

**Strategic HOA***Caring community management*

A recent report from a national publication identified that 63% of board members felt that communication with managers was the largest problem HOAs face. If you go beyond the board members and talk to the homeowners, that number increases drastically. Yet, how often have we walked into assignments only to learn that it took prior managers three or four emails or phone calls to respond? It's almost as though the strategy was that if you ignore complaints, they'll go away. That certainly is not the respect that a homeowner or board member deserves. As a homeowner or a board member, you deserve

Resident Services

Keeping Homeowners Engaged

By Ian Marksbury
President, Strategic HOA

a rapid response. Strategic HOA has implemented a plan, ensuring all of our homeowner requests are responded to by the next business day unless it's an emergency, which is handled immediately. These kinds of policies are unheard of in our industry and it just amazes me that companies can stay in business with their lack of concern for the customer.

Homeowner and board member communication is absolutely imperative. While responding to phone calls and emails is of course important, it's also extremely important to be proactive in your communication as HOA managers. Strategic HOA emails every homeowner and board member the day following a physical inspection of the property, which take place twice a month. We communicate with owners immediately if we discover any deficiencies and

inform them of what steps are being taken to resolve the problem. Also, following every board meeting, a newsletter is prepared and sent to all homeowners, showing them the board is taking action, listening to their concerns and managing the HOA efficiently.



How quickly does your manager respond to calls or emails?

As managers, it's our job to guide you through this process. We've created effective strategies and communication guidelines. While we respond to requests rapidly within one business day or immediately for an emergency, we also update the owners on physical inspections. Then, we take it a step further by providing each homeowner with a 6-7 minute video, covering the basic financial information for the preceding month. In a short time period, homeowners are educated on what's taking place with their largest investment: their home.

I have not heard of any other firm that takes such steps. We communicate to the entire ownership demonstrating that the board is managing their finances efficiently. While these steps may seem straightforward, the reality is that in our industry, they simply don't take place. One of our objectives is to help our industry become more streamlined and we do that in a couple of ways:

1. Service our clients to a high level; and
2. Create videos that educate board members on what they should require from their association managers.

We hope this is of help to you and there are other educational materials available on our website. Please feel free to explore our Learning Center so you can gather more information.