



# Michelson Weekly Update

Tuesday, April 14th, 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	Carrington Park	Bramblett Hills	
Alinea Town & Country	Preston Run	The Orion	
Kensington West	Estates at TPC	The Point at Tamaya	
Orchard Village	Westshore Colony	Walden Crossing	
Southmoor	Terraces at Forest Springs	Walden Glen	

- **Past Due from 03/25-Property Inspections**-Panther Creek Parc, Boulder Creek, Vineyards, Whispering Hills
- **Past Due from 03/25-Downspout Maps**-Vineyards
- **Past Due from 03/26-Administrative Checklist**-Vineyards, Harper’s Point, Trace Apartments
- **Past Due from 03/26-2Q Marketing Plan** -Vineyards, Fenwick Place,
- **Due 04/28-Resident Questionnaire Recaps**- The Orion, Alinea Town & Country
- **Due 04/30-Safety Checklist**

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 04/06-04/12 with your team!

### 3. CONGRATS MEMO FOR MARCH 2026-attachment

Please review the Congrats Memo for March 2026 with your team!

### 4. NSF Notification Process



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The bank notifications regarding ACH and Check Scan returns will now be distributed through ShareFile. Going forward, the central office will no longer send these notices via email.

Meghan has created an “NSF” folder for each property within ShareFile. You will receive an automatic email notification from ShareFile whenever a file is uploaded to your folder. Please make sure to monitor these notifications closely and process return notices as you normally would.

If you have a question about a specific return, please contact Vanessa at [vanessah@michelsonrealty.com](mailto:vanessah@michelsonrealty.com) or Jackie at [brandtj@michelsonrealty.com](mailto:brandtj@michelsonrealty.com).

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### 5. VERIFICATION OF INCOME SCREENING RESULTS - attachment

Yardi rolled out a recent update in regards to VOI and that if an individual uses a business bank account for their VOI, it will be flagged for the on-site team to review further with a status of “Business Account Connected.” From there, you can review the details and if necessary, resend the VOI invitation if further verification is required.

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### 6. PHOTO & APPAREL DAY

Managers, today we are having a Photo and Apparel Day! Gather up your team, get out your cameras, and take a photo of everyone and email them to [meghang@michelsonrealty.com](mailto:meghang@michelsonrealty.com) before the end of the day. Make sure you maintenance team has their safety pack and open for the picture.

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

Please review the monthly online review report for March 2026 with your team, and to note, a column for Yelp tracking has been added. Keep pushing to get those scores up!

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

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

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



## PROPERTY MANAGEMENT

### 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 you don't take care of your customer, your competitor will."

Bob Hooey  
Author