

Sponsor Qualifications and Standards of Conduct (rev. 10/21/2026)

The HOA Leadership Network (HOALN) is committed to connecting and supporting homeowner association leaders through **Education, Collaboration, and Research.**

Our sponsors are valued partners in this mission. Through their financial support, industry expertise, and educational contributions, sponsors help HOALN provide free resources, chapter meetings, and learning opportunities for HOA board leaders and homeowners.

HOALN seeks to establish relationships with reputable, knowledgeable, and ethical businesses that understand the unique needs of homeowner associations.

Sponsorship is a privilege that carries responsibilities beyond financial support. All sponsors are expected to uphold standards that protect the integrity of HOALN, the interests of its members, and the educational environment of its programs.

The following standards apply to all businesses seeking or maintaining sponsorship with the HOA Leadership Network.

1. Business Reputation and Professional Integrity

Sponsors must demonstrate a positive business reputation and a history of professional, ethical, and responsible business practices.

Sponsors are expected to:

- Maintain a favorable reputation within their industry and the communities they serve.
- Conduct business with honesty, integrity, transparency, and accountability.
- Maintain appropriate Minnesota business registrations, licenses, certifications, and insurance coverage applicable to their services.
- Demonstrate responsible business practices, including honoring contractual obligations and addressing customer concerns promptly.
- Avoid deceptive advertising, misleading representations, unethical business practices, or conduct that could damage HOALN's reputation.

- Disclose material regulatory actions, disciplinary proceedings, or significant unresolved legal matters that could affect their qualifications as sponsors.

HOALN reserves the right to evaluate a prospective sponsor's reputation and professional standing before approving sponsorship and throughout the sponsorship relationship.

2. Independent Ratings and Industry Recognition

Sponsors should demonstrate strong customer satisfaction and positive evaluations from credible, independent sources.

Qualifications may include:

- Favorable ratings and customer reviews from established sources, such as the Better Business Bureau (BBB), Google Business Profiles, and recognized industry-specific review platforms.
- Positive standing with relevant professional associations, licensing authorities, or credentialing organizations.
- Professional certifications, recognized industry awards, or other evidence of expertise and operational excellence.
- A demonstrated record of appropriately resolving customer concerns and complaints.

HOALN will consider the quality, credibility, relevance, consistency, and recency of reviews rather than relying exclusively on a numerical rating.

A lack of publicly available ratings shall not automatically disqualify an otherwise qualified business, particularly smaller or specialized service providers. Alternative evidence of professional performance may be considered.

3. Professional References and Demonstrated Experience

Sponsors must be willing to provide credible business references upon request.

HOALN may request:

- A minimum of three professional or customer references, preferably from homeowner associations, HOA board leaders, community association managers, or comparable clients.
- Examples of successfully completed HOA projects or ongoing service relationships.

- Evidence of timely, professional, and responsive customer service.
- Information regarding experience serving Minnesota homeowner associations.

References should demonstrate the sponsor's reliability, workmanship or service quality, professionalism, responsiveness, and ability to fulfill commitments.

HOALN may independently contact references as part of its sponsor evaluation process.

4. Relevance of Products, Services, and Solutions

Sponsors must provide products, professional services, resources, or practical solutions that are relevant to HOA boards, HOA properties, or the communities they serve.

Qualifying services may include, but are not limited to:

- Property maintenance, repairs, restoration, and improvements.
- Building construction, roofing, exterior maintenance, and infrastructure.
- Landscaping, irrigation, snow removal, and grounds management.
- Insurance, risk management, and financial services.
- Legal, accounting, reserve study, and professional advisory services.
- Association management, technology, communications, and administrative solutions.
- Other products or services that meaningfully support HOA governance, operations, property protection, or homeowner interests.

Sponsors should understand the special requirements of working with homeowner associations, including board decision-making, budgeting, competitive bidding, community expectations, and the importance of transparency.

Sponsors should be problem-solvers who offer meaningful value to HOA communities.

