

HOAMCO



HOMEOWNERS ASSOCIATION MANAGEMENT COMPANY

Justin Scott, President and CEO of HOAMCO, announces the appointment of Robert Balzano to the position of Chief Operating Officer for all HOAMCO operations in the tri-state area of Arizona, New Mexico and Colorado. With the significant growth of HOAMCO's client base over the past several years, Robert has been assigned the responsibility for HOAMCO's day-to-day operations to assure the host of services valued by our existing and future clients meet or exceed their expectations.

A Message from HOAMCO's Chief Operating Officer

It is a pleasure to introduce myself in my new position as Chief Operating Officer for HOAMCO. Prior to relocating to Prescott, Arizona three years ago, my wife Deborah and I resided in the Albany, New York area and made a decision to relocate to Prescott as we also found it to be "everybody's hometown."

My professional background includes over 25 years experience in senior management in industry and health care. I also provided consulting services to the banking community for approximately one year, in support of information systems for their clients. I hold an Associate Degree in Business Management from the State University of New York and also attended American International College.

After settling in our new home in Prescott, I felt it was time to look for a career where I could utilize my experience in project and program management that would satisfy my career objectives as well as providing a positive contribution to the community. I was soon to discover HOAMCO, and after discussions with Justin Scott, I accepted a position as Community Association Manager. During the past two and one half years managing a portfolio of properties, I have become intimately familiar with the business of providing quality

and timely management services to the membership and Board of Directors of homeowner associations.

My new responsibilities are considerable and are first and foremost focused on HOAMCO's clients and HOAMCO's sixty-five employees that provide you with a full range of services vital to your association's well-being and continued growth. My responsibilities include developing, maintaining and enhancing existing services, supporting the CEO as necessary for sales and marketing initiatives, quality control of the association managers' standard operating procedures, operating and capital budget responsibilities, management direction, guidance and advice to the Boards of Directors, development of employees and technology initiatives that are customer-focused, enhanced communications for HOAMCO's clients and employees and assuring that your association is in compliance with State statutes.

I am prepared for the challenge that is in front of me. I encourage you to call me and look forward to interacting with you for the specific needs of your association.

I want to assure you that my energies will be focused on the business of providing your association with timely and quality management services.

Enforcing rules with kindness

ROUTINE INSPECTION

Restrictions and uniform guidelines are often what attract some residents to a community in the first place. Of course, this is often before those same residents are caught in an area of noncompliance, and that's when managers can find themselves between the rules and a hard place.

AMBIGUOUSLY UNACCEPTABLE

In order to establish proper procedures for regular on-site inspections, you first should review all documents related to the rules and regulations, including restrictive covenants, articles of incorporation, bylaws, design guidelines, and enforcement and fining policies. Whenever you find areas of ambiguity (such as, "yards shall be maintained in an attractive manner"), work with the board to develop specific standards (such as, "grass shall be mowed to a height of three inches, and beds shall be weed-free").

The idea is to create measurable, objective standards. The worst scenario a manager can face is trying to defend a subjective rule.

SHINY PROPERTY, HAPPY PEOPLE

When issuing a notice of noncompliance, be consistent. Although it's your job to help the board maintain property values, it's also your duty to make covenant enforcement a win-win situation. Essentially, you're balancing the need for compliance with the need to maintain harmony within the community.

Once you've done your homework about the requirements of the documents and the specific directives of the board, it's time to implement a system of inspections and follow-up that fosters a positive amenable attitude among all—even those who are caught in violation of the rules.

Realize that in every community there are certain days when it just doesn't make sense to perform an inspection. For example, if trashcans are required to be hidden from public view, and the community you're inspecting collects trash on Thursdays, then Thursday is not a good

day to inspect for errant trashcans. Be sensible about your timing.

PREEMPTIVE PARTICIPATION

You can stay one step ahead of the inspections game by finding ways to encourage compliance before a warning notice becomes necessary. For example, run articles in your newsletter and on your Web site outlining requirements before scheduled inspections. April or May might be a good time to describe rules for maintaining yards and what measurements you'll use to determine what constitutes a violation.

Support those who do take good care of their yards (or comply with other important requirements) by rewarding them with a simple thank-you postcard or note. Yard-of-the-month awards are flattering and serve as helpful reminders to others.

When all else fails, try to make your initial violation notices friendly (depending on your state laws). They should be gentle reminders; most homeowners respond better to a positive approach.

Use creative ways to develop pride in community appearance. If you're planning an inspection of paint (or other exterior-structure maintenance), run an article on the benefits of keeping paint in good condition and acceptable paint colors. Obtain a discount from paint suppliers for those who repaint their homes during a set period of time.

Rules and regulations should be the backbone of a fair but firm system. Without restrictive covenants, successful enforcement would be next to impossible—but a kinder, gentler approach to compliance will help smooth the way for pleasant inspections.

