

We Care for Communities in the
Counties of Orange, Riverside,
Los Angeles and San Bernardino.



PROGRESSIVE
ASSOCIATION MANAGEMENT
WE CARE ABOUT OUR COMMUNITIES

We Manage
Happiness



Table of Contents

- We Manage Happiness..... 3**
- Our Story..... 4**
- Blame the Business Model..... 5**
- It’s All in the Details..... 6**
- We’re in the Business of Better “Business Judgements” 7**
- Community Management Experts 8**
- Management Services 9**
- 4 Performance Guarantees.....10**
- The 4 C’s of Progressive..... 11**
- The ABCs of Delinquent Dues..... 12**
- The Annual Calendar..... 13**
- Transparent, Easy to Understand Pricing 14**
- FAQs..... 15**
- How to Hire a New Management Company..... 16**
- Discontent is the End Result of Broken Promises 17**
- Are You Sticking with the Devil You Know... 18**
- Progressive Association Management Case Studies..... 19**

We Manage Happiness

**Better, Not Bigger,
Association Management.**



The biggest management is not always the best, but if they are too small, they may not have the necessary resources to provide adequately the services you need. At Progressive, we are big enough to provide superior customer service to our associations, but small enough to care.

You may not be aware, but many of the large association management companies require their managers to handle 15 or 20 associations and thousands of owners. They may be good Community Managers, but it is simply not humanly possible to provide adequate customer service to that many associations and owners.

With Progressive, we limit the number of communities our Community Manager to 10 and the total number of owners to 1,000, whichever comes first. Many work remotely and are your local “boots on the ground.”

This is how we can offer superior customer service, guaranteed response times and better association management. Take a look at our Google reviews to see what our boards and owners are saying about us.

**We are able to care for our communities,
because our managers have the time to do so.**



Our Story

Progressive Association Management is growing quickly due to our superior customer service, transparent pricing and unique business model.

According to Webster's Dictionary, "progressive" is defined as "making use of, or interested in new ideas, findings or opportunities." Progressive Association Management strives to apply new systems and programs to the association management industry.

Owned and operated by Scott P. Brady, Progressive Property Management, Inc. and now Progressive Association Management have grown quickly by offering better service and pricing to investment property owners and communities throughout Southern California.

Scott says, "As an owner of 20 investment properties and a board member on a large homeowners association, I understand the needs of owners and associations: minimize expenses, maintain strict compliance with the state laws, and run interference with vendors, tenants and homeowners. It is our mission to eliminate three bad habits of most property and association management companies: their erratic pricing, unwillingness to guarantee performance and indifferent customer service."

With our Progressive Pricing Plan, your association will pay a flat fee per owner (this decreases as the number of owners increase in your community) plus 2% of the monthly dues collected. We also offer 4 Performance Guarantees, so if we don't perform as promised, we pay a real financial price. It is our mission to provide better customer service.

There is association management, and then there is Progressive Association Management.

OC Address | 1290 N. Hancock St., Ste. 202, Anaheim, CA 92807

LA Address | 202 South Lake, Pasadena, CA 91101

LB Address | 3561 Howard Ave., Ste. 205, Los Alamitos, CA 90720

Blame the Business Model

The typical business model

We hear these complaints time and time again from disgruntled boards about their current association management company:

“ *The Community Manager does not respond to emails or calls quickly* ”

“ *The Community Manager doesn't care about the community* ”

“ *The company assigns a different Community Manager every few years (or less)* ”

You may not be aware, but the typical association management company, has the following business model:

- They pay the Community Manager 20 to 25% of the base management fee. If you're a 75-owner community, paying \$1,250 a month for full service management services, your Community Manager earns \$312 a month managing your community.
- To make a decent living in Southern California, they would need to manage another 19 communities your size, or 1,425 owners and up to 100 board members.
- That could mean 80 hours out of the office conducting monthly board meetings and monthly site visits. Out of 160 work hours, they may be in the office 80 hours to do their regular job of managing your association. As a W-2 employee, they work 9 to 5, have vacation and sick days, and not expected to work on the weekends.
- If the Community Manager is still able to do their job successfully for these 20 owner associations, they may be promoted to the larger more profitable communities in the company's portfolio, and you are assigned a new Community Manager who will learn their craft at your expense.

