



Michelson Weekly Update

Tuesday, April 7th, 2026

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	Carrington Park	Westshore Colony	Walden Crossing
Kensington West	Preston Run	Bramblett Hills	Walden Glen
Orchard Village	Terraces at Forest Springs	The Orion	Whispering Hills
Southmoor	Estates at TPC	The Point at Tamaya	

- **Past Due from 03/25-Property Inspections**-Panther Creek Parc, Boulder Creek, Vineyards
- **Past Due from 03/25-Downspout Maps**-Vineyards
- **Past Due from 03/26-Administrative Checklist**-Park Forest, Boulder Creek, Vineyards, Harper's Point, Trace Apartments
- **Past Due from 03/26-2Q Marketing Plan** -Vineyards, Fenwick Place,
- **Due 04/28-Resident Questionnaire Recaps**- The Orion, Alinea Town & Country, Trace Apartments
- **Due 04/30-Safety Checklist**

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 03/30-04/05 and March 2026 with your team!



3. CONGRATS MEMO FOR MARCH 2026-attachment

Please review the Congrats Memo for March 2026 with your team!



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

Please review the monthly online review report for March 2026 with your team, and to note, a column for Yelp tracking has been added. Keep pushing to get those scores up!

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

Please review the monthly comprehensive call report for March 2026 with your team and confirm that your lead tracking information is correct. If you need any updates, email matt@michelsonrealty.com.

6. **FIDELITY 401K WEB WORKSHOP SCHEDULE-attachment-2nd reminder**

Fidelity offers a variety of web workshops each quarter to our employees. The attached schedule of these workshops are being added to the company website under 401K Information and will be updated each quarter.

7. **APRIL 2026 SAFETY MEMO-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 April, 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=66346921&ocid=824869&ctype=OC&progid=15369>

8. **Leasing/Marketing Tip Of The Week**

Spring into Spring Cleaning!

I'm certain some of you haven't changed the look of your office all winter long; and it's time to put away that old look and spring it up with some tulips and daffodils. If you really want to get creative, build a cute gift basket filled with all-natural cleaning tools and supplies and have a contest or drawing for residents. Research shows that 3 out of 4 US adults have some type of spring-cleaning routine. Don't forget about all the organizational needs people will have when



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they start digging into closets and drawers ... organizers and organizational systems make fabulous resident gifts and prizes! Start pinning apartment organization ideas

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

“If you are not willing to learn, no one can help you. If you are determined to learn, no one can stop you.”

Zig Ziglar
Motivational Speaker
1926-2012