

COMMUNITY Moments



TRACY GUZMAN

Employee Spotlight | Division Vice President
ASG-RealManage Southeast Florida

FLOYD MARTINEZ

Board Spotlight | Sunrise Meadow

USING A CALENDAR FOR YOUR COMMUNITY

Scheduling and planning community events

COMMUNITY WELCOME PACKET

How to create a helpful packet

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Published and produced for RealManage Family of Brands, including RealManage LLC, GrandManors and CiraConnect. In association with GW & Associates, ASG Florida, ACM Illinois and Gold Crown Management

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AUGUST FUN FACTS

- The origin of August's name was named after the first Roman emperor Augustus Caesar, and the Latin word "Augustus" means venerable, noble and majestic
- August Flowers: Gladiolus and the Poppy
- August has two birthstones: Peridot and Sardonyx
- Signs that fall under August are Leo (July 23 - August 22) and Virgo (August 23 - September 22)
- The UN International Youth Day 2020's (August 12) theme is "Youth Engagement For Global Action" highlighting the ways in which the engagement of young people at the local, national and global levels is enriching national and multilateral institutions and processes
- Women's Equality Day is celebrated on August 26th in memorial of the passage of the Nineteenth Amendment which guaranteed women's right to vote - This year celebrates the 100th anniversary of the legendary achievement in civil rights and gender equality



”What dreadful hot weather we have! It keeps me in a continual state of inelegance.
- Jane Austen

Employee Spotlight **TRACY GUZMAN**

Division Vice President

ASG- RealManage Southeast Florida

It is an honor to be chosen for the Employee Spotlight and have the opportunity to share my story with so many wonderful individuals. Where to begin? I have read so many amazing bios of talented and experienced individuals; therefore, this opportunity came as a surprise to share my experiences.

I was born in Philadelphia, where both of my parents were born and raised. We found ourselves moving to Virginia when I was three years old as my mom received an opportunity with a pharmaceutical company that she could not turn down. This was quite a change for my parents, going from city life to rural, farm life. I enjoyed every moment as we lived on ten acres of land, had three horses and a cat. I enjoyed the seasons, most of all the snow and snow days for school. We lived in Virginia for about nine years, until my mom was offered another opportunity to work with start-up pharmaceutical companies in South Florida.

Fast forward a few years, sunny South Florida, has come to be my home for about twenty plus years. Although I still miss the seasons and the snow, sunshine and the beach are a big plus for our family. My sister and other family members still reside up north, so we can get our moments in the cold weather and occasionally some snow.

My true work experience started when I was sixteen and my dad, said to me, "Enjoy your last summer, because you are getting a job when school starts." Sure enough, come September, I started working for a Property Management company, which specialized in boutique management service.

”Sunny South Florida has come to be my home for about twenty plus years

Funny how this first job working at a front desk in a large upscale community, answering resident phone calls, and issuing gate access barcodes was my stepping stone to an amazing career for where I am at today. I continued to work through high school, gaining more experience, and being given more responsibility as time went on. I graduated, with honors, from Nova Southeastern with a Bachelor's in Business Management and Entrepreneurship. During college I continued working with the same company but handling various aspects of property management.



I gained exceptional knowledge and had the opportunity to work with some amazing individuals over the years. This is where I was able to become a Licensed Community Association Manager and began managing my own portfolio of communities until moving up to oversee other managers and provide the support to an amazing Team. After thirteen years, it was sadly time to move on; however, I could never thank this amazing team enough for providing me the platform and being a large part of the individual, I am today.

For the past seven years, I have been working with Association Specialty Group. Being given the opportunity seven years ago to get my foot in the door with a flourishing company, working in Sales and Marketing was a new beginning. Working alongside two owners with such diverse experiences and who have accomplished so much has taught me that we are continually changing and adapting to the world around us in this business. Working at ASG, with so many talented people, has been a blessing. In my role now as Division Vice President for ASG, it has been a remarkable experience. Becoming a part of the RealManage family has changed the entire dynamics of our company and team. Although we have our challenges, everyone is excited to be a part of a company with such warmth and determination. Each RealManage member that I have met has been indeed a pleasure to be able to work alongside.

My husband and I are blessed with a ten-year-

”I could never thank this amazing team enough for providing me the platform and being a large of of the individual I am today.

old daughter, who is the light of our lives. As a mother, I only wish to instill the determination and diligence that my parents constantly did for me, growing up. My dad has always been my rock and has always been there to be my number one fan and remind me that I can do anything. If there were one thing that I could take watching my mom in the business world growing up, it would be never to give up.

As individuals, we strive to better ourselves constantly. We all have the life experiences that have made us the individuals we are today. More than ever, we need to lean on each other as this is a new experience for us all. The RealManage leadership has created a company that emulates such Grace, and I am excited for what the future holds. We have the opportunity to be a part of a growing company and provide a service level to our clients that surpasses many of the companies in existence today.

RealManage is state of the art and the individuals who work hard every day to keep coming up with efficient ways to improve, we admire you.

