

## Key Strategies to Promote an Informed and Efficient Community

Traditionally, HOA administrators and property manager roles have focused on the business of managing a property—the transactional aspect of housing. Dues and fees, asset management, landscaping, and other repairs. This is a necessary step in order to fill units with residents and maintain a habitable property. But those same residents also want to feel safe and informed. Hence, a new role that HOA admins have to play. Between our sales and implementation teams to support, we have heard the greatest challenge is this new function: transitioning between managing the real estate and engaging with residents and creating new and productive types of conversations.

**7 in 10 residents reported that a community newsletter, bulletin board, and event notices and reminders were significant features they wanted their HOA to administer.\***

Building a more informed community means the HOA or PMC can spend less time answering mundane emails about events or neighborhood issues. This requires some work. The adage, “if you build it, they will come” doesn’t necessarily apply to websites. You need to drive your residents to the site and help them see the value. You can even schedule a news post ahead of time.

Maintain an active discussion page. Keeping an open and honest dialogue fosters community and helps people stay in touch with one another. Monitor the conversation in order to help it stay focused and civil.

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### What else?

#### Update your website:

Sounds simple, right? It is but the results will go a long way.

- Log in regularly and keep the page updated relevant information.
- Highlight yards or families that have exemplified what you want your neighborhood to represent. Remind folks what they can do to make their space lovely.
- Use the bulletin to talk up the benefits of weeding and maintaining landscaping or when it comes close to holidays, refresh people’s memories about the rules when it comes to giant, singing inflatable Santa figurines.

\*Inaugural Consumer Market Study



Your residents need attention, indeed. But you are still running a business. And you need to nourish your business in order to keep a happy community running smoothly. The above interactions will contribute to your core community strength—safe and informed—but by enhancing your business processes, your efficiency will improve, you'll save resources and your precious time can be spent more effectively.

### Work More Efficiently:

- Accept dues, rent, and fees payments online. Promote this function with flyers, emails, contests, text messages, and other creative ways.
- Send out regular newsletters with community updates and links to your site where residents can pay dues online.
- Provide links to local resources. You'll spend less time answering residents questions about where to go for the best Thai food or where to get their car serviced.
- Manage the content and discourse in the discussion groups.
- Magnify your presence and usage by requesting feedback. Run reports on when residents are logging into the site and review details about their activity.

It's soul-searching time.

**What kind of community will you power?**

