



FirstService
RESIDENTIAL

Survey Results **You Talk, We Listen.**

How well does your board communicate with residents?

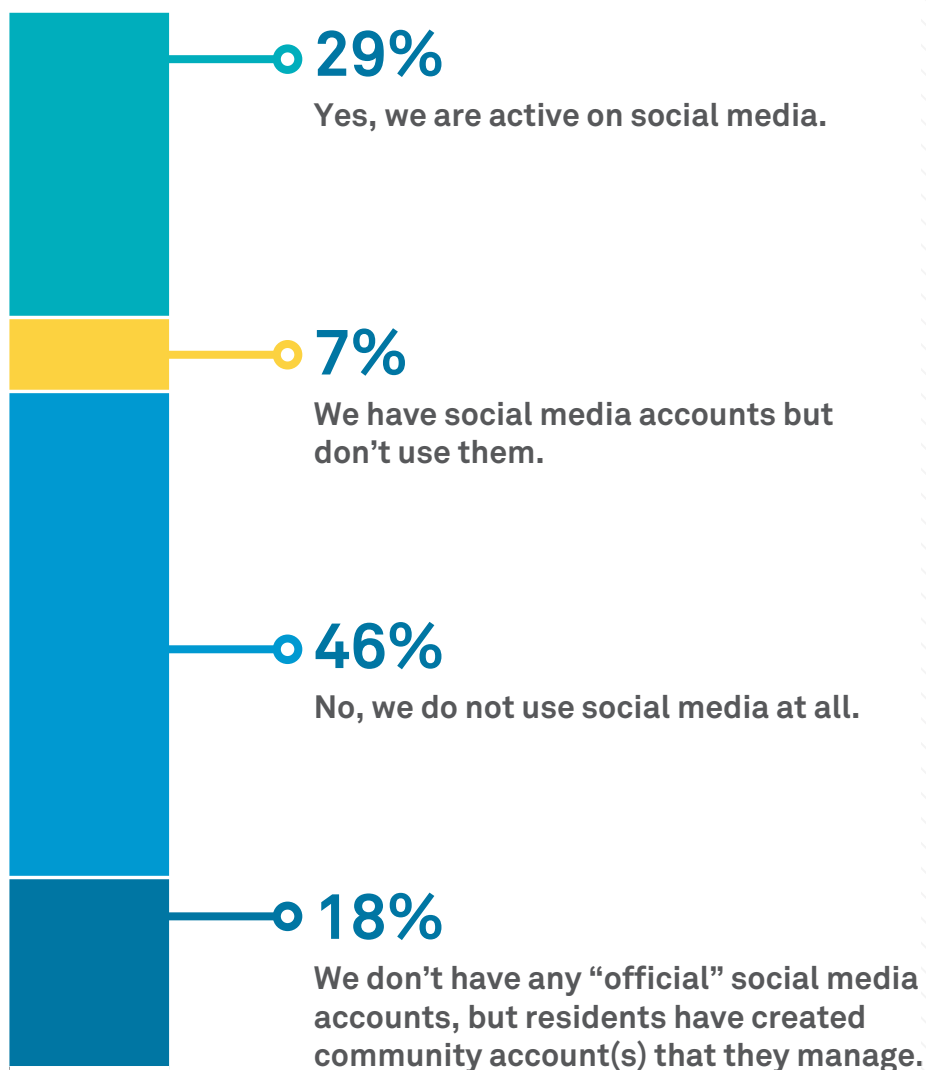
SURVEY SAYS...

We asked board members and residents from coast to coast 10 questions about communication in their communities and buildings. More than 625 people took the time to weigh in, and nearly 70% of those were board members! Read on to learn what they think and get helpful tips to make your communication the best it can be.



Social media is everywhere.

Does your community use these platforms to communicate with residents?



Nearly half of all board members (46%) said they aren't using social media platforms.

Think you're avoiding conflict by steering clear of social media? Think again. Unofficial, resident-managed social media accounts can become a source of misinformation and gossip. Your board and association manager should be involved with the accounts to make sure messaging is clear and consistent.



How do you communicate with residents?

85%

Email

63%

Postal mail

54%

Flyers/signs
posted in
common areas

52%

Website

25%

Personal
phone call

16%

Social media

16%

Text/
SMS

15%

Door hangers or
another door-
to-door notice

11%

Door-to-door
in person

5%

Robocalls

2%

Other

2%

Does not
apply

Communication gut check:

Only 16% of respondents reported that they use texting for association matters.