Thank you for the opportunity to share my story, as I look forward to working with the RealManage Family and cannot wait to see what our future holds. Always remember, Be Kind, Be Patient, Stay Positive, and know we are all in this together.

”The RealManage leadership has created a company that emulates such grace, and I am excited for what the future holds.





Board Spotlight **FLOYD MARTINEZ**

Board President
Sunrise Meadow

Establishing FJM Bookkeeping Services, LLC., in 2014, Floyd has twenty-nine years of experience in the financial industry. In addition to his many years in the financial industry, Floyd has also sat as a board member of several 501c(3) organizations, as well as Sunrise Meadow POA, and is the current board president. He also currently sits on the board for the Fort Bend County MUD #162 as the secretary and has been on the MUD board since 2018.

Since starting as the secretary of the Sunrise Meadow POA in 2015, Floyd has spearheaded numerous community events in efforts to bring the neighbors together to have fun and enjoy each other's company. Some of the events he has headed include an annual Holiday in the Park in December, where the children get to meet Santa and Mrs. Claus, play in the snow, and enjoy some cookies and hot chocolate.

Floyd also helped to have one thousand (1000) trees donated to the neighborhood to give away to the residents of the neighborhood, and those that were not taken were planted throughout the

neighborhood. Floyd also worked with MUD #162 to make landscaping changes throughout the community, including adding smaller parks with benches, shading, and workout areas for those who want to stay fit.

When he is not working tirelessly at his business and ensuring the smooth operations of the Sunrise Meadow POA and the neighborhood itself, Floyd spends his free time maintaining a butterfly garden designed to preserve Monarch butterflies and honeybees. He enjoys spending time outdoors and playing with his dogs and helping his neighbors and community with various projects.

Nikkole Luna states, "Floyd is a valuable asset to Sunrise Meadow and is a pleasure to always work with."

Written by Nikkole Luna, PCAM®
Senior Vice President

”Floyd has spearheaded numerous community events in efforts to bring the neighbors together to have fun and enjoy each other's company.



USING A CALENDAR FOR COMMUNITY EVENTS

SCHEDULING AND PLANNING COMMUNITY EVENTS

Scheduling and planning community events can present some challenges for community association board members. It can be difficult enough to get three friends together for dinner-- so convincing community members to show up for resident events or invest in board decisions is, obviously, a tall order for some associations. The good news is that there is an easy way to help residents plan and encourage their participation in community events.

The secret? **A simple community calendar!**

IT DOESN'T MATTER WHAT KIND OF CALENDAR YOU USE!

We know it sounds simple, but calendars come in many different formats. Maybe you are used to using a giant desk calendar at work but also get "calendar invites" for meetings. At home, you might use a refrigerator magnet calendar or wall hanging calendar, and some of us even have multiple planners depending on the activity! But when it comes to organizing your community events, any kind of calendar is useful. Whether you want to use the one in your community portal or you would prefer to distribute a printed calendar with the events, as long as you are clear in when, where, and who the rest of it is up to you. The importance of a calendar lies in the organizational benefits-- not in the platform itself.

CALENDARS HELP RESIDENTS MAKE PLANS AND ENCOURAGE RESIDENT PARTICIPATION

Calendars allow us to plan our time more effectively. When your residents already have busy lives that require their own schedules and calendars by effectively providing a community event calendar, it's easier for them to make plans for attendance and participate.

Lots of communities use their calendars to promote community-wide events. Movie and sports nights, barbecues, and scheduled children's activities are all great examples of these. A calendar is also an easy spot to include simple summaries of events like these that residents may have missed. You can also use a community calendar to keep community members informed about board decisions. It's easy to note when important decisions will be made on a calendar-- and, like with events, you can post a recap of those decisions with each new calendar page.

WHAT SHOULD OUR COMMUNITY CALENDAR LOOK LIKE?

This will depend on your community.

Large communities, for example, often benefit most from a variety of events that cater to a range of interests and needs. The more unique your mix of events is, the more likely you are to serve different segments of your resident population. Community calendars for these associations might look pretty full. Lots of smaller communities have less demand for activities. A handful of well-timed events designed to bring the community together might be all that's on a smaller HOA's calendar.

Currently your community may be taking extra precautions in an effort to slow the spread of the COVID-19 Pandemic, and we encourage you to reopen your amenities and events at a pace that is appropriate and makes sense for you and your neighborhood.