*By Judy Phares, CMCA, PCAM. Judy is CEO of RTI/Community Management Associates Inc., in Plano, Texas. Reprinted with permission from *The Community Management* newsletter, May/June 2002.*

The following is an excerpt of a letter written to Mr. Victor Neufeld, Senior Executive Producer of 20/20 at ABC by Thomas M. Skiba, Chief Executive Officer of Community Associations Institute, after the airing of a program regarding homeowners associations.

Victor Neufeld, Senior Executive Producer
ABC Newsmagazines / ABC News
147 Columbus Avenue, 10th Floor
New York, NY 10023

Dear Mr. Neufeld:

Your 20/20 story which aired on Friday, April 19, 2002 regarding homeowners associations did a disservice to your viewers and America's homeowners by ignoring three key facts:

1. People *choose* to live in community associations.
2. Homeowners *determine* how their community associations are run.
3. Community associations *successfully serve* some 50 million Americans.

The program's theme was clear, as restated at your website: if you're "...living in communities run by homeowners associations, you may find you don't have the freedom to do everything you like on your property." Absolutely true. But in the presentation of several isolated anecdotal stories of disgruntled homeowners, 20-20 failed to provide a story up to its usual standards of journalistic integrity.

Fact #1 — People *choose* to live in community associations.

People choose to live in an association-managed community for many reasons. Community Associations offer a host of amenities—for example, a large percentage offer swimming pools, parks, recreational facilities, and other community services and features. Architectural and landscaping guidelines ensure attractive, well-maintained communities. In addition to being satisfied with these amenities and guidelines, the "National Survey of Homeowner Satisfaction," conducted by The Gallup Organization in 1999 for the Community Associations Institute (CAI) Research Foundation, found that 75% of community association homeowners are very or extremely satisfied with their community; only 7% found their community's rule enforcement very or extremely unfair. The Gallup survey also found that 85% of homeowners believe that property values in their association-managed communities are rising, which is an important factor in our uncertain economic times.

Fact #2 — Homeowners *determine* how their community associations are run.

Community association Boards are made up of members of the community, in other words—neighbors—who are elected by their fellow neighbors. The Boards are not strangers telling anyone how to live.

In fact, one of the Community Associations Institute's (CAI's) most important objectives is to help homeowners and their associations ensure that rules are made and enforced reasonably and fairly, and to ensure that homeowners have access to resources that help make better communities. To that end, CAI offers a variety of services for homeowners, the residents who serve on the Boards of their homeowners associations, and professional community managers.

Fact #3 — Community associations *successfully serve* some 50 million Americans.

In various contacts with 20-20 Executive Director David Sloan and Producer Bonnie VanGuilder, CAI sent numerous informational materials, and made many offers to connect them with community managers, homeowner association board members, and homeowners who could share perspectives representative of the vast majority of community associations. The fact is, the vast majority are quite satisfied with their communities and associations.

Failing to include that perspective and actively ignoring the majority opinion left viewers with an unbalanced, distorted and inaccurate perception. It also effectively silenced the voices of millions of satisfied homeowners who live in community associations, and who are happy and proud to live in vibrant, responsive, competent communities that promote harmony, community and responsible homeownership and leadership.

Sincerely,
Thomas M. Skiba
Chief Executive Officer
Community Associations Institute

HELPFUL MAILING INFORMATION FOR NEW RESIDENTS

Q. What mail will get forwarded to me?

- A. • First-Class Mail®, Priority Mail® and Express Mail®: for 12 months, unless otherwise requested by mailer.
- Newspapers and magazines: for 60 days.
 - Packages weighing 16 ounces or more: 12 months, locally. (You'll pay forwarding charges if you move outside the local area. If you do not want this class of mail forwarded, contact your post office.)

NOTE! Circulars, books, catalogs and advertising mail under 16 ounces will not be forwarded unless requested by mailer.

Q. What do those yellow labels on my forwarded mail mean?

- A. The sender doesn't have your new address. Notify the sender of your new address—you'll get your mail faster and help reduce costs for mail forwarding.

Q. How can I avoid delays in getting my mail?

- A. Pick up FREE address change cards at the post office and mail them to the people and businesses that send you mail.

Q. How can I make the mail I send move faster?

- A. • Print addresses in UPPERCASE LETTERS.
- Use ZIP+4 Codes on all addresses. You can find ZIP+4 Code listings at www.moversguide.com
 - Where needed, include apartment (APT) or suite (STE) number, PO box or rural/highway contract route and box number; and indicate N (North), S (South), E (East), W (West).
 - Use standard abbreviations: AVE (Avenue), DR (Drive), RD (Road), LN (Lane), PL (Place), ST (Street), etc.
 - Print ONLY the city, state and ZIP+4 Code on the last line of the address.
 - Print your return address in the upper-left corner of the envelope.

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