5. Commitment to Education

HOALN is an educational organization, not a sales organization.

Sponsors must demonstrate a genuine willingness to educate HOA leaders and share professional expertise.

Sponsors are expected to:

- Support HOALN's educational mission through subject-matter expertise and meaningful contributions.
- Present useful information, emerging trends, best practices, practical solutions, and relevant industry developments.
- Help HOA board leaders make informed, independent decisions.
- Explain complex subjects in language understandable to volunteer board members.
- Provide balanced, accurate, and current information.
- Distinguish general educational guidance from recommendations for specific products or services.
- Disclose relevant commercial interests or potential conflicts of interest when appropriate.

Sponsors should approach educational opportunities with the mindset of **teaching first and selling second**.

Educational content should leave participants better informed, regardless of whether they ever engage the sponsor's services.

6. Standards for Chapter Meeting Presentations

HOALN chapter meetings are designed primarily for education, discussion, networking, and the exchange of ideas.

Sponsors participating as speakers must follow these requirements:

- Presentations must be educational, informative, and relevant to HOA board leaders.
- Topics and presentation materials are subject to HOALN review and approval.
- Presentations must not become overt sales pitches or product demonstrations primarily intended to generate purchases.
- Excessive company promotion, repeated references to commercial offerings, promotional pricing, or direct requests for business are prohibited.
- Speakers should respect established presentation times and allow meaningful opportunities for questions.

- Company credentials, experience, and services may be briefly introduced when relevant to establishing speaker expertise.
- Comparative claims, research findings, and industry statistics should be accurate and supportable.
- Sponsors must respect the independence and judgment of HOA board leaders.

Reasonable sponsor recognition is encouraged. However, **the primary purpose of every presentation must be to educate, not to sell.**

HOALN reserves the right to request presentation changes or discontinue a presentation that does not meet these standards.

7. Ethical Marketing and Member Engagement

Sponsors are encouraged to establish professional relationships with HOA leaders through respectful networking and the sharing of helpful information.

Sponsors must refrain from aggressive, intrusive, or high-pressure marketing practices.

Unacceptable behavior includes:

- Repeated or unwanted sales solicitations to members.
- Pressuring HOA board members to arrange meetings, request bids, or purchase services.
- Using fear, exaggerated claims, or misleading statements to create sales opportunities.
- Interrupting educational programs to promote a business.
- Distributing unsolicited promotional materials in a manner inconsistent with HOALN event guidelines.
- Treating attendance at HOALN events as permission for future marketing contact.
- Continuing promotional contact after a member has requested that it stop.

Sponsors may discuss their services when approached by interested members and may follow up with individuals who have voluntarily requested information or otherwise provided appropriate permission.

All interactions should be professional, courteous, and respectful of each member's time and privacy.

8. Protection of HOALN Membership Data and Information

HOALN considers the trust and privacy of its members to be fundamental responsibilities.

Sponsorship does not provide access to HOALN's membership database or permission to use member information for marketing purposes.

Sponsors must adhere to the following standards:

- HOALN membership lists, contact records, email addresses, telephone numbers, registration data, survey responses, attendance records, and other nonpublic information may not be obtained, copied, sold, distributed, transferred, or used for unauthorized purposes.
- Sponsors may not independently compile marketing lists using information obtained through HOALN-sponsored activities when that information was provided for another purpose.
- Sponsors may not photograph, copy, download, or otherwise capture attendance lists, registration records, or member contact information for solicitation.
- Membership or event participation does not constitute consent to receive commercial emails, telephone solicitations, or other marketing communications.
- Information voluntarily provided directly to a sponsor must be handled responsibly and used only in accordance with the individual's permission and applicable privacy and marketing laws.
- Sponsors may not share information obtained through an authorized HOALN activity with third parties without appropriate authorization.
- Sponsors must promptly report any suspected unauthorized access, disclosure, or misuse of HOALN information.

