



Michelson Weekly Update

Tuesday, July 21st, 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.

Park Forest	Carrington Park	Preston Run	Vineyards	The Point at Tamaya	Whispering Hills
Alinea Town & Country	Fenwick Place	Terraces at Forest Springs	Westshore Colony	Trace Apartments	
Kensington West	Orchard Village	Boulder Creek	Bramblett Hills	Walden Crossing	
Southmoor	Panther Creek Parc	Estates at TPC	The Orion	Walden Glen	

- **Past Due from 06/30-3Q Marketing Plan**-Harper's Point
- **Due 07/28-Resident Questionnaire Recap**-Boulder Creek, Carrington Park, Terraces at Forest Springs
- **Due 08/03-Monthly Property Summary**
- **Due 08/03-Market Study**
- **Due 08/24-Resident Questionnaire Recaps**-Orchard Village, Walden Glen, Estates at TPC
- **Due 08/27-Administrative Checklist**
- **Due 08/31-Fire Inspections**-Terraces at Forest Springs, Carrington Park

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 07/13-07/19 with your team!

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3. RUTHIE'S COMMUNITY CHOICE AWARD-attachment

Carrington Park and Panther Creek Parc in Murfreesboro, TN are both up the Community Choice Award for the best apartments in their area! They would really appreciate if everyone will vote for them. You can vote daily until the end of July.



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4. 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
1898-1993