



HOA COMMUNICATIONS

**Best Practices for better communications
between boards and residents.**



HOA LEADERSHIP
NETWORK

By Board Leaders. For Board Leaders.



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STATS ON HOAs

- **75 million+** Americans live in HOAs
- **369,000** HOAs
- Value of HOA homes: **\$12.9 trillion**
- 86% rate experience as **positive**
- 94% **get along** with their neighbors
- 82% say boards serve “**in best interests**”
- 82% are on “**good terms**” with boards
- 63% meet “**more frequently**” if remote
- 83% positive on **prop manager**
- 49% say “assessments” are “**about right**”
- 36% find assessments “**too high**”

Source: Foundation for Community Association Research



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HOA COMMUNICATIONS BEST PRACTICES

Transparency: HOAs must be open about financial matters, upcoming projects, and decisions that affect residents.

Clarity and Conciseness: Make messages easy and avoid jargon.

Multiple Communication Channels: Utilize methods like email, newsletters, community websites, social media, and even traditional mail to reach all residents.

Active Listening: HOA boards must listen to residents' concerns and get feedback through surveys, meetings, and other channels.



HOA COMMUNICATIONS BEST PRACTICES

Prompt Responses: Timely response to questions and concerns is crucial for building trust and preventing frustration.

Clear Policies: Establish clear policies that define how information will be shared, when, and by whom.

Technology Integration: Leverage digital platforms can enhance communication, making it more engaging.

Resident Involvement: Encourage residents to participate in community discussions and decision-making processes.

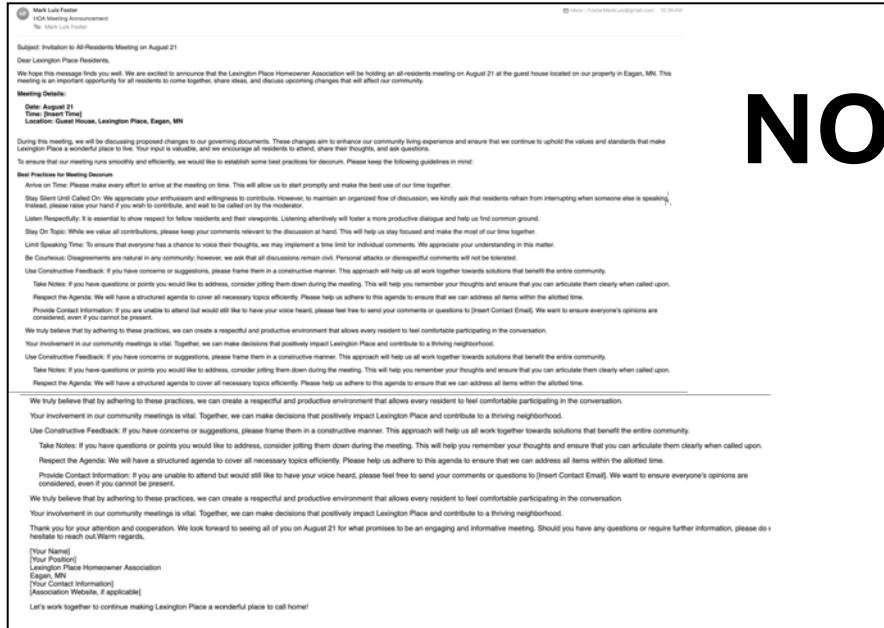
Conflict Resolution: Have procedures in place for addressing and resolving conflicts constructively.



WHY USE EMAIL

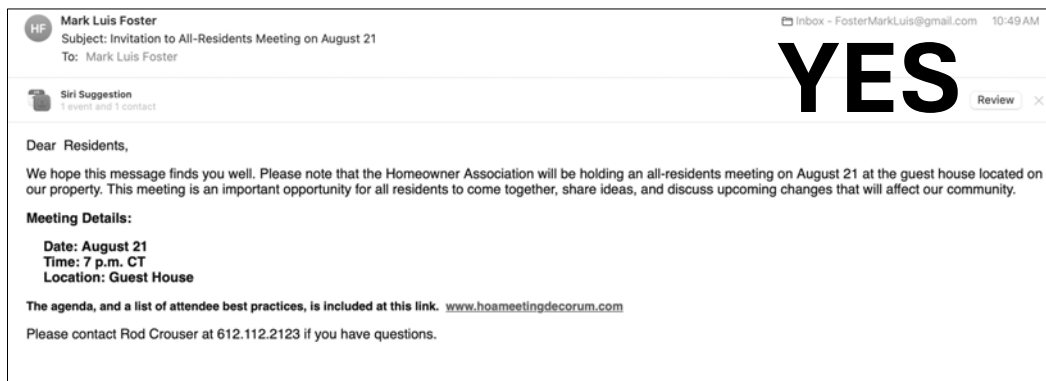
- Meeting Announcements
- Contractor Operations
- Distribution of Minutes
- Updates on Changing Situations

