



# Michelson Weekly Update

Tuesday, May 12th, 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
Orchard Village	Westshore Colony	The Orion	
Southmoor	Fenwick Place	The Point at Tamaya	

- **Past Due from 03/25-Property Inspections-Vineyards, Whispering Hills**
- **Past Due from 04/30-Safety Checklist-Carrington Park, Estates at TPC**
- **Due 05/23-Resident Questionnaire Recaps-Southmoor, Vineyards**
- **Due 05/28-Inventories-Park Forest, Alinea Town & Country, Kensington West, Orchard Village, Southmoor, Carrington Park, Panther Creek Parc, Preston Run, Estates at TPC, Vineyards, Fenwick Place, Terraces at Forest Springs, Harper's Point, Bramblett Hills, The Orion, The Point at Tamaya, Trace Apartments, Walden Crossing, Walden Glen, Whispering Hills**
- **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 05/04-05/10 with your team!



### 3. FIDELITY 401K PLAN ENHANCEMENT-attachment

Please read the attached notice regarding an important enhancement to the Michelson Savings Investment Plan (the 401k Plan).



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### 4. YARDI REVIEW REPORT ACKNOWLEDGEMENT-attachment

A new feature is scheduled to roll out to all Michelson communities on Wednesday, May 13<sup>th</sup>. A separate email will go out once live, but when complete, anytime there is potential fraud on an applicant's screening, Yardi will pause the process for manual intervention on verifying the application's identifying information. Attached to this are:

1. Review Report Acknowledge Guide to walk you through the process.
2. The Checkpoint Messages to see what each flag means/process to verify the information.
3. Sample screening.
4. Verification Token - 7701MRC2026!
  - a. This token is used directly through ScreeningWorks to clear a flag once information is verified.

If any issues arise during this process, please email [yardisupport@michelsonrealty.com](mailto:yardisupport@michelsonrealty.com) with all details of the screening.

### 5. CRM REMINDER-2<sup>nd</sup> 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 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.

### 6. COMPETITIVE BID FORM-attachment-2<sup>nd</sup> reminder

**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.

### 7. PROPERTY MONTHLY ONLINE REVIEWS – attachment-2<sup>nd</sup> reminder

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!

### 8. PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment-2<sup>nd</sup> reminder



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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 [matt@michelsonrealty.com](mailto:matt@michelsonrealty.com).

9. APRIL 2026 CONGRATS MEMO-attachment-2<sup>nd</sup> reminder

Please review the April 2026 Congrats Memo with your team!

10. 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).

"If people like you they will listen to you, but if they trust you they'll do business with you."

Zig Zigular  
Motivational Speaker  
1926-2012