



# FIRST IMPRESSIONS

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**FirstService**  
RESIDENTIAL



## MESSAGE FROM MARK STOOPS

President, Georgia

As this year comes to an end, it is a great time to reflect on the wonderful progress made in your communities and keep that same momentum going in the new year.

Moving into 2020, we will see many condominium and homeowner associations continue to focus on convenient resident living. The demand for lifestyle amenities is on the rise as potential buyers and renters are looking for the right mix of amenities that cater to their interests. Smart home technology, concierge, onsite dining, wellness programs and fitness centers, children's play areas and electric vehicle charging stations are just a few of the amenities offered in new construction.

During this time of year, many of you are winding down to enjoy time with your loved ones. At FirstService Residential, the holidays are a special time as we give thanks by giving back to those in need – it is part of the joy of the holiday season. Inside you will read about how our associates have come together to make a difference in our local communities and impact the lives of others (see page 8).

Most of all we are grateful for you – our board members – who have entrusted us with your communities. Thank you for your partnership and continued support in recognizing the value that FirstService Residential brings to your community. As your property management partner, we will continue to improve, protect and preserve your communities for years to come.

Wishing you happy holidays and a wonderful new year.

Regards,

Mark Stoops

AMAZING ATLANTA

# Midtown



Photo courtesy of  
Midtown Alliance

# There's lots of buzz surrounding Midtown and for good reason; this neighborhood is booming with many new condominium developments.



There's quite a buzz surrounding Midtown. That's because it is a booming neighborhood. Over the past five years, more than three dozen high-rises, residential communities and significant building alterations have occurred in the area. Fourteen projects are in various stages of completion and more are on the drawing board. You can see construction cranes on almost every block and from every angle. This is one of the fastest growing residential populations in the city.

Located between downtown Atlanta to the south and Buckhead to the north, Midtown is the second-largest business district in Metro Atlanta. It is a busy commercial area and a vibrant arts hub. And now, it is also a growing residential area. This trendy and ever-evolving neighborhood showcases Atlanta urban living at its best.

## Fabulous neighborhood

Midtown offers its residents many lifestyle options, all of which are close to just about everything. It has access to the city's largest concentration of parks and greenspaces, arts, attractions, shopping and more than 150 restaurants. Getting around is easy with multiple choices, including four MARTA rail stations, local bus service connections, bike lanes and excellent access to the interstate. Midtown's tree-lined sidewalks are ideal for pedestrian travel as well.

Midtown features the largest concentration of arts facilities and organizations in the Southeast, more than 30 permanent performing arts groups and 22 entertainment facilities. It is home to some of Atlanta's most prominent cultural institutions, including the High Museum of Art and Woodruff Arts Center. In all, the neighborhood attracts more than 6 million guests each year.

## Upcoming condo developments

Midtown is anchored by many new high-rise office buildings, hotels and retail options. FirstService Residential is proud to collaborate with the developers of several of the condo projects and we're excited to manage them once delivered. We're sharing our expertise in amenity design and programming, operating budgets and governing documents to ensure

a successfully managed project once built. These are a few new developments slated for Midtown:

- **Seven88** – located at 818 Marietta Street, NW, Atlanta, GA 30318  
*Approximately 275 residences slated to be delivered in 2020*
- **Juniper & 5th** – located at 775 Juniper St NE, Atlanta, GA 30308  
*Approximately 150 residences slated to be delivered in 2020*
- **No°2 Opus Place** – located at 98 14th St NE, Atlanta, GA 30309  
*Approximately 186 residences slated to be delivered in 2021*
- **40 West 12th** – located at The Epicurean Atlanta, a Marriot Autograph Hotel  
*Approximately 64 luxury condo residences slated to be delivered in 2021*

## Smaller residential developments

Midtown also appeals to residents who want smaller, more intimate, in-town condo communities – both low-rise and townhomes. As more smaller housing options dot the changing landscape, FirstService Residential continues to expand its involvement in the community by providing consulting services to developers. Once completed, FirstService manages the communities, helping to make every unit a comfortable home in a great neighborhood.

## A finger on the pulse

FirstService spends a great deal of time, personnel and resources staying on top of changing trends. This ensures it provides what developers need for their future residents and what residents need and want in their homes. It provides exceptional service to its customers and is proud to be the property management experts in Midtown, as well as the greater Atlanta area. Whether high-rise, mid-rise or smaller communities, you can always count on FirstService Residential to provide proven solutions that add value, enhance lifestyles and make a difference, every day, for the residents in every community it manages.

# CONDOS ABOVE THE FOUR SEASONS

Perched above the Four Seasons Hotel Atlanta are some of the most luxurious residences in Midtown. No wonder it's the city's best kept secret.



Condos Above the Four Seasons is home to 95 exclusive residences, combining the best of Four Seasons world-renowned service and luxurious amenities. The homes begin on the 31st floor, above the five-star/AAA five-diamond awarded hotel, class A office space, and restaurants including Ford Fry concept-restaurant Bar Margot.

Located in the heart of Midtown on 14th Street, the exclusive residences are walkable to Piedmont Park, one-of-a-kind restaurants and nightlife along with some of Atlanta's most prominent cultural institutions, including the High Museum of Art and Woodruff Arts Center.

Residents can enjoy the services and luxury amenities of the Four Seasons hotel, including spa services, Park 75 Restaurant & Lounge, housekeeping services, an indoor

lap pool, whirlpool, sauna, and outdoor terrace. The condominiums benefit from a private residential lobby with 24/7 concierge and the hotel's valet, security and maintenance services.