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NO

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YES



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CREATING AN EMAIL LIST

- Sign Up at Annual Meeting
- Go Door to Door
- Create a free Google Form and Advertise the Link / QR Code
- Create a Website for Sign Up



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HOA EMAIL CADENCE EXAMPLE

AWARENESS

INFORMATION

URGENCY

OCTOBER

|

NOVEMBER

|



DECEMBER



SAVE THE DATE



AGENDA



REMINDER

w/ AGENDA



**FINAL
REMINDER**

**EVENT
Dec. 9**



FOLLOW UP

HOA EMAIL BEST PRACTICES

- **Conciseness:** Get to the point. Tell them the most important issue first.
- **Send Reminders:** It takes more than one email to get residents attention. Send reminders and follow-ups as needed.
- **Include a Link:** If you must provide additional info, include a link or attachment with more specific content, rather than a long email.
- **Provide a Contact:** An email is a personal message even if it's not addressed specifically to that person. Give them someone to call.

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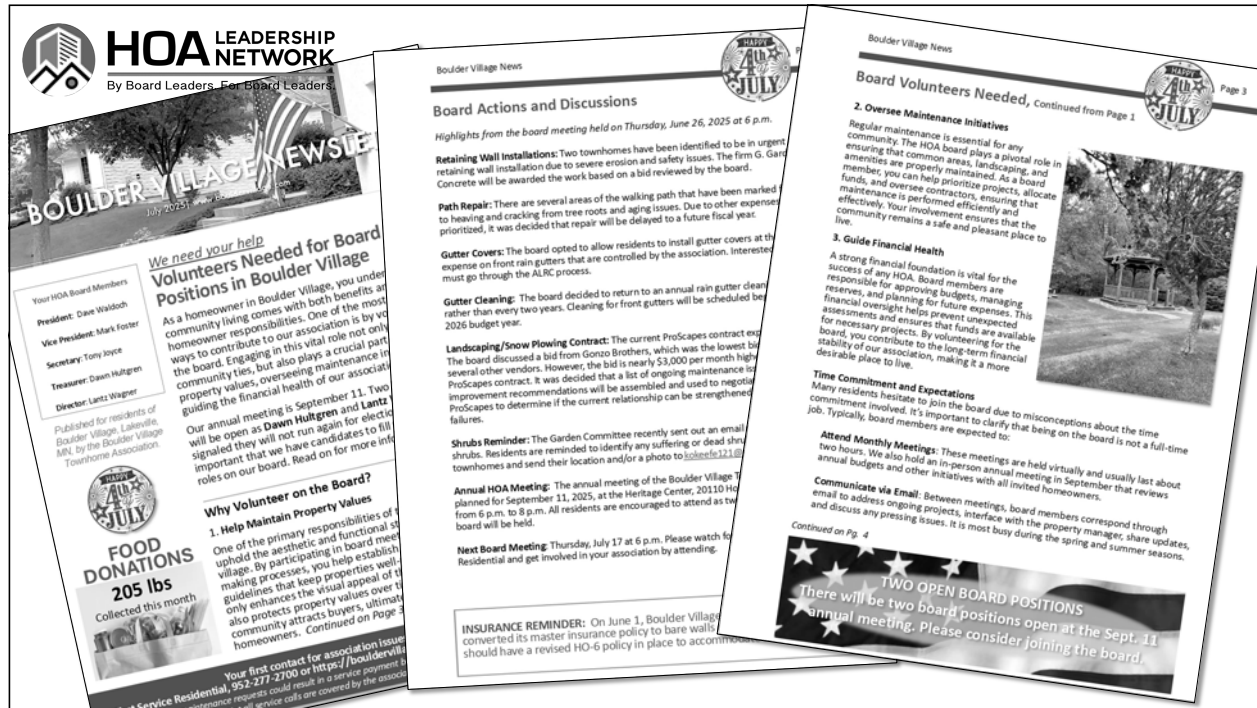


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WHY USE NEWSLETTERS

- Monthly or Quarterly Summaries
- Overview of Important Decisions
- Memorialize Accomplishments
- Feature Photos
- Build Community





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ASSOCIATION NEWS

What the Board Discussed at Last Meeting:

New Landscaping/Snow Clearing Vendor: Board members approved Landscape of Lakeville to be the association's new mowing/snow/irrigation contractor, beginning on November 1.

