



ichelson Weekly Update

Tuesday, January 13th, 2026

PROPERTY MANAGEMENT

1. BLUE BOOK REMINDERS - attachment

Thank you to the following properties for having all of your Blue Book reports current.

Park Forest	Panther Creek Parc	Terraces at Forest Springs	Trace Apartments
Alinea Town & Country	Preston Run	Harper's Point	Walden Crossing
Kensington West	Boulder Creek	Bramblett Hills	Walden Glen
Southmoor	Vineyards	The Orion	
Carrington Park	Westshore Colony	The Point at Tamaya	

- **Past Due from 12/31-2026 Major Projects List**-Fenwick Place, Whispering Hills
- **Past Due from 01/05-Monthly Property Summary**-Estates at TPC
- **Past Due from 01/05-Market Study**-Estates at TPC, Fenwick Place, Orchard Village,
- **Due 01/22-Resident Questionnaire Recaps**-Boulder Creek, Carrington Park, Terraces at Forest Springs
- **Due 01/30-Rent Level Status**
- **Due 01/30-Fire Inspections**-Walden Crossing

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. PROPERTY MONTHLY ONLINE REVIEWS – attachment-2nd reminder

Please review the monthly online review report for December 2025 with your team. Keep pushing to get those scores up!

3. PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment-2nd reminder

Please review the monthly comprehensive call report for December 2025 with your team and confirm that your lead tracking information is correct. If you need any updates, email matt@michelsonrealty.com.

4. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment



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Please review the weekly recap for Good Calls & Reviews 01/05-01/11 with your team!

5. CONGRATS MEMO FOR DECEMBER 2026-attachment-2nd reminder

Please review the Congrats Memo for December 2025 with your team!

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

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

7. Leasing/Marketing Tip Of The Week

Print Your Information On Pens

Some of you might think this apartment marketing idea is trivial or ineffective. However, here's why it's on the list. Pens are an extremely cheap way to keep your community in the minds of people that have come in for an apartment tour.

All of the pens in your office should be branded with the name, phone number and website of your community. Include the pens with your brochures you give to potential renters so they'll always have it with them.

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

“Sales are contingent upon the attitude of the salesman-not the attitude of the prospect.”

W. Clement Stone
Businessman
1923-2002