



Michelson Weekly Update

Tuesday, July 14th, 2026

PROPERTY MANAGEMENT

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1. BLUE BOOK REMINDERS - attachment

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

- **Past Due from 06/30-3Q Marketing Plan**-Panther Creek Parc, Harper's Point, The Orion, Trace Apartments
- **Past Due from 07/01-Monthly Property Summary**-Orion, Panther Creek Parc, Whispering Hills
- **Past Due from 07/01-Market Study**-Carrington Park, Orion, Panther Creek Parc, Harper's Point, Trace Apartments
- **Due 07/28-Resident Questionnaire Recap**-Boulder Creek, Carrington Park, 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.

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2. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews 07/06-07/12 with your team!

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3. FIDELITY 401K WEB WORKSHOP SCHEDULE-attachment

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.

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4. CONGRATS MEMO FOR JUNE 2026-attachment-2nd reminder

Please share the Congrats Memo for June 2026 with your team!



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☐ 5. PROPERTY MONTHLY ONLINE REVIEWS – attachment-2nd reminder

Please review the monthly online review report for June 2026 with your team. Keep pushing to get those scores up!

☐ 6. PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment-2nd reminder

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

☐ 7. Leasing/Marketing Tip Of The Week - attachment

Resident's "Stay~Cation" Week

Panther Creek Parc - A new thing we did for a resident's this year was "Stay~Cation" week... (instead of just calling it resident appreciation week)

We hosted all "Vacation themed" events including a mobile sauna, "Move it Monday" line dancing class, Mid-Week Movie Night movie at the pool, cornhole tournament, vacation themed Father's Day give away, "cheat day" where we grill lunch for residents, snow cones, and pina colada We infused the week with our normal scheduled activities and added a vacation theme to give them more flare like our water aerobics class we added in a Yogurt Bar, and our Pilates class and treat Tuesday...

We had chat gpt make the flyers so they looked professional..... and there are lots of pics on our social media.

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

"Believe in yourself! Have faith with in your abilities! Without a humble but reasonable confidence in your own powers you cannot be successfully or happy."

Norman Vincent Peale

American Minister