

Elite Perspectives

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Issue 5

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Welcome to our new partner communities in 2018:

- Fairway Club Owners' Association
- Pacific Press Loft Condo Association

Remember to follow us on Twitter [@elitemgtnet](https://twitter.com/elitemgtnet) to keep up to date on industry news.

Message from Brett

At least once per year, I like to reach out to our customers in an open format and talk about our business and industry. Most importantly, our newsletter supports our business method of keeping things simple. Read on to learn more about what's happening at Elite Management and around the industry.

What's New at Elite Management

Operating a service business can be challenging. I feel most fortunate to have a great team of people. We have six employees and continue to represent the definition of a small business; growing one property at a time and keeping our customers happy. Additionally, we do not accept any and all potential customers. We make sure that each community we manage fits our long term vision for the company. One of the key measures is that we form a partnership rather than a traditional vendor-client relationship.

We are committed to improving our business. I personally reach out to our board members on a regular basis to check-in and make sure things are running smoothly in your communities. With that said, I am always available to constructive feedback. Feel free to email me at brett@elitemgt.net with any thoughts. Also, I would love to hear from you when the managers (that includes me) go above and beyond. They deserve the accolades!

Final note, in 2018 I will continue transitioning out of managing my own portfolio of communities. Our transition process to a new manager is seamless and takes place over a 12-24 month period. This will make Elite Management stronger, as I can place more focus on handling high level items such as capital projects and other large bid contracts, hot button/legal issues, presentations, process efficiencies, and working directly with the Elite managers. I am looking forward to the future. Most of all, it will be great to connect with all of the communities in our expanding portfolio.

Outside the Box

So many things to discuss...so little time. We always pick one thing to elaborate on in our newsletters. Last issue, we discussed how the phone can be a productivity killer. Our topics are often non-traditional. We will discuss what other companies might avoid, and this year we will talk about separating from a community. Remember to check out our previous issues to read up on our unique perspectives. <http://elitemgt.net/newsletters>.

Over the last 12+ years in business, we have had many successes to celebrate. We have grown our company from one property to 35+. Through all the hard work and dedication it takes to grow and be successful, the most difficult circumstance we have faced is separating from a community. We have separated from 2 properties since starting the company. Both were mutual, professionally handled, and with no animosity. We take pride in that. With that said, separating from a community is still challenging because there was a time when the best part of our day or week was obtaining that new community. We never forget those that provided us with opportunities.

There are always a variety of factors to a partnership ending. In our limited cases, the primary focus has been geographical. We started the business accepting full service customers all over the Chicagoland area. As time went on, it became increasingly clear that in order to sustain our premium service level and on-site presence, we wanted properties close to our home base. We had the necessary conversations, and worked together with these communities outside of our focus area to ensure that the transition was handled seamlessly.

Of course there will come a day when a community decides to go another direction based on cheaper cost or another reason. Some of these factors are out of our control. Our main focus is to be sure it is not based on our service level. We pride ourselves on our unique ability to keep open lines of communication between owners, board members, and management. Mistakes will happen on occasion, but we promise we will learn from them. We have created many process efficiencies directly drawn from our ability to make adjustments.

On behalf of the whole company, we appreciate all of our communities and thank you for your continued partnerships.

ONFX

I would like to take a moment to thank Rudy Espinosa from ONFX. He has completed many technology related projects for us over the years, including building our websites. He is extremely talented and he cares about small business. This year we tasked him with the challenge of taking some professional photos of a few of our properties (examples are below and on our website).

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This year Elite Management had an article published by Voyage Chicago as a rising star in our service area. Check out the article here:

<http://voyagechicago.com/interview/meet-brett-kovel-elite-management-associates-inc-la-grange/>

