



HOA MANAGEMENT: HOW TO RUN A PROSPEROUS COMMUNITY

A guide to help HOA board members and residents create a thriving community.

Your HOA is not just tasked with enforcing parking notices and trashcan warnings. HOAs exist for the benefit of residents like you. They are designed to protect property values and preserve community enjoyment by residents. This is done by providing sound fiscal management, generating a long-term vision for the community, and establishing standards about upkeep and conduct that help maintain high property values.

In HOA Management: How to Run a Prosperous Community, our experts share insight and tips on how HOAs can positively impact the community to maintain property values, build a feeling of community, and create a long-term strategic plan.

Your HOA: Building a Strong Foundation.....	3
HOAs: Protecting Your Long-Term Investment.....	4
Your HOA: Getting Involved to Make a Difference.....	6
HOA Management: Enlist the Right Partner.....	8





YOUR HOA: BUILDING A STRONG FOUNDATION

An HOA is a non-profit mutual benefit corporation. As a legal, non-profit entity, your HOA is responsible for managing and maintaining a set of valuable assets: the aesthetics of the homes and common areas within the community.

Every HOA has a fiduciary responsibility to oversee the financial management of Association funds, collected in the form of member dues. These dues pay for improvements and upkeep to common areas, support the daily operations of the association and communications strategies that support the long-term vision of the community.

WHAT ARE YOUR RIGHTS IN AN HOA?

As a homeowner, you are a member of the homeowners association. Your rights include the right to use common areas, the right to run for a seat on the Board of Directors, the right to enjoy your property and other rights as outline in the governing documents. Membership also entails an explicit agreement to abide by the Association's rules.

As a member of the Association, you may run for a seat on the Board of Directors, a position which is elected by the general membership. Board members are volunteers, have the same rights and responsibilities as every other member, are tasked with the responsibility of making decisions that promote the success of the community.



HOAS: PROTECTING YOUR LONG-TERM INVESTMENT

Along with overseeing the execution of a community's shared rules & regulations, your HOA performs vital lesser-known functions that ensure the protection of your investment.

MAINTENANCE

Your HOA is responsible for maintaining your community's common areas, ensuring that they stay safe and attractive. This includes things like setting guidelines for architectural variances such as new construction, exterior paint colors, landscaping parameters and general maintenance of outside spaces. In doing so, your HOA helps residents maintain the standard of living that makes your neighborhood attractive and welcoming.

A SENSE OF COMMUNITY

When neighbors are personally involved in their communities, it helps keep property values at a maximum by attracting homebuyers who are interested in maintaining a secure and inviting community.

Your HOA promotes community spirit by:

- Maintaining clean and inviting common recreational areas
- Planning community-building events
- Issuing regular updates through newsletters and community bulletins

USING DUES APPROPRIATELY

Your HOA makes sure that the dues collected are commensurate with the level of service residents receive (i.e. not over- or under-charging residents), wisely invests any extra funds in safe bets like CDs and treasuries, and hires reputable consultants including legal teams, financial advisors and management companies to protect your community, financially and legally.

A LONG-TERM PLAN

Times change and so do communities. Your HOA is a constant presence, ensuring that the amenities keep pace with your community's shifting needs and desires. By adhering to a long-term vision (or strategic plan) and allocating resources appropriately, your HOA ensures that the community meets the contemporary needs of current and potential residents.

WHAT IS A "STRATEGIC PLAN"?

A strategic plan is used to coalesce the vision and mission of your community. It addresses the bigger, long-term strategic issues that often get overlooked in the hustle of day-to-day operations. The document answers key overarching questions such as:

- What is your community's brand?
- What is the culture of your community?
- What type of homebuyers would you like to attract to your community?
- What type of events would you like to hold?
- What is the culture of your community?
- What are the cultures living in your community and how can you address their needs?
- How should community amenities and infrastructure change to support the changing needs of the membership?

A COMMUNITY'S STRATEGIC PLAN PROVIDES THREE KEY FUNCTIONS:

- It focuses the vision and mission of the community.
- It sets broad goals for future changes and improvements.
- It provides a structure and timeframe for funding these long-term goals.

A WORKING DOCUMENT

Most strategic plans are about 2-4 pages, written in clearly defined sections with bullet points that define the community's objectives, vision, and plan to achieve them. While your board should solicit input from community members, the final contents need only be approved by your HOA board.