Second Retaining Wall Installation: A new retaining wall to help ward off excessive erosion is being completed By Concrete Co. behind Irwindale Way. Several trees were recently removed by tree company to make way for the improvement.

Shrub Replacement: The board approved a bid to replace dead or dying shrubs at several townhomes. The work will be completed by landscaper in the coming weeks.

Annual HOA Meeting Reminder: The annual meeting of the Boulder Village Townhome Association is planned for September 11, 2025, at the Center, 20110 Holyoke Avenue, Lakeville, from 6 p.m. to 8 p.m. All residents are encouraged to attend as two important elections to the board will be held.

Next Regular Board Meeting: Thursday, September 18 at 6 p.m. Please watch for a link from property manager and get involved in your association by attending.



National Night Out was a success!



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NEWSLETTER PLATFORMS



Range Between \$13 – 20 per month

HOA NEWSLETTER BEST PRACTICES

Appeal: Chose a format that is easy to ready and maintain.

Include Photos: Pictures from residents build connectivity.

Feature Board Decisions: Include highlights of recent board decisions without repeating the minutes.

Be Consistent: Publish on a regular schedule and do not waiver.

HOA Board Members
President: Dave Waldoch
Vice President: Mark Foster
Secretary: Tony Joyce
Treasurer: Dawn Hultgren
Director: Lantz Wagner

ANNUAL MEETING COMING

The Boulder Village Annual Meeting is September 11 at Heritage Center

All Boulder Village residents are invited to attend annual meeting of the Boulder Village Townhome Association on September 11 at the Heritage Center, 1111 Holyoke Ave in Lakeville. **Doors open at 5:30 p.m. check in and the meeting will begin at 6:00 p.m.**

Residents are encouraged to attend this important meeting. Below is the agenda.

Agenda



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WHY USE SURVEYS

- Seek residents' opinions on sticky topics
- Understand attitudes before making decisions
- Gain additional feedback and ideas
- Create engagement among residents
- Build Community

HOA SURVEY BEST PRACTICES

Concise: Don't overwhelm. Choose questions wisely.

Think End Goal: Ensure the board's questions are represented.

Provide a Date: Make sure recipients have a due date.

Keep Confidential: Increase response rates by remaining confidential.

Send Reminders: Often.





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WHY CREATE AN HOA WEBSITE

- Generates a “brand” for the HOA
- E-gathering spot for communications
- Evergreen access to governing docs, rules, maps, and important information
- Allows access to board via email
- Promote community involvement

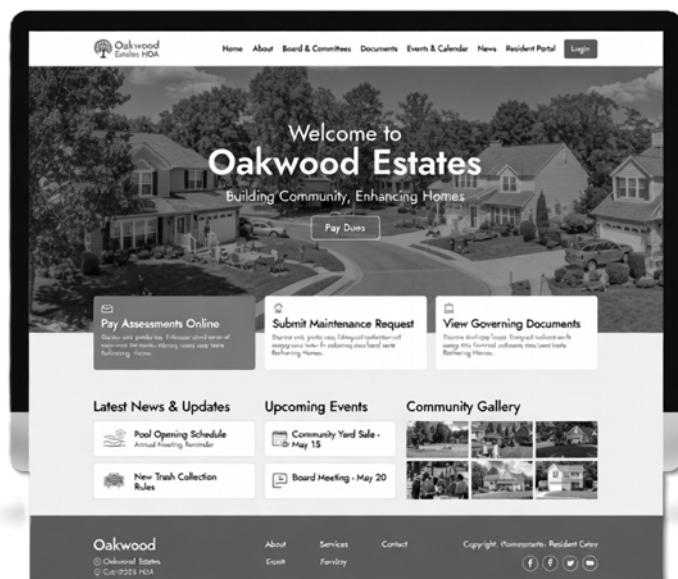
HOA WEBSITE BEST PRACTICES

Ease of Use: Chose design that is easy to access and navigate.

Make It Evergreen: Provide information that is self sustaining.

Portal Considerations: Make rules, governing docs, fee schedule, minutes available

Define It: Why is it different than a property manager portal?



HOA WEBSITE RESOURCES

www.wix.com

www.godaddy.com

www.squarespace.com

www.wordpress.com