Consider implementing text message opt-ins for emergency communications and community event updates.



Does your community have a website?



60%

Yes



16%

Yes, but it
needs help



19%

No




5%

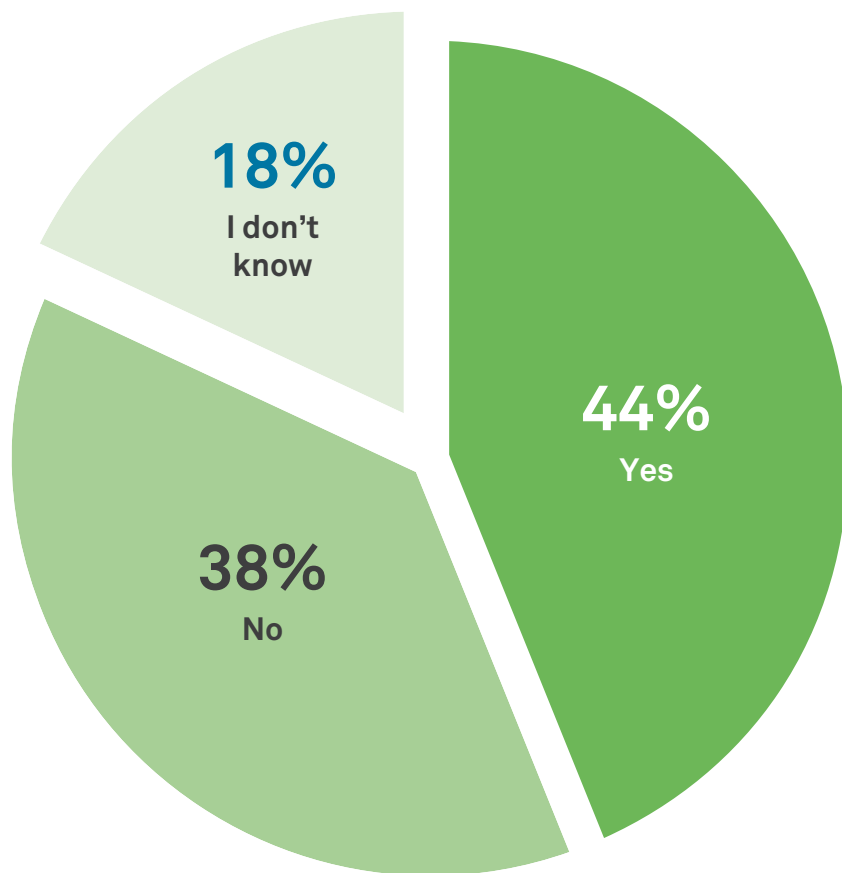
I don't know

Even associations with websites may not be getting the most from them.

In fact, **almost 35% of respondents believe their communities aren't using the web effectively** to reach residents with important information. Your website is the digital “face” of your community. It serves to connect residents, enables you to share important updates and provides information to educate and attract potential buyers. You can point residents to your website through other communication channels like monthly newsletters and emails.



Do board members use dedicated email addresses (non-work, non-personal) for all association business?

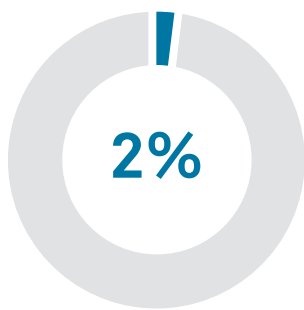


Uh oh! Nearly 40% of respondents said they are not using a dedicated email address for association business.

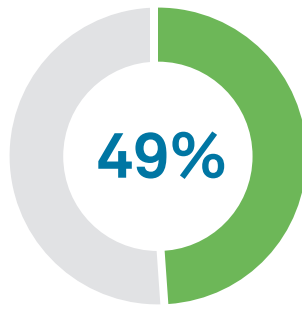
If you use a work or personal email address for board business, all of the messages sent to and from that account may be subpoenaed if your association faces a lawsuit.



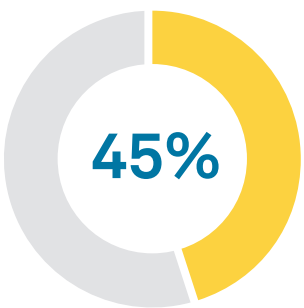
How would you best describe the amount of communication between the board and residents?