Self-managed for 11 years, the board partnered with FirstService Residential in May 2019. General Manager James Bailey has been pivotal in providing solutions that enhance resident lifestyle and community operations. He collaborates with the Four Seasons staff and directors to help create and enhance staff operating procedures and implement processes to ensure the condominium's standards are upheld. From valet to security to the front desk staff, the impact can be seen across the board.

James enjoys working with the board to meet the community's needs. He guides them and provides



recommendations that add value to the association. The most significant impact has been the adoption of the FirstService Residential Connect™ platform for vendor management, visitor management and key management. The Four Seasons is also looking to utilize some of Connect’s advanced technology for its hotel operations in Atlanta.

From Atlanta to New York to Miami, FirstService Residential proudly manages some of the most iconic condo hotel properties in North America. The Four Seasons brand is synonymous with quality and service excellence. We are proud to be an integral part of continuing that operational excellence with our unmatched property management solutions.

## AMAZING ASSOCIATES

### *Patrick Rice*

For the past year, Patrick Rice has served as the community association manager for Piedmont Crest Condominium in Atlanta. An enthusiastic and energetic FirstService Residential associate, Patrick loves providing exceptional personalized service to his residents. In every interaction, his positive, can-do attitude helps create great morale for his staff and translates into happy residents.

Piedmont Crest was built in 2006 and is located next to Atlanta’s beautiful Piedmont Park in the heart of Midtown, featuring 70 units in a lovely four-story mid-rise. Piedmont Crest’s size affords Patrick the opportunity to closely interact with his residents and enjoy more personal time with each one.



“I treat the property as if it’s my own. I pay attention to all the details. Being onsite full time allows me to give it my all!” he says.

Patrick is an excellent example of our core value of “Be Genuinely Helpful” by taking pride in serving each and every resident in his community. Problems arise, but he is all about coming up with creative approaches and positive solutions. He wants his residents to understand and abide by the rules and regulations set forth by the board.

At the same time, he looks for alternative ways to meet residents’ needs so that everyone feels satisfied by the resolution. Patrick wants to create win-win-win situations for the residents, the board and FirstService Residential.

Thank you, Patrick, for all you do. You are a shining example of why FirstService Residential associates set the standard for professionalism in our industry.

# 7 TIPS FOR SUCCESSFUL EMAIL COMMUNICATIONS

*Email Blunders to Avoid*



Email is the #1 communication choice of condo and homeowners' association boards in the United States. In our 2019 Board Communications Survey, 85% of board members surveyed said they use email to communicate with residents. But, if used incorrectly, email can damage relationships with your residents and expose you and your board to legal risks.

## To help protect your association, avoid these 7 mistakes:

**1. Don't use a personal or business email address for association business.**

Nearly 40% of board members surveyed in our 2019 Board Communications Survey said they are not using a dedicated email address for association business. Set up official email accounts today to mitigate risk for your community. Establish dedicated email addresses for board members.

Use your community's website domain (e.g. treasurer@your-condo.com) or set up board accounts on a free service like Gmail (e.g. yourcondo-VP@gmail.com).

**2. Avoid answering questions about community business that are sent to your personal email address.**

Respond politely and ask the sender to redirect the question to your official board email address.

**3. Never discuss legal matters or lawsuits in an email.**

Instead, consult your governing documents and reach out to your association attorney for help.

**4. Don't delay in responding to emails from community members.**

If you can answer the question immediately, do so. If you need time to research, send an email acknowledging that you have received their email and provide a timeline for a response.

**5. Never use divisive or abusive words when communicating.**

Conversations can get heated, especially when they are related to a person's home. If you don't know how to respond, reach out to your FirstService Residential community association manager for guidance.

**6. Don't engage in informal or inappropriate conversations.**

Not all business is appropriate to discuss via email. Keep personal communications separate from your board communications.

**7. Avoid hiding information from your community.**

If you don't feel comfortable discussing an issue via email, say that. Transparency is the best policy when it comes to communicating – whether that's in person or via email.



## IN THE NEWS

### *Growing our Team*

We are excited to welcome Bobet Bennett-Marshall, Senior Vice President, Financial Services to the FirstService family.



Bennett-Marshall will lead the teams that deliver financial services to the 1,600 community associations managed by the organization's South region, including client accounting, treasury, budgeting and capital planning services.

Her extensive background includes more than 17 years of experience in operations, corporate accounting and financial management at Wyndham Destinations, Inc.

“Bobet is an accomplished leader with a diverse financial management background in the hospitality industry,” said David Diestel, president, South Region, “and we are delighted she’s joined the FirstService Residential family.”

### *Expanding our Reach*

We are pleased to welcome Ovation Condominium Association to FirstService Residential.

Ovation, a 19-story luxury high-rise, is located in the heart of Buckhead, and houses 270 condominium residences with amazing views of the Atlanta skyline.

Built in 2006, the building features a saltwater pool with sun deck, BBQ grilling area, fitness center, sauna, theater room and 24/7 concierge. Residents not only enjoy a variety of resort-style amenities, but also the convenience



of having access to high-end retail shops and dining, Lenox Square Mall and the iconic St. Regis Hotel.

We look forward to exceeding the expectations of every resident at Ovation!

### *Making a Difference*

At FirstService Residential, we are not only driven by our strong desire to deliver exceptional service and solutions to your community, but also by our compassion for others. We direct that compassion to you – our board members – and to the people in our communities through various causes in the areas we serve.

More than 200 climbers, including FirstService Residential associates and volunteers, participated in the 9/11 Memorial Stair Climb at Sovereign Condominium. Participants climbed 110 floors, the equivalent of the World Trade Center, to honor the New York City firefighters, police officers and emergency responders who made the ultimate sacrifice on September 11th. A special honor was given to fallen firefighter Planks and his family. The event raised more than \$20,000 to benefit the families of our nation's fallen firefighters.







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