This is not a document that should be rushed or quickly slapped together. Instead, your HOA should take the time to carefully consider the changes that will affect your community, today and in the future. Most strategic plans take about 6 months to craft, as board members continue to refine their vision and make amendments to the document that support those objectives.



YOUR HOA: GETTING INVOLVED TO MAKE A DIFFERENCE

Your HOA protects the multi-million-dollar asset that is your community. As a member of the HOA, you can have a tremendous impact on how your HOA is managed. We find that communities with engaged and involved community members tend to run more smoothly than those with strained communication or limited resident involvement. It's in your best interest to ask yourself not what your homeowners association can do for you, but what you can do for your HOA.

VOLUNTEER AS A BOARD MEMBER

By running for a seat on your HOA's board of directors, you have the chance to impact first-hand the way your community operates. Your involvement will directly affect policies, procedures, rules & regulations and community lifestyle guidelines that will ultimately preserve property values for yourself and your neighbors.

SIGN UP FOR A COMMITTEE

Though you might not be able to commit yourself to full board membership, you can still help. Most boards have smaller committees for things like landscaping decisions, rule enforcement and architectural control. Pick a subject you're passionate about and bring your time and expertise to the table.

ESTABLISH A SOCIAL COMMITTEE

Not every HOA has a social committee but the ones who do experience more tight-knit communities. If you're the party-planning type, establish a social committee to build community goodwill by organizing movie nights, block parties, potlucks, youth sporting events and other social gatherings. Bringing neighbors together fosters a sense of satisfaction and community spirit that endures long after the event ends.

COMMUNICATE

HOA boards always value input from community members; otherwise, they simply act however they believe is the best interest of the community. If attending a board meeting isn't possible, write a letter expressing your questions and concerns. Alternatively, contact your property management company.

RESPECT THE RULES

By following the HOA rules, you maintain your community's high standard of living. Rules, regulations, and other policies are in place for everyone's benefit. By adhering to the rules, you demonstrate your respect for your neighbors, HOA board, and yourself.





HOA MANAGEMENT: ENLIST THE RIGHT PARTNER

The best way to ensure your community thrives now and into the future is by bringing on a professional management team. While the right HOA management partner contributes to the success of a community in a variety of ways, there are three main ways they support prosperous communities:

1. PROFESSIONALS FOCUSED ON YOUR COMMUNITY

An HOA management company is a team of professionals focused on maintaining the value of your community. They are trained to handle the specialized challenges of running a community that preserves home values and protects the association.

They have the **time** to dedicate - HOA volunteers simply cannot match the dedication, attention, and manpower that a professional management company can provide.

They maintain a **long-term focus** - The stability and consistency they provide keep the association from experiencing any delays or hiccups that can arise from board member turnover.

They are **experts** in association management and they protect your association from liability - They possess a deep understanding of code requirements and business and accounting best practices that ensure the association is never exposed to excessive liability.

2. THEY HAVE A BUILT-IN INFRASTRUCTURE

The day-to-day operations of successful HOA management require organization, communication, and a strong infrastructure.

A management company has all these necessary pieces already in place.

Open channels of communication - A management company can quickly respond to phone calls and emails, as well as set up your community's website and make sure it remains updated.

Accounting services and multiple payment methods - Most management companies have full accounting teams and systems in place to accept many forms of payments for dues, including ACH bank transfers.

Guidance - Management companies have the expertise to help your HOA conduct meetings and prepare documents in a professional and legally compliant manner.

3. A BUFFER BETWEEN HOMEOWNERS AND THE BOARD

A management company is an unbiased third party with experts who are trained to have difficult conversations and handle tricky situations fairly and diplomatically.





If you or anyone on your HOA board has additional questions about how to build a thriving community, call us at (949) 833-2600 and we will be happy to discuss ways you can create a successful community.

ABOUT KEYSTONE PACIFIC PROPERTY MANAGEMENT

We believe in long-lasting partnerships. The cornerstone of any partnership is trust. We believe that trust must be earned with team members that demonstrate transparency, accountability and excellent customer service. With quick responses, superior technology, and solid attention to detail...we will exceed your expectations. [Contact us](#) today to start a conversation.

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