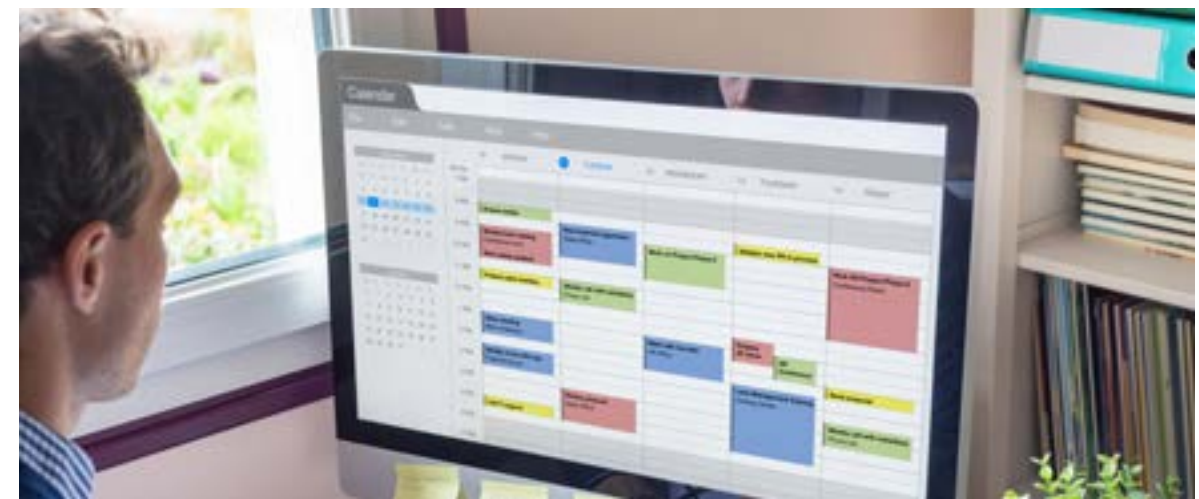
Both digital and paper calendars have advantages and disadvantages. You can determine what style really works best for your community.

THE BENEFITS OF DIGITAL CALENDARS

- Easy to add lots of detail about daily, weekly, monthly and yearly schedules and events.
- Inviting and sharing events with non-residents is easy with a shareable link.
- Reminders and Notifications can be automated.
- All users can access event information from any location and many devices.

THE BENEFITS OF PAPER CALENDARS

- Everyone can understand and use paper calendars without any learning curve.
- Board members can prevent any unwanted edits and control who has the ability to contribute.
- Delivering paper calendars can serve as an outreach activity for your board and owners



CREATING A COMMUNITY WELCOME PACKET

HOW TO CREATE A HELPFUL PACKET

When new homeowners join your community association, you want to make sure that they have a pleasant experience upon arrival. As a board member in your community, you want to be confident that you foster a relationship of friendliness and trust from your first interactions. There are a few things that you can do to make anyone moving into your community feel more welcome, but remember, buying a new home can be stressful, so you don't want to overwhelm them. A welcome packet can be a helpful tool that you can use to introduce yourself to the new owner and make them aware of the regulations in your community in a non-confrontational and beneficial way.

WHAT ITEMS SHOULD BE INCLUDED IN THE PACKET?

You want new homeowners in your association to feel right at home when they move in and feel like they're an important part of your community. This means knowing who to contact if they have questions or need help and being reminded of any rules and regulations that they need to adhere to. Here are a few things that you should always include in your welcome packet.

1. A WELCOME LETTER

A welcome letter is an excellent opportunity to embrace a new homeowner in your community and congratulate them on their purchase of a new home! This is the perfect place for you to introduce your community association's board members and inform the reader what will be included in the packet. Most importantly, let them know that they're welcome and that you're there to answer any questions they have.

2. CONTACT INFORMATION

Including contact information can let the new homeowner know who to get in touch with if they encounter any problems or need any further information. Include contact information for board members, along with their titles, and make sure to add info on the management company and who to contact in the case of an emergency.



3. GOVERNING DOCUMENTS

Governing documents for your community association are a helpful resource for any homeowner in your association to have. Useful information can include how much assessments are, when they need to be paid, and how to pay them. Also, add ACC information about whether homeowners can install pools, fences, sheds, etc. Highlight any important guidelines they have to follow, and any other vital information they need to know about parking and trash or recycling pickup.

4. OTHER IMPORTANT INFORMATION

Any other information you want to include may depend on your association. Still, it can be useful to have a list of local resources like restaurants, shops, government buildings, etc. and their contact information. If you have amenities or a common area protected by an access code, include that too! And it never hurts to give new homeowners a small welcome gift like a fruit basket, flowers, or a gift card for a local shop, restaurant, or home improvement store.

WHEN SHOULD A WELCOME PACKET BE DELIVERED?

It's important to remember that moving is a hectic time for new homeowners. Give them a day or two to unpack and rest before giving them the welcome packet. It can be even more beneficial for you to deliver it in person to form a relationship from the very beginning. You can find some helpful information from the homeowner, too, without attempting to pry too much into their personal life. Send a friendly member of your board to reach out with the welcome packet and start a conversation.



KARA'S CORNER

BOARD PORTAL TRAINING SESSIONS

KARA CERMAK CMCA®, AMS®, PCAM®

Community Manager Success Group



BOARD MEMBER TOOLKIT

Monday, August 10th

7:00 PM, Central Time

[Register Here](#)

BOARD PORTAL TRAINING

Tuesday, August 18th

7:00 PM, Central Time

[Register Here](#)

BOARD MEMBER FINANCIAL AND BUDGETING TOOLS

Thursday, August 20th

7:00 PM, Central Time

[Register Here](#)

