HOA LEADERSHIP NETWORK

By Board Leaders. For Board Leaders.

NOVEMBER 2025 CHAPTER MEETINGS

PROPERTY MANAGEMENT & TECHNOLOGY

FirstService RESIDENTIAL

The Future of HOA Management: Integrating Human Touch and Smart Technology



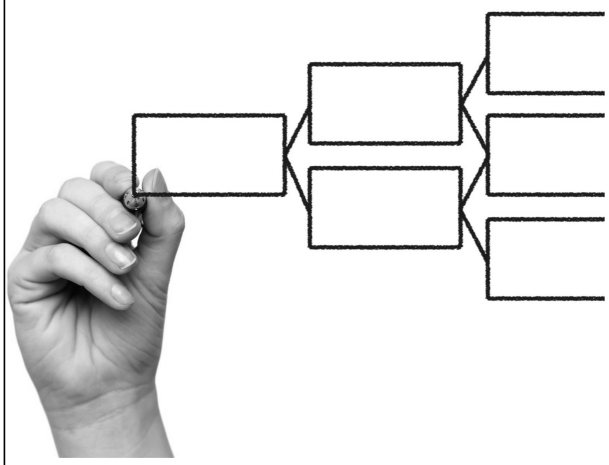
SHAUN ZAVADSKY
FIRSTSERVICE RESIDENTIAL
(952) 277-2700
fsresidential.com/minnesota

The Future of HOA Management: Integrating Human Touch and Smart Technology

Blending expertise with innovative digital solutions

Life, simplified.®





Basic structure of management companies

Revenue Sources

Management companies generate revenue mainly from management fees, ancillary fees, and partnerships.

Expense Categories

Expenses in management companies include salaries and SG&A costs, which affect overall profitability.

HOA LEADERSHIP NETWORK
By Board Leaders. For Board Leaders.

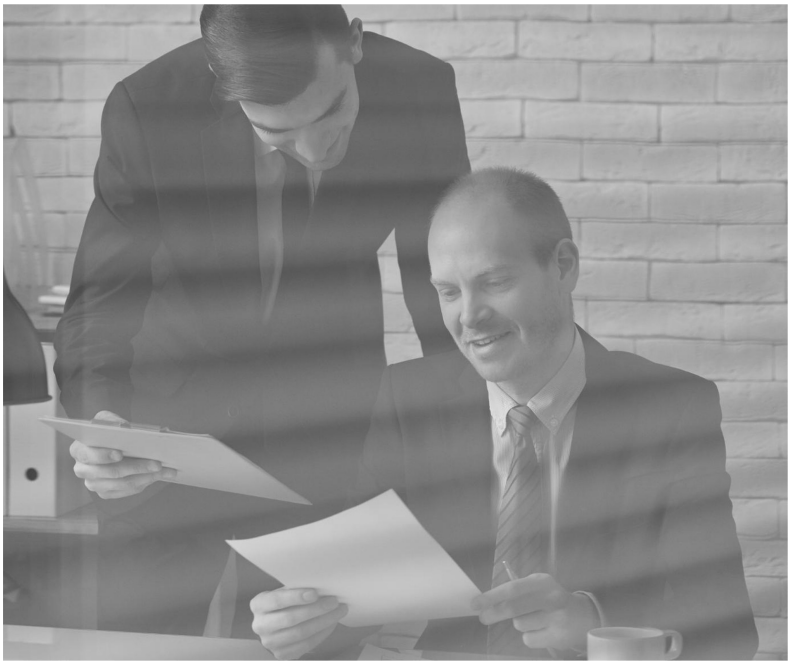
Challenges Facing HOA Management Companies

Labor Cost Impact

Labor expenses represent a large part of service business costs and have risen significantly in recent years (on average 5%+ per year).

Management Fee Challenges

Management fee increases have not kept pace with rising labor costs, causing financial strain for service companies.





The need for technology to supplement human labor

Technology as Support

Management companies adopt technology to support human labor, not replace it, enhancing workforce efficiency.

Increased Homeowner Inquiries

Homeowner inquiries surged by over 40% since COVID, overwhelming traditional human labor capacity. Resident satisfaction was decreasing as response times were increasing.

Centralized Customer Service

Centralized customer service centers utilize AI tools to efficiently handle high inquiry volumes.

Examples of smart technology options: Self-serve, AI chatbots, and accounting improvements

Self-Serve Web Options

Web-based self-serve options empower users to access services independently, increasing convenience and efficiency.