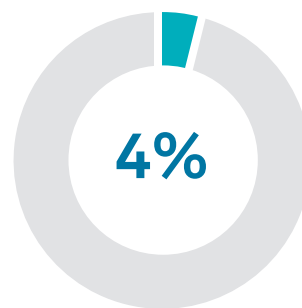
Too much



Not enough



Just the
right amount



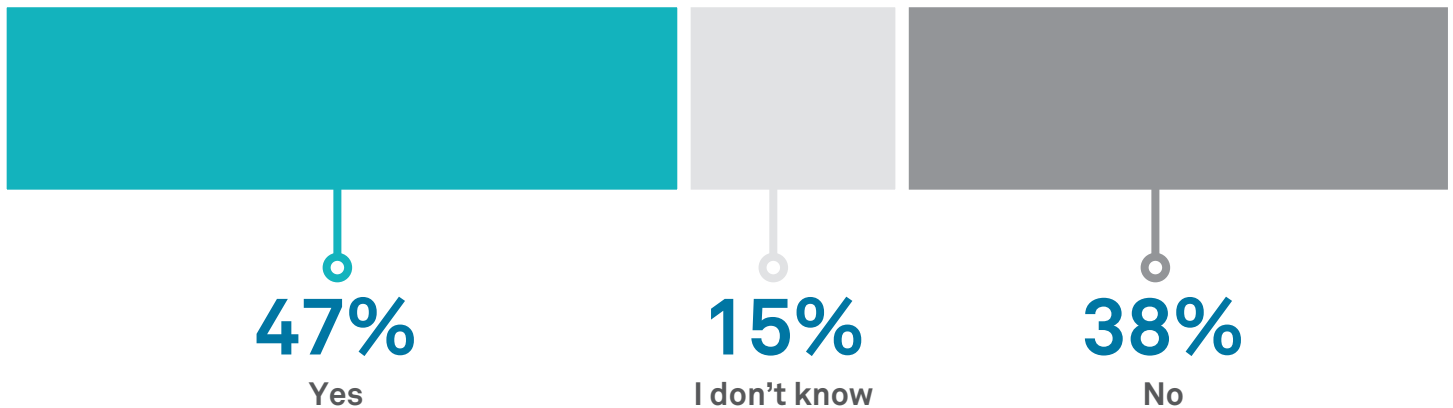
I don't know

Almost half of respondents said that the board doesn't communicate enough with residents.

Communication is not a “one and done” activity. Your management company should provide a variety of tools to help your board deliver a consistent message at least once per month.



Is your community utilizing a mass communication system to share information with residents in the event of an emergency?



Keep calm and communicate on.

Nearly 40% of respondents indicated they do not have a way to communicate with residents in the event of an emergency. No matter where you live, an emergency can happen in an instant. That's why it's critical to have a mass communication system so you can quickly update residents and keep them safe.



How strongly do you agree or disagree with the following statement:
Our community has an established emergency communication plan.

12%

Strongly agree, and we review it annually

31%

Agree, but we do not review it on a regular basis

48%

Disagree. We don't have one.

4%

Strongly disagree. We don't need one.

