



So what do we mean when we ask, “Who's driving the HOA's bus?” Well, the Board of Directors’ role is to establish the direction, creating the map that should then be turned over to the manager, who should then execute the guidelines set by the Board of Directors.

As a director, you volunteer - you don't receive income. You are not expected to meet with the vendors such as the landscaper to deal with everyday issues. With direction from your manager you should be setting the direction by creating a map and your managers should then implement the map’s guidelines. Often, you interface when managers simply don't get the job done. Then, in the best interests of the

Who’s Driving Your Bus?

Is Your Manager Following A Map

By Ian Marksbury
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community, the Board of Directors to is forced take over the day-to-day duties, and that is a role you shouldn't have to handle. In my firm, we have much higher standards than other firms. We have set standard that far exceed our competition, and we provide our team members with the education and tools to succeed.

We see three basic pillars:

1. Financial – it goes beyond simply receiving the revenue, paying the expenses and giving an inconsistent report to the board members. We provide the same formatted report every month, which includes the same statements, giving you a complete idea of the property's performance. We will complete a 6-7 minute video every month and send it the board members, providing an outline of the activities on the balance sheet and the income statement so you're up to date on what

the performance of the HOA was the preceding month. I don't know of any other management company that does that yet it should be the standard.



2. Resident services - did you know that 63% of HOA complaints from homeowners target communications with their managers? At Strategic HOA, we respond to a routine request within 1 business day and emergencies are handled immediately. That's the bar that should be set for the industry.
3. Facility management - we're on-site at least twice a month, often more. While at the property, we conduct inspections using our Facility Defense Checklist. While walking the property and identifying any potential issues that may impact the property we assure that issues are resolved quickly. No director from the board should have to perform these tasks. It is the manager's job. We take our role as managers quite seriously to relieve you as the director from having to perform others' duties: set the direction, create the map, allow Strategic HOA to then drive your bus effectively and to improve the entire community.

By exploring our Learning Center you will see additional educational opportunities. Our objective is to help you become a more efficient association. Further, if we can serve as your managers, that will be terrific, but our goal is to elevate the overall quality of our industry.

www.StrategicHOA.com