



FirstService
RESIDENTIAL

2020 HOA *Survey Results*

How Did HOA Board Members Rank These 8 Topics?

What issues do board members *really* care about? In the latest survey, board members ranked 8 important HOA topics, from budget to maintenance to resident relations, and **everything** in-between.

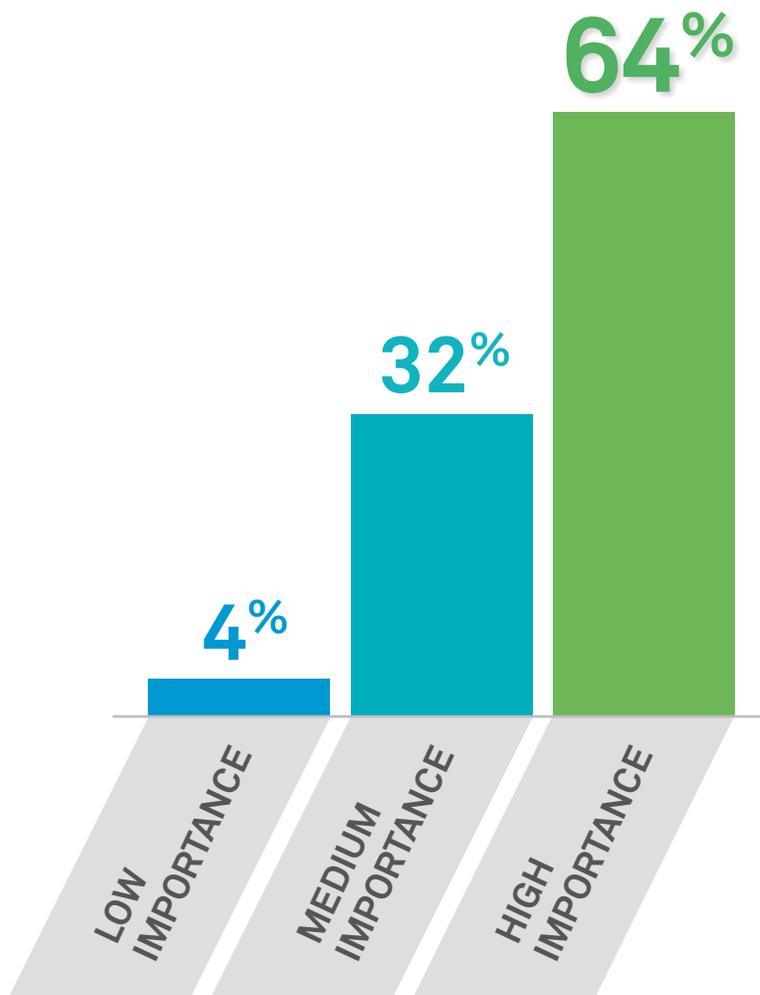
Are their priorities in line with your board? Read on to see the results.



 Budget is priority #1 for associations. Learn what board members said in our 2019 HOA Budget Survey Results Report: <http://bit.ly/Budget19-CA>



How important is the topic of **Board Responsibilities** (e.g., clarifying board leadership and roles, running more effective board meetings, etc.)?



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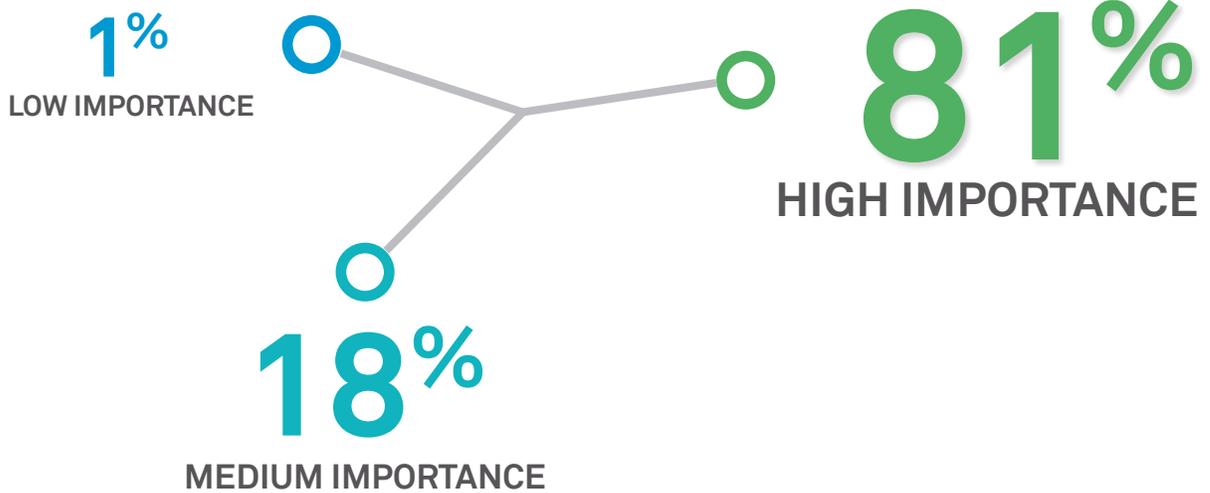
BE PROFESSIONAL:

Experienced HOA board members are **70% more likely to prioritize the topic of board responsibilities** than those with less experience. Unsure how to master your role? Get advice from Fortune 500 boards: <http://bit.ly/HOA-Strat-CA>

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How important is the topic of **Budget** (e.g., reserve funds, insurance, etc.)?

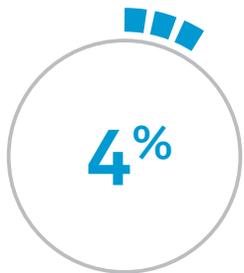


BALANCING ACT:

The #1 priority for HOA board members is **budget**. If you haven't done so lately, schedule time with your management company to review your insurance policy, reserve fund investments and utility costs. You may be able to improve HOA financials.



How important is the topic of **Policy and Bylaws** (e.g., short-term rentals, CC&Rs, fines and enforcement, etc.)



**LOW
IMPORTANCE**



**MEDIUM
IMPORTANCE**



**HIGH
IMPORTANCE**

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RULE FOLLOWERS?

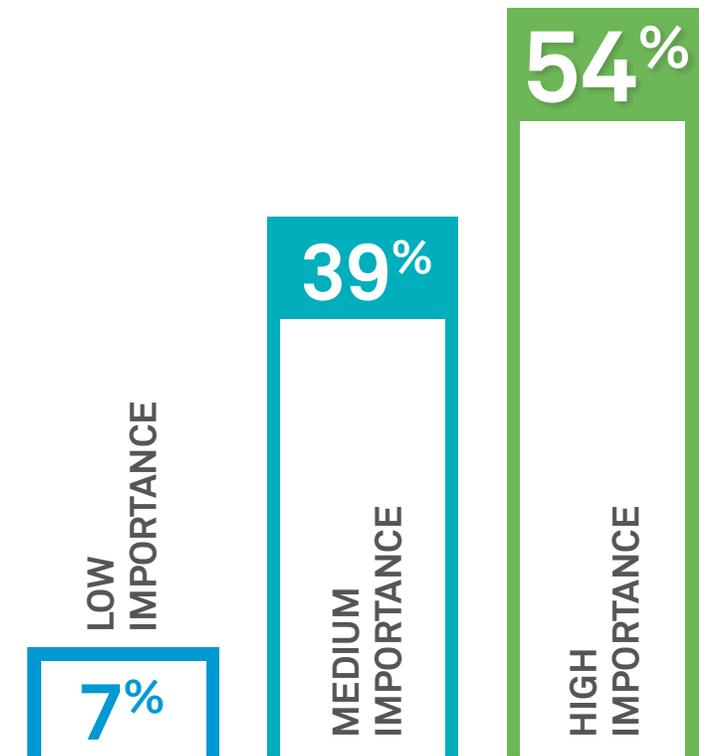
Nearly all board members agreed that they need a better understanding of policy enforcement. How can you enforce policies in a way that is fair, polite and doesn't make you the enemy? Get 4 enforcement tips here:

<http://bit.ly/PolicyTips-CA>

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How important is the topic of **Maintenance and Capital Improvements** (e.g., preventive maintenance, amenity planning, remodels, etc.)?



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AVOID SURPRISES:

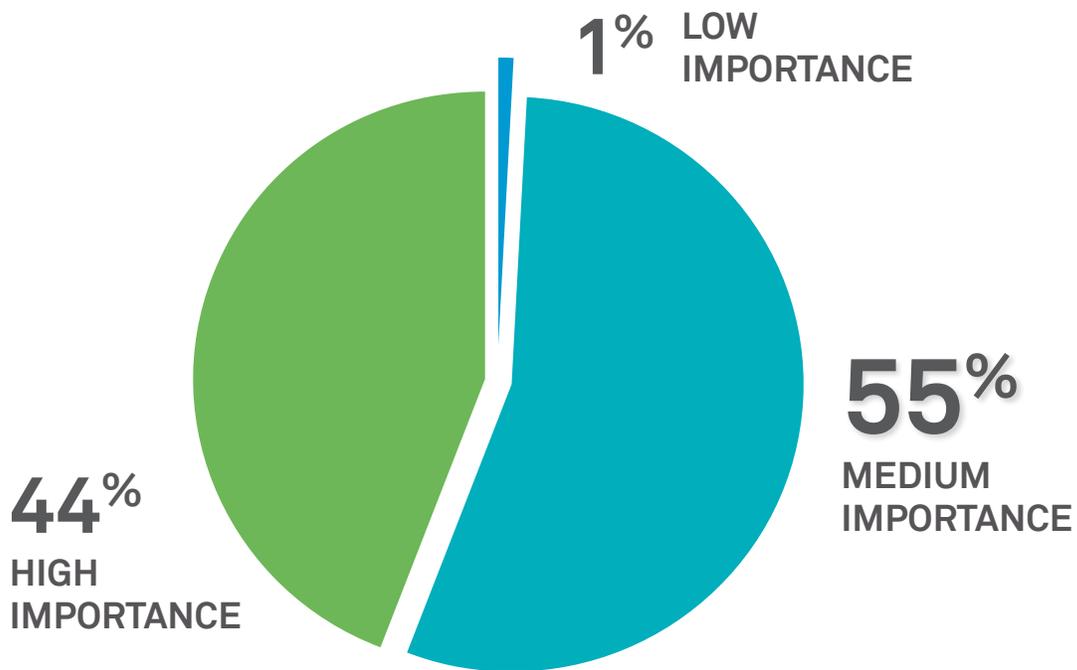
Whether your biggest challenge is replacing outdated equipment or adding competitive amenities, every association needs a strong preventive maintenance plan. Download a guide to get started:

<http://bit.ly/Maint-Plan-CA>

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How important is the topic of **Communication** (e.g., resolving conflicts, management responsiveness, social media, etc.)?

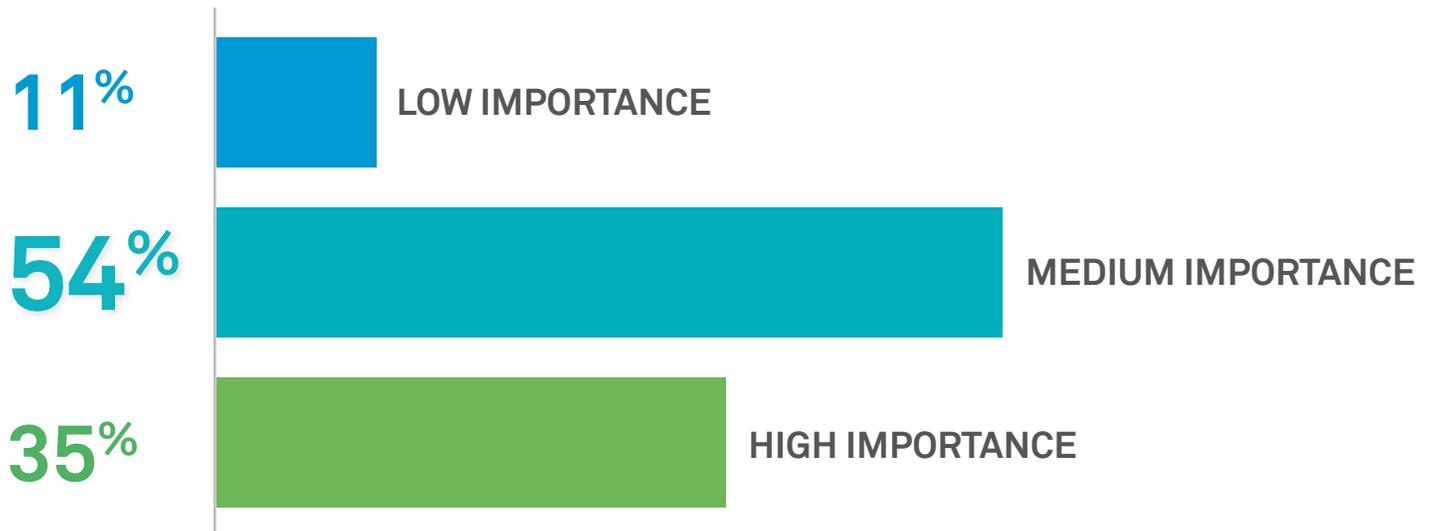


TIP:

Transparency goes a long way. Whether you're communicating with residents or fellow board members, sharing context about big and small decisions helps establish trust and goodwill.



How important is the topic of **Resident Relations** (e.g., events, committees, resident rights, newsletter communications, etc.)?



