



VISIONING



SOLVING



RELATING



RESOURCING

LEADERSHIP EFFORTS MOVE HOA OUT OF RED AND INTO BLACK

CHALLENGE

The Bramlett Shoals Homeowners Association (HOA) had been managed by the same group of people for almost 10 years. Over time communication between the HOA board and homeowners in the subdivision had deteriorated as the board became complacent with their duties and content to do as little as possible to keep things running. The board's primary mode of communication was through traditional mail based on a PO Box with no electronic communications. Neighbors had become frustrated because they did not know how HOA money was being spent and were unwilling to pay dues until they had an understanding of where their money was going. Common areas such as the pool and tennis court were beginning to deteriorate without hands-on attention. The neighborhood pool had little to no security so people from other neighborhoods were using the facility even though they didn't live in the subdivision or have a right to be on the property. Landscaping at the entrances of the subdivision was not being maintained properly. Property values in the subdivision were at an all-time low and the subdivision needed a board intent on helping to maintain and improve property values. The HOA was operating in the red and homeowners were not even aware of this due to the lack of communication from the board.

ACTIONS

- Volunteered to take over as President of the Association.
- Reviewed financials to determine current profitability.
- Called a special meeting of homeowners to explain current financial situation and present financial data while rallying neighbors to get more involved.
- Created a website for the HOA www.bramlettshoals.com based on the Wordpress.com platform as well as a private Facebook group that is only open to residents of the subdivision.
- Located all HOA documents such as covenants and bylaws and organized/posted them to HOA website so that existing residents, realtors and prospective residents could understand HOA operations.
- Examined scope of work for all vendors including landscaping vendor, pool maintenance vendor, etc., and published all detail on website to inform homeowners of HOA expenditures.
- Created a comprehensive database of neighbors including email address, phone and account status with HOA.
- Implemented a multi-media marketing campaign including Facebook, website, blog posts, traditional mail, and printed/electronic newsletters to influence residents to pay dues.
- Renegotiated scope of work with landscape vendor and cut landscaping expenses in half.
- Reinvested cost savings in enhanced landscaping and pool improvements.
- Conducted first official elections in seven years and put a board in place for managing HOA business.
- Planned and led a quarterly HOA meeting to inform residents of HOA business.

RESULTS

- Increased revenue by 67% year over year and Increased cash flow by 220% year over year
- Increased participation in HOA by 26% year over year.
- Neighbors have told me that my efforts helped to "breathe new life into the subdivision."
- Significantly improved communication between HOA and residents and between residents because residents felt that management was more transparent. Website has received over 4,000 page views in two years (90 homes).