Our Better Business Model

- We limit the number of communities our Community Manager can manage to 10 communities and no more than 1,000 owners (whichever comes first).
- Most of these managers work remotely from their home and are your local “boots on the ground” and only manage communities close to their residence. They prefer the lifestyle and less stress that comes with managing fewer communities.
- Our managers are paid 50% of the base management fee. By paying them more than the industry standard, they can manage fewer communities and have more time to provide the service you expect.
- At Progressive, we have created a better business model to accommodate the needs of our boards and owners. Our managers have the time and lifestyle to provide a higher level of service and care about their communities.

Better Association Management is Found in the Details.

Any management company can promise superior customer service, but the real question is, how are they able to deliver it? You can't trust broad statements, so what specifics can they provide to make you confident that you are hiring the right company? At Progressive, our difference is in the details.

Happy Community Managers – Our Community Managers are not harried and overwhelmed, managing too many associations and owners. They manage no more than 10 associations or 1,000 owners, whichever comes first. They have ample time to talk to their board members and respond to owner requests. Since they are licensed real estate agents and legally independent contractors, they are not stuck in a cubicle reacting to issues. They are expected to pick up the phone on weekends and respond to their directors when needed.

Simplified Pricing – Typically, you receive a “proposal” once you have supplied information to a management company and they come up with some arbitrary management fee. Not at Progressive: you pay a flat fee per owner, which declines as the number of owners in your association increases, and 2% of the monthly dues. You can easily calculate your own management fee by visiting our website and pricing page.

4 Performance Guarantees – We don't just promise to perform, we guarantee it. If we don't perform as promised, we pay a real financial price. Our 4 Guarantees:

- **Response** – If we don't respond within 48 hours to a call, text or email from any board member or owner, we will waive \$100 from that month's management fee.
- **Satisfaction** – If the board is not satisfied with our service at any time, they may cancel our management contract with a 60-day notice.
- **Vendor** – If the board is not satisfied with the work of a vendor we recommend, and the vendor does not agree to complete the task to the board's satisfaction, we will waive \$100 from that month's management fee.

It's All in the Details

- **Service** – Your Community Manager will work with no more than 1,000 owners or 10 associations if in-house; if a remote manager, they work with no more than 500 owners or 5 associations.



Quick Access to Answers – Your owners can reach us through the website portal, call an 800 number, or call our dedicated emergency line. The board will have the Community Manager's cell phone number so they can be reached outside of normal business hours.

Centralized Operations, Local Community Managers – We have 35 local Community Managers and one centralized office to handle all back-office responsibilities. Your Community Manager lives close to your association and is no more than 20 minutes away. At our central location, we have accounts receivable, accounts payable, collections, and our financial and escrow departments.

As you can see, the details of our business model allow us to offer simply better association management. If you want a better, but not necessarily a bigger company, hire Progressive.

We're In The Business of Better "Business Judgements"



Board members are usually unpaid volunteers trying to make the best decisions they can to maintain their community and property values. A board must vote to fund repairs, make improvements to the community, raise dues and allocate reserves. Most board members are not necessarily skilled with financials, well versed in how to select a vendor, familiar with insurance requirements and do not necessarily have expertise required to run every aspect of a community. Because of this, some board members fear personal liability and legal recourse against them for making any decisions, selecting vendors and simply trying to fulfill their role as a board member. There are few professional board directors, but many caring amateur volunteers trying to do their best.

Here is the good news: you are insured. A corporation, and an association is a non-profit corporation, has the power to protect its agent, that is you, the Director, against judgements, fines and defense costs in connection with any legal proceeding, "if such person acted in good faith and in a manner such person reasonably believed to be in the best interests of the corporation (or community)." Simply put, you must show best business practices in the decisions you make, or you may be personally liable for those decisions. That is where we come in: we help you make the best decisions and provide assistance to implement better business judgements for your association and protect you from legal harm.