5%

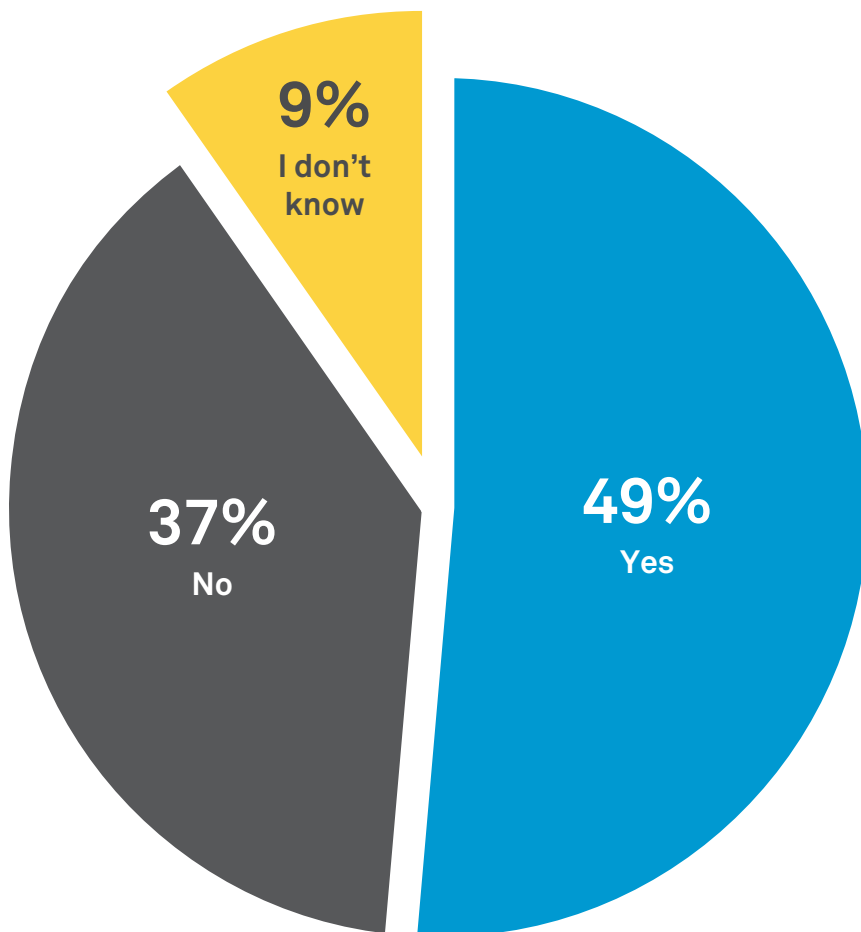
Does not apply

Ready or not?

Unfortunately, almost half of respondents said that they don't have an emergency communication plan. Your management company should provide a robust software system capable of delivering critical instructions and updates during a crisis. It should also help you develop an effective plan that is ready when you need it most. Start by creating a "communication tree" that establishes who will contact whom and when.




Does your community have any policies about how communications are sent to residents, who can send them, etc.?

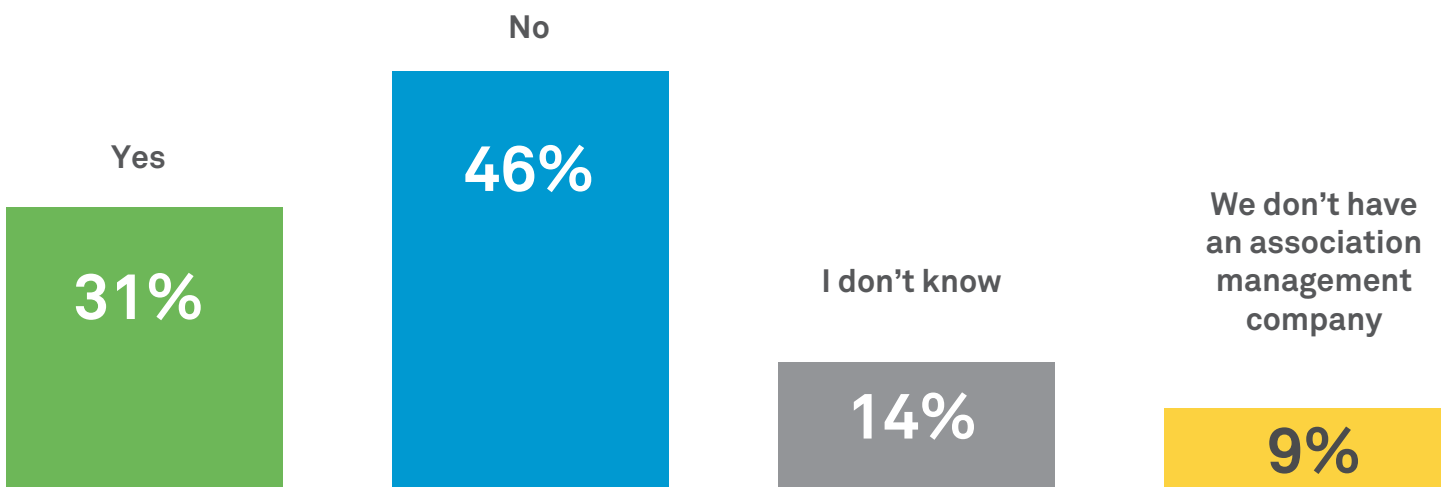


Is your messaging consistent with your community's brand and aligned with your strategic community plan?

Defining who can communicate and how often will prevent oversaturating your community with communications so important messages can be heard loud and clear. It will also help prevent your board from sending conflicting information, keeping your messaging on the right track.