AI Chatbots

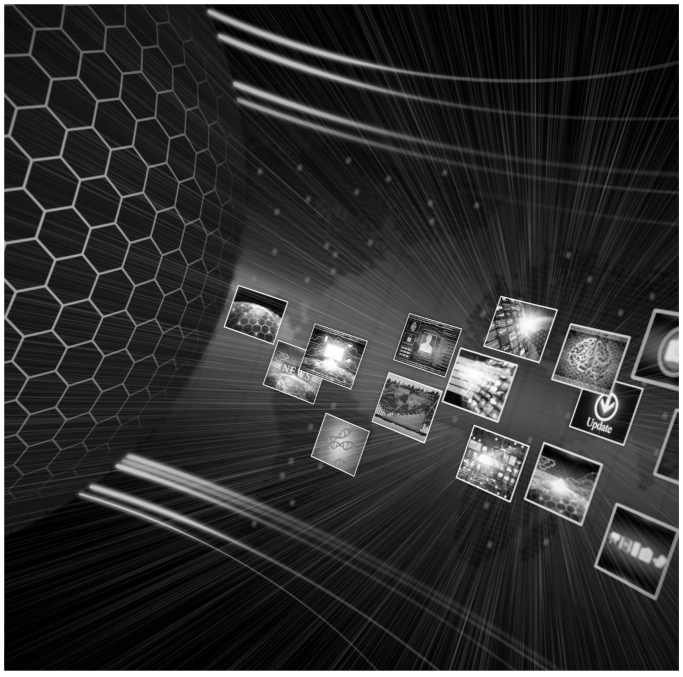
AI chatbots provide automated, conversational customer support, enhancing user experience and reducing response time.

Accounting Technology

Advancements in accounting software streamline accounts payable processes and improve financial accuracy.

HOA LEADERSHIP NETWORK
By Board Leaders. For Board Leaders.





Introduction to Cyan and replacement of proprietary software

Transition to Cyan

FirstService Residential is transitioning from its proprietary software to the Cyan platform for improved performance.

Replacing Connect System

The new Cyan system will replace the existing proprietary software named Connect to enhance operational efficiency.



Timeline for module launches: Multi-Year launch projections

October 2025 Launch

The first module was successfully launched in October 2025, marking the project's initial phase completion.

Spring 2026 Launch

The second module is scheduled to launch in Spring 2026, continuing the project's development.

Fall 2026 Launch

The third module will launch in Fall 2026. Additional modules will follow.

Key improvements: Search, customer care, ARC requests, mapping, and AI features



Enhanced Search Capabilities

The system now offers improved search functions enabling faster and more accurate information retrieval.

Centralized Customer Care

New features support centralized customer care teams for streamlined communication and service management.

Improved ARC Requests and Workflows

Enhancements in handling ARC requests, work orders, and violation tracking improve operational efficiency.

Mapping and AI Integration

Maps with landmarks aid quick recognition of amenities, while AI features boost internal efficiency.

What is HODA and how does it work?

Definition of HODA

HODA is a Homeowners Digital Assistant that offers AI-powered virtual support to residents anytime.

Communication Channels

HODA supports communication via SMS, webchat, and voice assistants like Alexa for easy access.

Benefits to Residents

HODA helps residents get quick answers and resolve issues without phone calls or manual tickets.



Benefits for residents and managers: Reducing workload and improving service

Workload Reduction

HODA handles common inquiries, reducing the workload for Customer Care Center and managers effectively.

Enhanced Service Efficiency

Residents receive faster and more convenient service through automated responses and support.

Focus on High-Value Tasks

Managers can dedicate more time to complex tasks by offloading routine requests to HODA.



Types of inquiries HODA can address



Account Balances and Transactions

HODA can provide users with up-to-date checking account balances and transaction histories quickly and accurately.

Community Document Retrieval

HODA helps retrieve community documents including rules, regulations, and forms for easy user access.

Issue Escalation and Ticketing

HODA escalates user issues by creating tickets in customer support platforms like Connect or Zendesk.

My Account Information Retrieval

HODA retrieves personal account information including communication preferences and latest statement downloads.

HOA LEADERSHIP NETWORK
By Board Leaders. For Board Leaders.



Escalation process for unresolved issues

Issue Escalation

Unresolved inquiries are escalated by creating a detailed ticket to ensure proper follow-up.

Conversation Transcript

Escalation tickets contain full conversation transcripts for accurate context and research.

Associate Research

Associates review ticket information and conduct research before responding to the resident.

HOA LEADERSHIP NETWORK
By Board Leaders. For Board Leaders.

