



# ELITE MANAGEMENT ASSOCIATES, INC.

Issue 2 – January 2015

## Newsletter

Periodically, we 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.

## One Big Thing

So many things to discuss...so little time. We always pick one thing to elaborate on. In our last issue, it was how to effectively put together an association block party. We had a couple of communities throw some nice bashes this year, so kudos to you.



### Business and Social Media

We use twitter and you should too. It serves as a real time personalized news feed. The App is available on all smart phones and tablets. You simply follow your interests and information gets pushed to you live. If you follow us, we send out links to important association articles and even crack a few jokes now and then (If you can't have a little fun in business, good luck to you).

If you have a twitter account, just find and follow us. If you do not, it is easy to sign up and takes less than a few minutes. Search @elitemgtnet, follow, and enjoy!

### An Association is a Business

This year we discuss business. Here are some things one may hear on the service end of the business:

- What is my assessment even for if it does not cover that?
- My friend owns a condo with a pool and workout room and pays only \$200.00 per month.

Associations are not comparable. It is like comparing McDonalds to Capital Grille because they are both restaurants. Here are a few of our methods to get owners to understand the business of their association:

- Detailed financial and budget information. We spend time on our write-ups to ensure that with minimal effort, an owner can understand their Association's financial position.
- Define association vs. owner responsibility. Although there will always be gray areas, we clarify maintenance responsibilities.
- Communicate. Owners may understand that the Association handles exterior grounds maintenance such as snow removal. With that said, it is unlikely that your snow and ice will get the same level of attention as Oakbrook Mall. If it does, that is sure to be reflected in your assessment.
- Understand that each Association runs differently. Some use loans and special assessments to finance their "business" activities. Others attempt to build a monthly assessment that addresses all future expenditures. The latter is preferred, but neither is right or wrong if members are fully aware of how decisions are being made.
- If one does not like the decisions of their board, campaign for the board. In our experience, if someone wants to be on the board, they usually get there, but this feels like a topic for our next issue.



### Revamped Website

At the end of 2014, we launched our new management services website. The content and design improved, but most importantly the site is easy to navigate. Whether you are a homeowner, potential customer, or an attorney; you should be able to find what you need relatively quickly. As always, your feedback is welcome and appreciated.

Under the "Our Story" tab we focus on what differentiates us from other association management companies. When we meet with new properties, that is really what everyone wants to know since the suite of services offered is very similar. We briefly talk about our strategy, training, communication, and flexibility. Overall, it comes down to creating a business model where customer service is priority number one. We will continue to work hard for our board members and owners alike. We value your business.