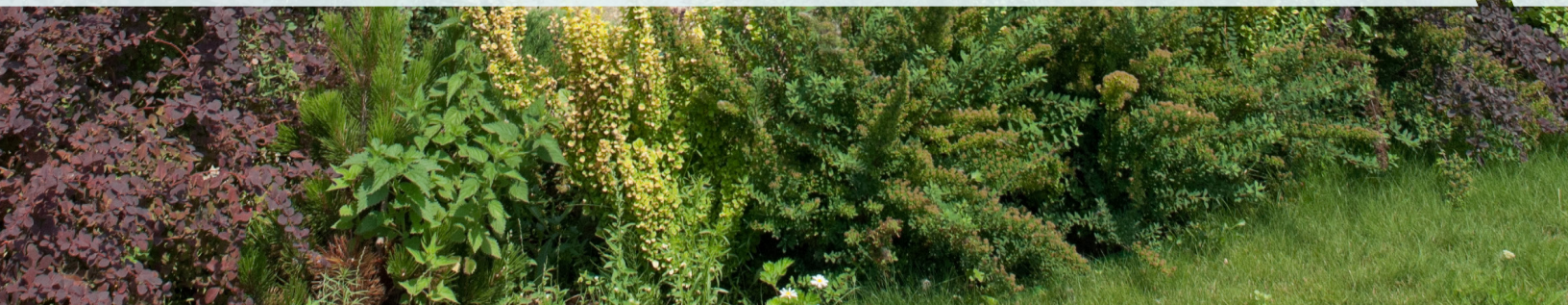




HOA BOARD MANAGEMENT

Solutions for Efficiency, Transparency, and Accountability



Successful communities are comprised of residents, board members and management companies who take their roles seriously and understand how each complements the others. In this guide, we take a look at solutions for HOA Board Members to run their board in an efficient, transparent, and accountable manner. We share tips and insights for keeping residents informed, sharing information, getting input, and creating harmony in your HOA Board.

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CREATE TRANSPARENCY & ACCOUNTABILITY IN YOUR COMMUNITY

Homeowners' associations function smoothly by basing community operations on transparency, accountability and communication. This requires exhibiting these values at every level, for issues big and small.

Transparency is a long-term strategy that helps ensure the smooth operation of your HOA. When residents feel involved and informed, they report higher levels of satisfaction with the Board of Directors, management company and community as a whole.

Here are some simple ideas and specific steps to increase transparency and accountability in your community. Implement these right away to start building greater trust between the board and the membership.

BE PROACTIVE ABOUT KEEPING RESIDENTS INFORMED

By maintaining open communication, you avoid repeated questions about the same topic and the confusion that leads to mistrust from the membership. Use various methods to provide progress reports for projects, share community meeting times and locations, and give updates on completed projects. We recommend including important information on multiple outlets, such as:

- Community websites
- Notices in common areas
- Letters to residents
- Social media pages

Your management company can assist in updating these resources.

MAKE IT EASY FOR RESIDENTS TO GET INFORMATION

Residents must have easy access to information. Too many steps can cause frustration or confusion. Store important information like governing documents, architectural requests, maintenance forms and helpful checklists on your community website so residents can get what they need right away.

ALWAYS PROVIDE ACCURATE CONTACT INFORMATION

Frustration levels sky rocket when residents get stuck playing phone tag or trying to reach someone at an out-of-date phone number or email address. List important contact information in clearly marked areas, including your community website, in newsletters and in common areas. This includes an after-hours contact and the contact info for any management companies with whom your HOA works.

TAKE STEPS TO MINIMIZE SURPRISES

Tell your community membership what they can expect before it happens. This is especially important when it regards disruptions to daily life, including renovations, anticipated power outages and construction or landscaping that results in loud noise. Share an accurate timeline with residents and stick to it.

ASK FOR INPUT

Effective board members invite input from residents. After all, the community belongs to all residents and the board has a responsibility to build a sense of community. By asking for input, residents feel heard and understood. This dialogue can reveal new suggestions or concerns that can help your decision-making process.

