



# Michelsohn Weekly Update

Tuesday, May 5th, 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	Terraces at Forest Springs	Walden Glen	
Alinea Town & Country	Harper's Point		
Kensington West	Bramblett Hills		
Preston Run	Trace Apartments		
Fenwick Place	Walden Crossing		

- **Past Due from 03/25-Property Inspections**-Vineyards, Whispering Hills
- **Past Due from 04/30-Safety Checklist**-Carrington Park, Panther Creek Parc, Boulder Creek, Estates at TPC, Westshore Colony, The Point at Tamaya
- **Past Due from 05/01-Monthly Property Summary**-Orion, Orchard Village
- **Past Due from 05/01-Market Study**-Orion, Orchard Village, Southmoor, Whispering Hills
- **Due 05/23-Resident Questionnaire Recaps**-Southmoor, Vineyards, Westshore Colony
- **Due 05/28-Inventories**
- **Due 05/31-Fire Inspections**-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](mailto:reports@michelsonrealty.com).

### 2. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews 04/26-05/03 and April 2026 with your team!

### 3. CRM REMINDER

Leases no longer need to be renamed in order for the MSR to recognize it as the "Current" lease. As long as it is signed/countersigned in CRM, you can save your teams some time and



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leave it as is. However, when signing leases outside of CRM and uploading the completed lease, you will continue to use the naming convention.

Please email [yardisupport@michelsonrealty.com](mailto:yardisupport@michelsonrealty.com) with any questions.

### 4. COMPETITIVE BID FORM-attachment

**UPDATED** - Moving forward, when you have a project requiring multiple bids, please fill out the attached Competitive Bid form and submit to your RM/AM with each of the bids for approval. Instructions are attached as well.

### 5. PROPERTY MONTHLY ONLINE REVIEWS – attachment

Please review the monthly online review report for April 2026 with your team, and to note, a column for Yelp tracking has been added. QR Codes will continue to be included on the third tab moving forward. Keep pushing to get those scores up!

### 6. PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment

Please review the monthly comprehensive call report for April 2026 with your team and confirm that your lead tracking information is correct. If you need any updates, email [matttd@michelsonrealty.com](mailto:matttd@michelsonrealty.com).

### 7. APRIL 2026 CONGRATS MEMO-attachment

Please review the April 2026 Congrats Memo with your team!

### 8. PROPERTY CALENDAR FOR MAY 2026-attachment-2<sup>nd</sup> reminder

Please review the Property Calendar for May 2026 with your team!

### 9. SAFETY MEMO FOR MAY 2026-attachment-2<sup>nd</sup> reminder

Please review the Safety Memo for May 2026 with your team!

### 10. ANNUAL MEETING DETAILS ON COINFO-2<sup>nd</sup> reminder

All annual meeting itineraries and handouts have been uploaded to the CoInfo page to review and use on-site as needed.



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### 11. Leasing/Marketing Tip Of The Week – ChatGPT Role Plays - attachment

## Role Playing With ChatGPT

We've previously shared the idea to do role play calls with ChatGPT if an agent is on their own or unable to find someone to conduct a phone call with, and we wanted to re-share the idea plus prospect scenarios you can input directly to help role play more specific examples!

You can copy/paste all the details below each scenario starting with "I would like to role play..." through the lettered preferences to create a "phone call" for the agent. Feel free to adjust any of the preferences accordingly to make it property specific, and transcripts can be downloaded for review upon completion!

If your team has any unique marketing ideas, please send them to [meghang@michelsonrealty.com](mailto:meghang@michelsonrealty.com).

"A realtor is not a sales person. They're a matchmaker. They introduce people to homes until they fall in love with one. Then they're a wedding planner."

Anonymous