HOALN retains control over its proprietary membership data and any confidential information it provides to sponsors.

Unauthorized use or distribution of member information may result in immediate termination of sponsorship and other appropriate action.

9. Professional Conduct and Respect for HOA Members

Sponsors are expected to treat HOA leaders, homeowners, other sponsors, speakers, and HOALN representatives with courtesy and professionalism.

Sponsors shall:

- Recognize that many HOA board leaders are volunteers serving their communities.
- Respect differing opinions, questions, and approaches to HOA governance.
- Refrain from disparaging competitors, other sponsors, HOA boards, or members.
- Avoid inappropriate, discriminatory, harassing, or intimidating behavior.
- Respect the educational purpose of meetings and the authority of HOALN meeting facilitators.
- Address concerns or disagreements constructively and professionally.
- Avoid offering improper personal incentives or benefits intended to influence HOA purchasing decisions.

Sponsors should contribute to a positive, collaborative environment where all participants feel welcome and respected.

10. Transparency, Conflicts of Interest, and Sponsor Representation

Sponsors must represent their relationship with HOALN accurately and transparently.

Sponsors shall not:

- Imply that HOALN guarantees or independently certifies their products or services.
- Represent sponsorship as an exclusive or preferred-vendor designation unless specifically authorized in writing.
- Use HOALN's name, logo, member testimonials, or intellectual property without appropriate authorization.
- Suggest that HOALN members are obligated or expected to purchase from sponsors.
- Misrepresent business capabilities, credentials, pricing, or contractual terms.

Sponsors must disclose conflicts of interest that could reasonably affect their educational participation or business relationships within the network.

HOALN sponsorship does not constitute an endorsement, guarantee, or certification of a sponsor's work, services, or products.

HOA boards remain responsible for evaluating vendors, securing appropriate bids, exercising due diligence, and making independent purchasing decisions.

11. Commitment to Quality and Customer Service

Sponsors should consistently demonstrate professional service and a commitment to customer satisfaction.

Expected practices include:

- Providing clear, accurate proposals and contracts.
- Delivering products and services consistent with agreed-upon specifications and commitments.
- Maintaining reasonable responsiveness to customer requests and concerns.
- Employing qualified personnel and appropriate subcontractors.
- Honoring warranties and service obligations.
- Addressing disputes and deficiencies in a professional manner.
- Maintaining appropriate safety practices and compliance with applicable laws and regulations.

HOALN may consider documented patterns of unresolved complaints, serious service deficiencies, or unethical practices when determining continued sponsor eligibility.

12. Sponsor Review, Accountability, and Enforcement

HOALN reserves the right to approve, decline, review, suspend, or terminate sponsorships based on its established standards and the interests of its members.

Sponsor qualifications may be reviewed at the time of application, renewal, or when credible concerns arise.

When HOALN receives information suggesting a potential violation, it may:

1. Review the facts, documentation, and circumstances.
2. Request an explanation or supporting information from the sponsor.
3. Issue a written reminder, warning, or corrective-action requirement.
4. Restrict speaking opportunities, event participation, or other sponsorship privileges.
5. Suspend or terminate sponsorship when warranted.

Serious violations, including intentional misuse of member data, fraudulent conduct, significant ethical breaches, or repeated violations of marketing standards, may justify immediate action.

HOALN will seek to apply these standards fairly and consistently, considering the seriousness of the conduct, available evidence, corrective actions, and potential harm to members or the organization.

Any refund or other financial consequence of termination shall be governed by the applicable sponsorship agreement.

13. Annual Review and Sponsor Commitment

Sponsors are expected to maintain these standards throughout their relationship with HOALN.

HOALN may periodically review sponsor qualifications, professional standing, educational contributions, and adherence to its policies.

Continued sponsorship may be contingent upon satisfactory compliance with these standards and the terms of the sponsorship agreement.

HOALN may amend this policy as necessary to protect its members, strengthen educational programming, and preserve the organization's reputation.