Web chat integration through Resident Portal

Resident Portal Access

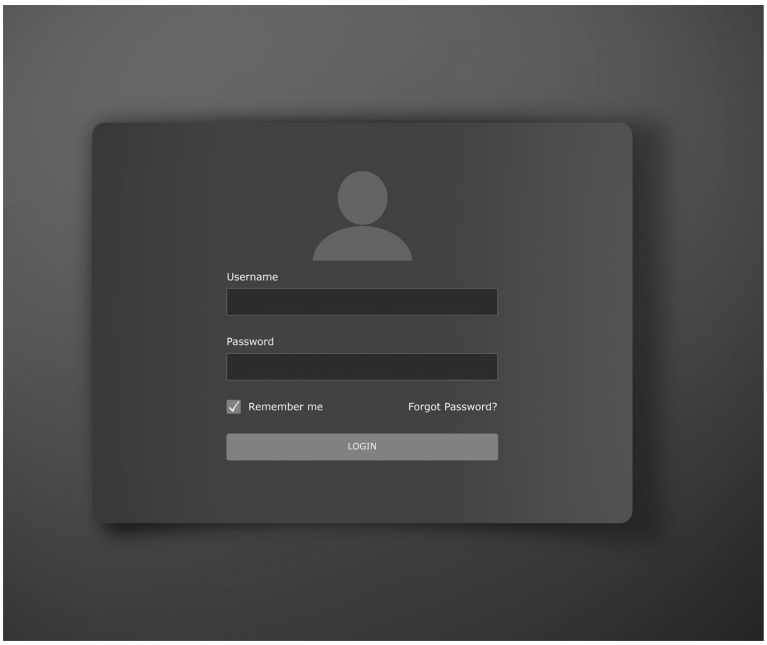
Residents access the Resident Portal to engage directly with HODA via the web chat feature.

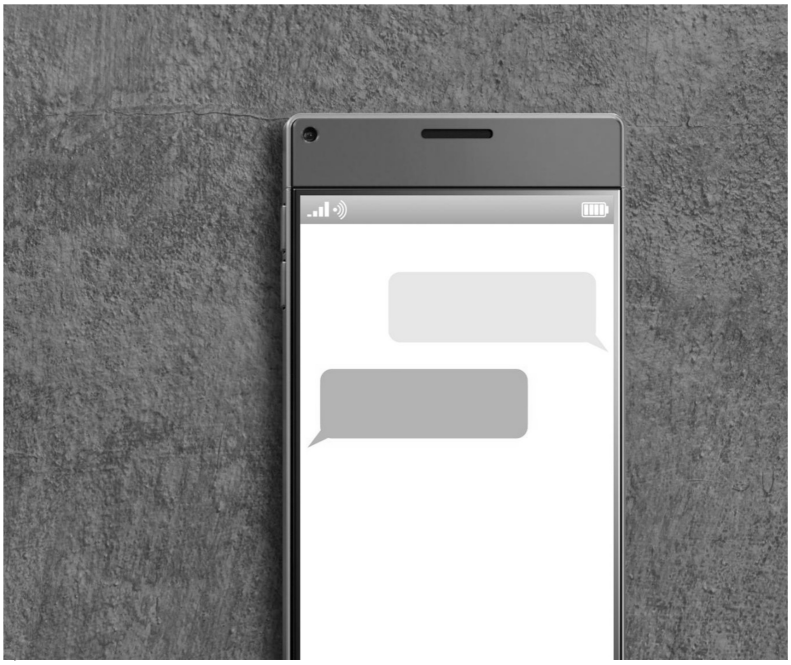
HODA Web Chat Icon

The HODA chat icon is prominently displayed, enabling easy and immediate communication through web chat.

Simple Interaction

The web chat integration allows residents to initiate conversations quickly and conveniently through the portal.





SMS support and dedicated phone number

Dedicated Support Number

Residents can use a dedicated phone number to send SMS questions for quick and direct support.

SMS-Based Assistance

SMS support enables convenient communication allowing residents to easily ask questions via text.



Alexa integration and setup requirements

Download Alexa App

Residents need to download the Alexa App from the app store to begin the integration process.

Install HODA Skill

Users must install the HODA skill within the Alexa App to enable device functionality.

Resident Portal Account

A Resident Portal account is required for proper syncing between Alexa and the resident's devices.

Conclusion

Smart Technology Integration

Smart technology like HODA is transforming HOA management by enhancing operational efficiency and decision-making.

Improved Resident Satisfaction

Combining technology with human expertise increases resident satisfaction through better service and communication.

Future Community Connections

This integration supports future communities by fostering stronger connections and collaboration among residents.