What duties do we provide to you to keep you clear of liability?

- Provide accurate monthly financials
- Maintain adequate insurance coverage
- Obtain three bids for any major project
- Keep accurate minutes of your meetings
- Use fiscally healthy financial institutions
- Establish checks and balances in the day-to-day handling of association funds
- Keep the community in compliance with the Davis-Stirling state statutes
- Send all required disclosures to owners annually
- Communicate to the board new laws and legal requirements

Serving on your board should be gratifying and fulfilling and not expose you to personal risk and loss of assets. For a low monthly fee, we will make sure you maintain best business practices, make better business judgements and indemnify you from any potential legal harm.



Community Management Experts

There are hundreds of management companies, and many try to be “one size fits all”. At Progressive Association Management, we have the technology, tools and specifically trained personnel to ensure that we manage every community and association efficiently and effectively. We consider ourselves the “Goldilocks” of management companies: big enough to have the resources you need, but small enough to care. Here are a few ways we stand out and above other companies:

FLAT FEES – NO FUSS



Once we determine the pricing for your community, there will be no hidden fees or surprise costs. You can budget our management costs accurately.

ANYWHERE IN SOUTHERN CALIFORNIA IN 30 MINUTES OR LESS



We only manage homeowner associations that are within 30 minutes of any of our offices. Whether your community is in Orange, San Diego or Riverside; we can be there in a half-hour or less.

QUICK COMMUNICATION



Just like a good marriage, good communication is critical between the board and the management company. We will respond promptly to any phone call, text or email.

THE 4 PERFORMANCE GUARANTEES



We don't just promise professional community management, we guarantee it. If we don't perform as promised, we pay a price.

KEEP IT LEGAL



Boards must stay in compliance with a myriad of laws and regulations, including the Davis-Stirling Act. We review and educate board members on Association documents, current laws and protect them from personal liability.

COMMUNITY CARE



We don't just manage communities, we care about them. We will be knowledgeable about your neighborhood and well versed in its history and back-ground.

Management Services

FULL SERVICE RESIDENTIAL MANAGEMENT:

Assessment Preparation and Dissemination – Monthly homeowner assessment invoices are prepared and sent via regular mail or electronically as an e-statement. Account balances, special assessments, fines and other charges are clearly identified in real time and viewable 24/7.

Emergency Service – A dedicated staff answers your calls 24/7, 365 days a year to ensure the health and safety of our association residents.

Board Meeting Guidance – Our management experts provide support and guidance to guarantee productive and time-efficient board meetings.

Property Inspections – Your assigned community manager per-forms regular inspections and meets with vendors for all on-site inspections. Inspections are at a minimum performed monthly, but often more frequent to oversee major service contract projects.

Smartphone/Tablet Photography – Property inspection issues are documented using digital photography that records the time and date for verification, tracking and accountability efficiency.

Rules and Regulation Support – We provide an efficient and timely compliance enforcement process that includes tracking and fine collection. We can also audit all association rules to ensure their legality in accordance with state law.

Architectural Review – We coordinate and monitor architectural inspections to ensure homeowner compliance with association guidelines including a streamlined approval process via your association's private web portal.

Vendor Management – Your assigned community manager provides suggestions and supervision for all outside vendors to ensure that all work is done in accordance with our guidelines including insurance, W-9's and licenses. We then manage all work orders and payments so they are processed promptly and efficiently.

Vendor Performance and Pricing – Hiring well qualified vendors that provide skilled workmanship at competitive rates is of paramount importance to your Association. Quality work by a reputable company with a strong warranty will help lower future Association expenditures.

Annual Election Support – Your community manager will prepare and distribute the annual election package as well as schedule and conduct all meetings.

Member Communication – We strongly believe that communication is the most important factor in creating a vibrant and successful community. Your community manager will foster this by preparing and disseminating various communication mediums to homeowners.

