



POOR COMMUNICATION CAN TOPPLE YOUR COMMUNITY

At a recent seminar, I was asked why good communication is so vital to an association's well being. I offered a scenario that I had observed with many communities. The board of directors was busy making decisions about repairs and upgrades to the property. The manager was busy conducting the business of the community and handling the daily items that keep managers busy.

No one had been assigned the specific job of communicating with residents. They were getting their information from hearsay and the occasional mailed notice from the management company. While this method seemed to satisfy the board and the association manager, there was a growing feeling of discontent and mistrust amongst residents who felt they were out of the loop when it came to information about their community and the decisions being made that would directly impact them.

No one had been assigned the specific job of communicating with residents. They were getting their information from hearsay and the occasional mailed notice from the management company.

There is a common model of a tripod that describes a successful organization. The three legs that support the tripod are management, finance and communication. All three legs must provide support equally for the tripod to stand. Even if two of the three legs are strong, the tripod will fall. If your community is suffering from poor communication but still has two good legs (management and finance), it is time to wake up your communication leg. Here are some ideas to help you balance your tripod.

START OR IMPROVE YOUR REGULARLY SCHEDULED NEWSLETTER.

At a minimum, residents should receive a quarterly newsletter about what is going on in their community. Your newsletter should be well written, good-looking and distributed to all residents and owners. For many residents, it is the only communication they will have between themselves and the board and management company.

PREPARE A NEWCOMER'S PACKET.

Welcoming new members to your community should be a priority, not an afterthought. In addition to the traditional "Welcome to Our Community" letter, enclosing the previous year's worth of newsletters would be a great way to bring a new resident up to speed on what issues are currently effecting the community.

GET YOUR COMMUNITY ONLINE.

The Internet has never been more accessible or affordable. Many members of your community are using the Internet on a regular basis. If the "do it yourself" method of getting online scares you, seek out help. There are many companies that specialize in bringing your community online.

COMMIT TO BRANDING YOUR MESSAGE.

Once you have decided that getting the word out on an issue is important, it is equally important that your message be received with clarity and consis-

CONTINUED ON PAGE 45 >>>

Many members of your community are using the Internet on a regular basis. If the "do it yourself" method of getting online scares you, seek out help.

MANAGEMENT



The Copley Group AMO®
A Professional Property Management Team
896 Beacon Street • Boston, MA 02215

**100
YEARS
Of EXPERIENCE**

For more information, contact
Norman Levenson, President

(617) 262-3930

thecopleygroup.com

Crowninshield Management Corp.

18 Crowninshield Street
Peabody, MA 01960
Deborah Collier Comins, CPM, PCAM
(978) 532-4800

Franklin Square Management

Serving Massachusetts & Rhode Island
P.O. Box 2283
Plainville, MA 02762
Larry Levey (508) 695-9006

GARRISON SQUARE MANAGEMENT, INC.

Specializing in Small Condominium Management

(617) 267-8200

Nora Pepper

Seven Harcourt Street • Boston, MA 02116

MANAGEMENT

GREATER BOSTON PROPERTIES

"Services catered to any size association"

Scott D. Wolf

696 Tremont Street, Boston, MA 02118
(617) 536-4900

Hodan Management, LTD

P.O. Box 8397
Boston, MA 02114
Randall Speare, AMS, CMCA
(617) 367-0900



MEREDITH MANAGEMENT

*Building community through
professional property management*

John E. Rosenthal, President
One Bridge Street, Suite 300 • Newton, MA 02458
(617) 965-2200

WWW.MEREDITHMANAGEMENT.COM

Property Management of Andover

Call for no obligation quotation

James M. Toscano, PCAM

(978) 683-4101 • Fax (978) 686-4664
e-mail: condomgrs@aol.com

P.O. Box 488 Andover, MA 01810

MANAGEMENT



**Thayer &
Associates, Inc.**

Accredited Management Organization

Douglas G. Thayer, CPM

(617) 354-6480 • Fax: (617) 354-7854

E-mail: moreinfo@thayerassociates.com

1812 Massachusetts Avenue • Cambridge, MA 02140

Professional Management • Consulting

WELLINGTON

PROPERTY MANAGEMENT GROUP

"Preserving Your Assets"

4 Bellows Road • P.O. Box 1492

Westborough, MA 01581

(508) 898-9993

Richard J. Loughlin

ROOF MANUFACTURER



Smart Roofs for Smart People™

3093 Industry Street, Oceanside CA 92054

Tel: (866) METRO-4U (638-7648)

www.metroroofs.com

SEE OUR DISPLAY AD ON PAGE 22

**SUBSCRIBE NOW TO CONDOMANAGEMENT!
CALL (888) 412-6636 FOR DETAILS**

CONTINUED FROM PAGE 43

Poor communication

tency. Your community needs letterhead, envelopes and whatever other tools necessary to brand your message. This is very inexpensive and yields tremendous results.

GET HELP IF YOU NEED IT.

The pages of CondoManagement are filled with resources for your community. As communities across the country get more serious about their communication efforts, there are new resources to assist you. Some are free, some are low-cost, and some even allow you to turn over your communication needs to them as an outside vendor.

Getting back to the seminar question. Why is good communication so vital to a community's well being? For most residents,

the investment they have made to be a member of their community is the single largest investment they have made in their life. The totality of their experience as a resident of the community is dependent on all three legs of the tripod working to create a successful community. That means community members expect good management, responsible financial behavior and good communication. Anything short of that will produce a lop-sided community. I wouldn't want to live in a lop-sided community, would you?

Bob Gourley is one of the founders of MyEZCondo. He also serves as board president of Captain's Walk.