

– the entrance, club house, landscape, walk ways and pool areas – dramatically impact the value of their homes.”

The panel of experts, moderated by Disbro, spoke about communicating with homeowners, landscape, recreation and marketing. Approximately 200 HOA board members across Orange County attended the symposium.

“When developers create a community, they go to great lengths and expense to create a specific brand that will attract buyers,” said Gal. “HOA board members should have the same vision and goal planning skills to maximize the brand equity in their community.”

Leckness further defined a community’s “shiny object.”

“In city government, we need to know the things that make us different and draw residents to buy homes and live in our city,” he said. “It could be proximity to great hospitals, sports facilities, outdoor lakes or regional parks. In the same way, HOAs can do a great deal for their community and their home values when they pinpoint exactly what makes people want to live in their neighborhood.”

Piering spoke about the importance of internal marketing and communications between the HOA board and homeowners.

“House hunters begin their research online, so a community’s news should be easily found and well-presented,” she said. “Even in a recovering market, home buyers are being very selective where they invest their money.”

One of the largest costs in a HOA budget is the landscape and Buxton addressed how to be cost-effective with one of the most important community assets.

“As residents, visitors and potential buyers drive through a community, the landscape creates their first impression” he said. He advised that HOA boards develop and uphold a landscape master plan that will guide landscape decisions after they complete their terms.

“A master plan can keep a community focused on a vision for their landscape, for example, if they want to incorporate California native or water-wise plants,” Buxton said. “Not only does this plan help them create a cohesive sense of place, but it can help them save money by planning for major renovations or upgrades.”

Disbro expects PCM will host future educational events throughout Orange County and the Inland Empire.

“Homeowners pay a premium to live in common interest developments and we have the tactics and practical experience to help them pinpoint what sets them apart and what will motivate buyers to compete for homes in their market,” Disbro said. “We’re very excited to share our knowledge and that of our network of experts with our clients.”

### COMMUNITY MANAGER APPRECIATION PARTY

Charles Antis and Dean Morrison, from Antis Roofing and Waterproofing, hosted their 3<sup>rd</sup> Annual “Community Manager Appreciation Party” for Southern California’s Community Managers and staff at the Anaheim House of Blues on July 27, 2011.

The 1,220 guests received a heartfelt “Thank You” from Mark Matthews, chairman of the board of directors for Habitat for Humanity-OC, when he announced that over the next two years, Antis and Habitat are continuing their partnership to build another 40 homes. Charles Antis has donated the roofing installation on all Habitat condos built in Orange County since May of 2009.

The management company directors, managers, and customer service agents were entertained by recording artists “Gin Blossoms” and local favorite “Flashback Heart Attack”.

The Appreciation event was co-sponsored by the following companies: Advent Companies, Artistic Maintenance Inc., Harvest Landscape Services Inc., Elite Pest Management Inc., Stay Green Inc., CertaPro Painters, Varsity Painting, Andre



Dean Morrison, Veronica Gray, Charles Antis and Melinda Masson

Landscape Services Inc., Silldorf & Levine, LLP, RGS Services, Parkwest Landscape Management, Quickel Paving Inc., AV Builder Corp, Roy Palacios Insurance Agency Inc., Pilot Painting & Construction, The Perry Law Firm LLC, Premier Commercial Painting, The Termite Guy, SCT Reserve Consultants, Empire Community Painting, Ranscapes Inc., Prendiville Insurance Agency, 24 Hour Restoration. MADD-OC also partnered with Antis to help insure a responsible evening of appreciation and entertainment. Next year's event is scheduled for July 25, 2012.



OC Weekly Band of the Year, Flashback Heart Attack wowed the capacity crowd of 1220.



Gin Blossoms' unique sound hypnotized the managers and vendors



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