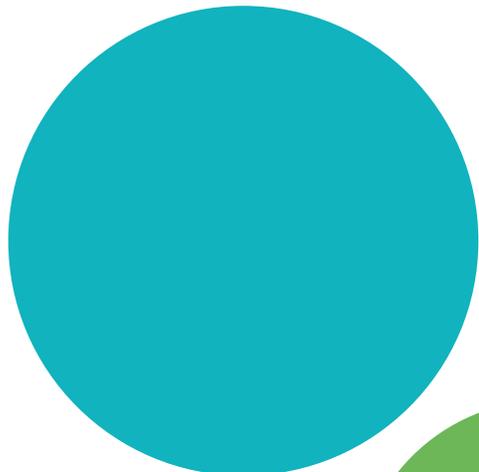
COMMUNITY STARTS HERE:

The topic of resident relations came in at **last place** among board members, but that doesn't mean it's not crucial. Remember that good relationships with residents can lead to better committees and future board members.



How important is the topic of **Board Relations** (e.g., decision-making, working with different personalities, alignment, etc.)?

10%
LOW
IMPORTANCE



47%
MEDIUM
IMPORTANCE

43%
HIGH
IMPORTANCE



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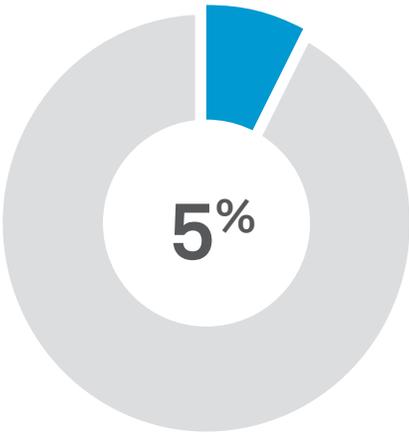
ALIGNMENT IS KEY:

Remember that a strong board isn't made up of people who think exactly alike. Rather, the board is aligned on the association's goals and overall mission. To hear what successful boards think, go here: <http://bit.ly/Align-CA>

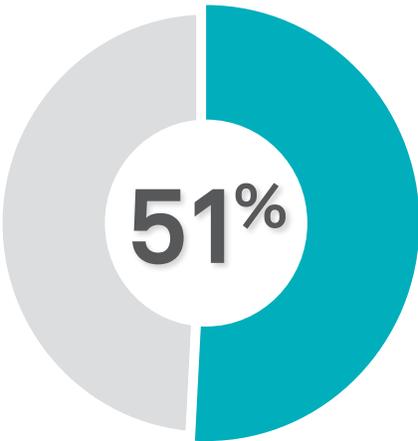
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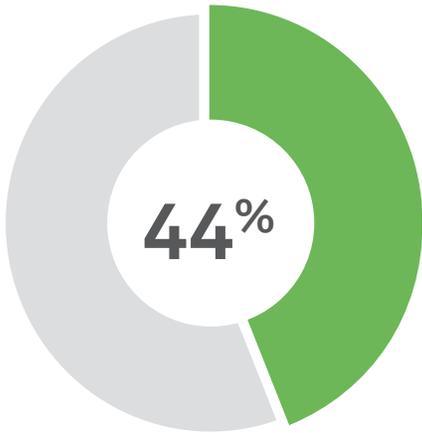
How important is the topic of **Long-Term Planning** (e.g., strategic community planning, mission statements, defining a vision, etc.)?



LOW IMPORTANCE



MEDIUM IMPORTANCE



HIGH IMPORTANCE

FUTURE STATE:

To set your association up for success and enhance property values, your HOA board **needs to develop a vision and strategic plan**. Work with your management company on a 5- or 10-year plan that works best for your community.



As a board member, how would you rank your level of association experience and expertise?



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SUPPORT MATTERS:

Of all surveyed board members, **47% of California board members rated themselves as having poor or average association experience.** Make sure you're partnering with a management company that provides training and educational resources to you and your board.

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About FirstService Residential

FirstService Residential is North America's property management leader, partnering with 8,000 communities across the U.S. and Canada. HOAs, community associations, condos and strata corporations rely on our extensive experience, resources and local expertise to maximize their property values and enhance their residents' lifestyles. Dedicated to making a difference, every day, we go above and beyond to deliver exceptional service. FirstService Residential is a subsidiary of FirstService Corporation (FSV), a North American leader in the property services sector. Find out how we can help your community thrive.

For more information, visit www.fsresidential.com/california.



More HOA Best Practices

Want to expand your HOA expertise? Get helpful guides, articles and survey results reports here: <http://bit.ly/HOATips-CA>

Questions? Contact us today.

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