment is an aspect of your tours or apartments that you can highlight that will help residents see what sets your community apart. It may also be a moment of the tour where you include apartment merchandise, small marketing gifts, food, drinks, and more. Essentially the point of any “WOW” moment is to make your tours, unlike any others. This will help prospects to remember your property when they’re deciding where they should call home. How is our WOW Fridge stocked? Do have any small gift items for children or pets to give them when touring a model apartment?

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



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“I hope that in this year to com, you make mistakes. Because if you are making mistakes, then you are making new things, trying new things, learning, living, pushing yourself, changing yourself, changing your world. You are doing things that you’ve never done before, and more importantly, you’re doing something.”

Neil Gaiman