



**FirstService**  
RESIDENTIAL



# *Success Story:*

## Post-Hurricane Irma Resident Communication



### THE CHALLENGE

When Hurricane Irma approached Florida in September 2017, FirstService Residential assembled its hurricane response team of market leaders, people on the ground in the likely landfall area and those with storm experience. Knowing the most important thing to residents was the status of their properties, the response team needed a tool local teams could use to easily communicate that information.

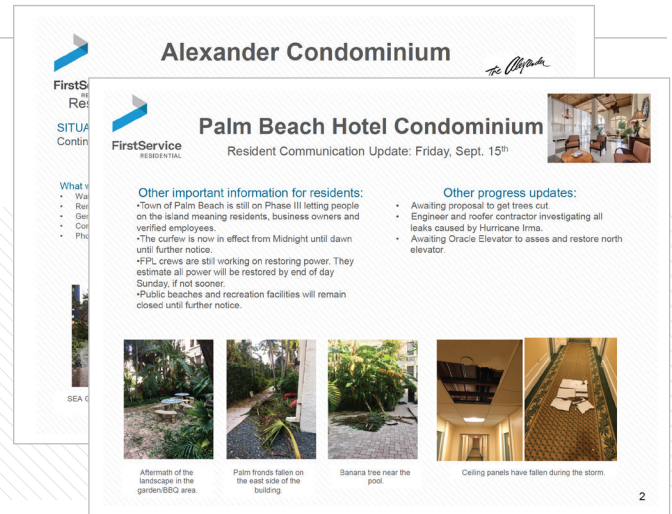
When any kind of disaster strikes, **clear communication** is critical to the safety of residents and property, **before, during and after** the disaster.



## THE SOLUTION

“We know a picture is worth a thousand words, so we wanted to create a tool that allowed for lots of images of the community or building.”

— Stephanie Parker, vice president of strategy and operations at FirstService Residential



“It had to be something we could send easily through our mass communication system in FirstService Residential Connect, something anyone could open on any device and operating system. It also had to take the pressure off the community association managers by allowing them to ‘fill in the blanks’ without needing to consider what kind of information they needed to include.”

The result was a simple PowerPoint template with designated places to insert images and fields to include information like “What was accomplished in your community today” and “What you can expect tomorrow.” Managers were encouraged to send updates at least twice a day and to include information about the surrounding area as well: availability of gas, condition of local roads, orders to boil water and status of grocery stores. The PowerPoint file could be exported to a low-resolution PDF that could be opened on any device, including smart phones and tablets, using Adobe Acrobat and other PDF readers, as well as many web browsers.

## THE OUTCOME

Homeowners throughout FirstService Residential’s managed communities in Florida told the company’s leadership how much the clear, consistent communication meant to them and how important it was in preserving their peace of mind. Hurricane season is the time when Florida’s many seasonal residents are in other places; receiving regular images of their communities and buildings alleviated a lot of the anxiety created by only seeing images of the most dramatic damage on TV and online. The template has since been used successfully to communicate after Hurricane Michael in 2018 and deployed to every FirstService Residential regional office. It can be used to update residents and homeowners in any crisis situation: blizzard, fire, gas leak, flooding, tornado or urban emergency.

## About FirstService Residential

FirstService Residential is North America’s largest manager of residential communities and the preferred partner of HOAs, community associations and strata corporations in the U.S. and Canada.

With unmatched industry experience, local market expertise and personalized attention, FirstService Residential delivers proven solutions and exceptional service that add value, enhance lifestyles and make a difference, every day, for every resident and community it manages. For more information, visit [www.fsresidential.com](http://www.fsresidential.com).