WHEN POSSIBLE, MAKE DECISIONS IN OPEN SESSION

Let your membership know exactly what is going on as often as possible. By doing so, you build trust in the board. Share the reasoning behind the board decision so residents feel included in the decision-making process. Member exclusion usually leads to additional problems.

BE ACCOUNTABLE

After listening to resident input, make the decision you feel is in the best interest of the community, then stand by it. When trying to please an entire community, some residents will likely disagree with your decisions. This is the nature of serving on a community association board. However, by openly acknowledging all points of view and communicating clearly about why you have made your decision, you reassure residents regarding the thoughtfulness of your decision.

SHARE ACCOMPLISHMENTS

Maintaining transparency and accountability is an ongoing process and should be a cornerstone of how your HOA Board operates. We recommend listing the board's accomplishments in the year-end newsletter or budget mailer. This enables residents to see tangible proof of progress detailing all the ways the board is improving the community.



CREATING HARMONY ON YOUR HOA BOARD

Part of the fun and reward of serving on the board of your homeowners' association is getting the opportunity to listen to the many perspectives of other board members before reaching a decision that will best serve your community.

In order for your HOA Board to function properly, it's necessary to create and maintain an environment where each board member feels valued and respected. Though differences of opinion are bound to arise when groups of people are tasked with making a single decision, there are ways to help your HOA Board become more harmonious and maintain a high standard of service to your community.

MAKE SURE EVERYONE FEELS HEARD

Boards comprised of members with various personality types create an environment for healthy debate and spirited discussions about issues facing the community.

- Remain open-minded to those with communication styles that differ from your own.
- Remember that each board member wants to do what's best for the community.
- Give each individual ample time to articulate their point.
- Never dismiss any suggestion out of hand.
- Ask for more details or information to help you gain a clearer understanding of how they have reached their conclusion.

LET YOUR GOVERNING DOCUMENTS BE YOUR GUIDE

Your community's governing documents are an impartial resource designed to provide clarity and guidance when making decisions. By relying on your governing documents, you reduce some of the emotional charge that can accompany big decisions.

Many board members—especially those who are new to the position—are enthusiastic about making immediate improvements. They simply do not realize that specific protocol established by the state and the community's governing documents must be followed precisely. Your association's legal counsel or management company can train board members as a whole or individually and answer questions to ensure that everyone understands the rules and legal requirements.

PRACTICE TRANSPARENCY & RESPECT AT ALL TIMES

HOA boards who demonstrate respect at all times function much more harmoniously than those who get sidetracked by personal differences. Minor confusion can unintentionally escalate into conflict when communication breaks down.

- Refrain from any side discussions about issues facing the board.
- Share your opinion in board meetings only and openly invite participation from other board members.
- Remember to keep the focus on the issue at hand.
- Professionalism among board members goes a long way toward creating a harmonious environment.
- Never allow your personal feelings about any board member or their opinion to influence your decision-making.

ASK YOUR MANAGEMENT COMPANY FOR ADVICE

The professionals at your property association management company are skilled people managers. In providing guidance and support to homeowners and HOA Boards, management companies have expertise balancing various personalities regarding issues large and small. Your property management company can help your HOA Board mitigate problems or avoid them entirely by:

- Assigning a manager with the right attitude for the community
- Ensuring ongoing clear communication between all board members
- Mediating conflicts between individuals
- Finding ways to bridge personality divides in a professional and productive way

Serving on the board of your HOA brings both rewards and challenges. As you discover the unique assets each board member brings to the board, remember that all types have something to contribute to the benefit of the association. By learning to work cohesively together, you create harmony and build community that sets the tone for the entire association.





If you have specific questions about the transparency level in your HOA contact us at (949) 833-2600 and we will discuss how to create a harmonious HOA Board of Directors.

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](https://www.keystonepacific.com) today to start a conversation.

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