Does your association management company provide residents with an app they can use to check account balances, violations, etc?

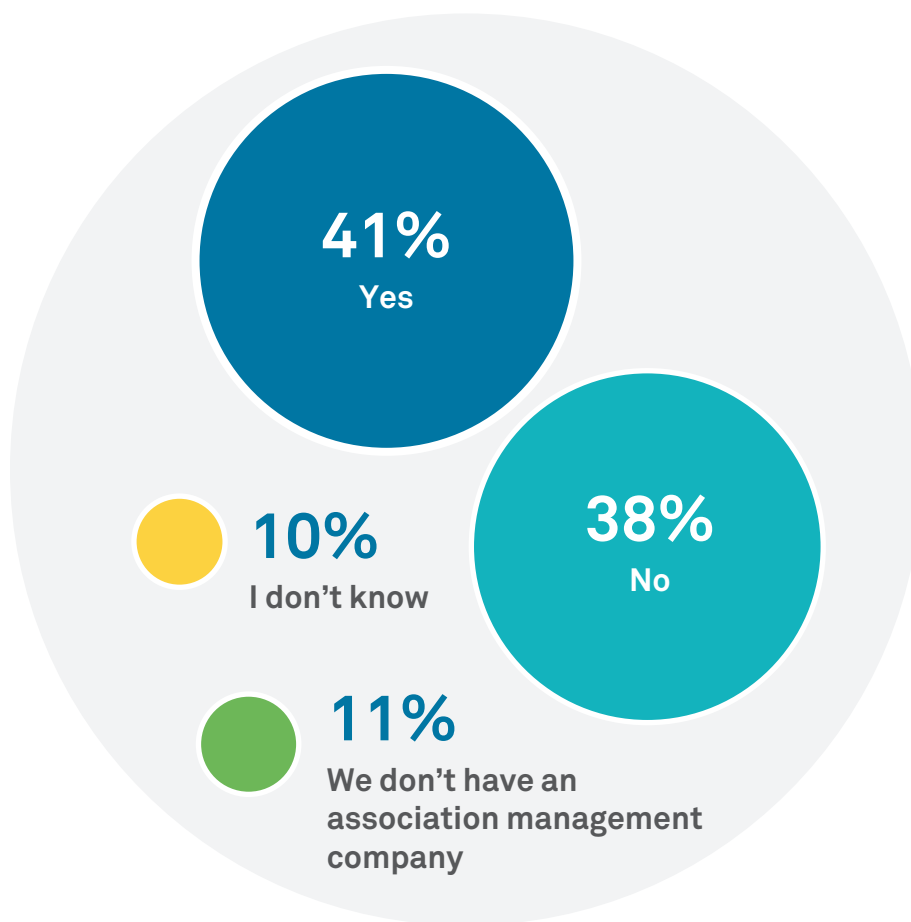


Today, 77% of adults own a smartphone, and most of the time they spend on those devices is in apps, not on mobile websites.

Make sure you're utilizing your management company's mobile solutions if they offer them. Having an app that provides account information, payment options and important communications will help keep your residents informed.



Are you currently receiving 24/7 customer support from your association management company?



Emergencies and questions don't happen on a schedule.

Make sure your association management company offers 24/7 customer service and can easily help your residents with account and community information, as well as keep them informed in a crisis.



Good communication is the heart and soul of a well-run building or community. Following these tips will help keep yours connected in ways that matter.

Discover more best practices on our website:

<http://bit.ly/HOA-Articles-CA>

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. FirstService Residential's managed communities include low-, mid- and high-rise condominiums and cooperatives; single-family homes; master-planned, lifestyle and active adult communities; and rental and commercial properties.

With an unmatched combination of deep 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. FirstService Residential is a subsidiary of FirstService Corporation, a North American leader in the property services sector.

In California, FirstService Residential, has grown over the past three decades to become the premier property management company serving the state with 950 properties representing 235,000 units. Twelve regional offices throughout California are located in Orange County, North and South Inland Empire, Los Angeles, Westlake Village, Palm Desert, Santa Clarita, Carlsbad, San Diego, the Bay Area, Sacramento and San Francisco.

For more information, visit www.fsresidential.com.



Want to know more?

Visit our website for articles, guides and resources on the latest association topics:

<http://bit.ly/HOA-Articles-CA>

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