

Communication

The Key to the Support and Success of your
Community

Presented by:



CARDINAL MANAGEMENT GROUP, INC.SM

Victoria Garner, PCAM[®]
Vice President, Business
Development

Tom Markell, PCAM[®]
Assistant Vice President

A Little About Cardinal Management Group, Inc.

- Local, Family Owned, AAMC, VACM
- 32 years in business
- Offices in Woodbridge, Springfield, Fairfax and Naples, Florida.
- Dedicated to hands-on, proactive service.
- Winners of almost 20 Community Association of the Year awards since 2013!

A Little About Us

Victoria



I have over 15 years of community association management experience and have been a member of the Cardinal Management Group team for almost twelve years. While focused on business development and marketing efforts, I continue to manage a small portfolio of community associations of varying sizes and styles.

Tom



I have been with Cardinal Management Group for 15 years and specialize in the management of high rise condominiums. I am also responsible for overseeing Cardinal's assistant manager program, a large onsite management team as well as assisting in business development and marketing efforts.

What is Communication?

Merriam–Webster:

com · mu · ni · ca · tion | \ kə-,myü-nə-'kā-shən

Definition of *communication*

A process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.

Why We Must Communicate

- ▶ Sharing of information
 - ▶ Managing expectations
 - ▶ Increased participation
 - ▶ Increased membership satisfaction
 - ▶ Promotes harmony
 - ▶ Promotes productive meetings
- 

Sharing of Information

- ▶ Information is power
 - When is the next Board Meeting?
 - Who do I contact for a repair?
 - What are the rules relating to pets?
 - Where do I submit my architectural modification request?
 - How do I pay my assessment?
 - Why did I receive this violation letter?
- ▶ Effective communication reduces the number of follow up questions, frustrations and helps the Membership help themselves.

Managing Expectations

- ▶ Advanced notice and follow through
 - Annual covenants inspections
 - What to expect & prepare for
 - Upcoming construction projects
 - What impact will it have on me?
 - What do I need to do to prepare?
- ▶ Effective communication lets the Membership know what to expect and when.

Increased Participation

- ▶ Get everyone involved.
 - Many hands makes for light work
 - Get to know your neighbors
 - Build a sense of community
 - Community “buy-in”
- ▶ Effective communication helps to ensure quorum at annual meetings, increase turn out at social events, recruit volunteers and build a sense of community.

Increased Membership Satisfaction

- ▶ Complaining Residents? Maybe communication is the problem?
 - Transparency provides comfort & understanding
 - Timely response and follow up creates happy residents
 - Having a strong understanding of the communities events, activities and business functions is likely to increase compliance and community support.
 - Reduced complaints

Best Practices – The Basics

- ▶ Adhere to the governing documents.
 - The Bylaws and Covenants set forth rules related to some mandatory communications.
 - Create basic communication policies such as newsletters, website, meeting ground rules.
- ▶ Tone
 - Consider the intent of your communication.
 - Light hearted and casual
 - Professional and friendly
- ▶ Be clear and concise
 - Be direct. People tend to want information fast.
- ▶ Follow through
 - For your communication to be meaningful, you must always deliver on your commitments and meet your deadlines.

Tools & Techniques

There are many means by which we communicate and several techniques that can make communication more effective.

Tools

- ▶ Websites
 - FAQ
- ▶ Email
- ▶ Newsletters
- ▶ Flyers / Postcards
- ▶ Postal Mail
- ▶ Phone
- ▶ Face to Face
- ▶ Meetings
- ▶ Resident Handbooks

Tools

▶ Resources

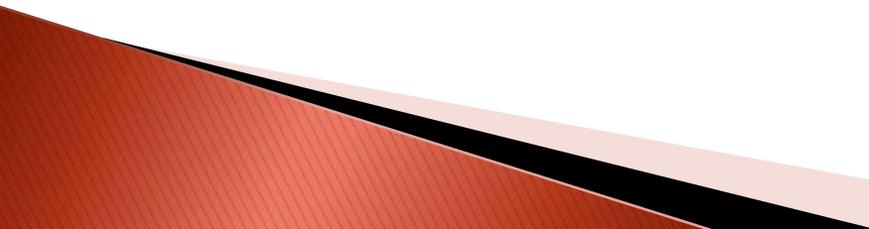
◦ Community Association Institute

- CAI offers a multitude of resources related to effective communication.
 - Newsletters
 - GAP Reports
 - M100 – The Essentials of Community Association Management
 - M202 – Association Communications
 - Quorum Magazine
 - <https://www.caidc.org/>
- **If you are not already a member of CAI, we strongly encourage you join.**

Techniques

- ▶ Communicate frequently
 - ▶ Communicate in varying ways
 - ▶ Be positive, open and direct
 - ▶ Listen
 - ▶ Be professional
- 

Techniques

- ▶ Thank them for their comment or bringing this to your attention
 - ▶ Restate the issue
 - ▶ Let the owner know what they can expect and when
 - ▶ Follow through and follow up
- 

Consider Your Audience

- ▶ Don't only communicate the bad news; thank volunteers, recognize those who comply as a result of a letter, or who maintain their homes.
- ▶ Show appreciation

Required Communications

- ▶ Know and adhere to your governing documents.
 - Board meeting notices
 - Annual meeting notices
 - Budget and assessment notices

Covenants Enforcement

- ▶ One of the most important and sometimes unpleasant duties we have is to enforce the covenants.
 - General and routine violations.
 - Trash cans
 - Lawn maintenance
 - Parking violations
 - Annual inspections
 - Replace the missing shutter
 - Paint the railings
 - Pressure wash the home

Annual Inspections

- ▶ These inspections maintain curb appeal protect property values.
 - ▶ Goal is to make residents aware of the rules and get them to comply.
 - ▶ If proper communication is used, they really are not that bad....Yes, we mean it.
- 

Annual Inspections

- ▶ Prepare the owners
 - Let them know it is coming
 - Postcard
 - Email Blast
 - Newsletter
 - Flyers
 - Website

Annual Inspections

- ▶ Prepare the owners
 - Let them know what to expect
 - What will be the focus of the inspection?
 - When will the inspection will take place?
 - When will they receive notices of any necessary actions?
 - What is the deadline for completing items cited?
 - This is not to penalize or punish the owner, but inform them of the potential consequences of failure to comply.
 - Architectural guidelines are enforced uniformly and benefit everyone.

Annual Inspections

- ▶ Communicate items identified in the inspection clearly.
 - Cite the appropriate Bylaw, rule or standard
 - Be descriptive
 - Front of home
 - Upper right window when facing the rear of the home
 - Include a photo
 - A picture is worth a thousand words
 - Use an editing tool to circle or point to the violation
 - Include a home diagram with construction terms
 - What is a fascia?

Q&A

What questions do you have?