FINANCIAL MANAGEMENT SERVICES:

Monthly Financial Statement Preparations – We create fully customized statements to meet your Association's individual needs. Statements can include balance sheets, reconciled bank statements, current month actual vs. budget and year-to-date actual vs. budget comparison information.

Record Keeping Services – We generate accurate financial

records that give auditors the information necessary to conduct annual audits and prepare tax returns.

Fund Management – We help to monitor the reserve funds of your community Association and provide investment solutions concerning FDIC insurance and market rates of interest.

Collection Services – We send out reminder letters to all delinquent accounts and, if dues remain unpaid, we begin the collection process in accordance with Board-approved policies.

Direct Deposit – We deposit and record daily receipts into separate accounts for each Association.

Vendor Billings Management – We review then forward all unpaid bills to your Board Treasurer so they can verify that all services have been completed to your satisfaction and then assign them to the correct financial category.

Budget Preparation – We review yearly cash flow reports with the Board to help determine funding for operating budgets and capital reserves then assist in the preparation of your Association's annual operating budget.

Audit Coordination – We provide proposals from various audit firms and, once chosen, provide all necessary documentation.

COLLECTIONS:

It is vital that each Association adhere to the collections policy set forth in their governing documents. While there can be extenuating circumstances concerning a homeowner's delinquency, the Board of Directors should remain consistent and deliberate in their actions.

Continuous Monitoring – A downturn in the housing market inevitably leads to a rise in homeowner delinquencies with respect to association dues. Our in-house collections department continuously monitors the delinquencies within an Association and takes prompt action to ensure that each Association collects as much as possible on past due assessments.

Third Party Reports – Understanding a homeowner's situation enables the board to make better collection decisions. We generate monthly delinquency summaries of all personal asset searches, property equity and third party defaults, helping to provide valuable insight as to the best direction a board can take in its collection efforts.

Legal Guidance – It is imperative the Board receives a clear understanding of the legal options it has in collecting unpaid assessments. The benefits and detriments of a Judicial Foreclosure, Non-Judicial Foreclosure and Small Claims Court Action need to be effectively communicated to the board. Different circumstances can necessitate alternate collection strategies.

An effective collections effort involves the community manager, the collection department and legal representation. From working with homeowners on payment plan agreements to filing the necessary liens or small claims actions on delinquent accounts, we employ a team approach. Maximizing collections while minimizing an Association's legal expenditures is our primary objective.

We not only manage happiness,
we also guarantee it.

4 Performance Guarantees



Most property management companies promise to manage your association professionally: we guarantee it. If we don't perform as promised, we pay a real price:

1

RESPONSE GUARANTEE

If an owner or board member calls, emails or texts us, we will respond within 48 hours, or we will waive \$100 from that month's management fee.

2

SATISFACTION GUARANTEE

If you are not satisfied with our service at any time, you can cancel our management contract with a 60-day notice.

3

VENDOR GUARANTEE

If you are not satisfied with the work of a vendor we recommend, and that vendor does not agree to complete the task to your standards, we will deduct \$100 from that month's management fee.

4

SERVICE GUARANTEE

Your Community Manager will work with no more than 5 communities or 500 owners if one of our remote managers, or 10 associations or 1,000 owners if in-house.

The 4 C's of Progressive

The 4 C's represent the foundation of our company and are the basis for our business.

Our 4C's

Most property management companies promise to manage your association professionally: we guarantee it. If we don't perform as promised, we pay a real price:

1

CARE – We care about our communities.

We strive to not only manage your association, but to care about you and your community. We may not own a property in your complex, but we have a vested interest to keep it in the best condition. You are an unpaid volunteer as a board director, let us be the “bad cop” and keep your owners in compliance with your governing documents. We want to be the point person for your community.

2

COMPETENT – We are competent management professionals.

Our Community Managers are competent management professionals. A manager is not required to be licensed or certified to manage associations in California. Our Community Managers are thoroughly trained in-house, earn their Certified Community Association Manager (CCAM) credential from the California Association of Community Managers (CACM), and are licensed with the Department of Real Estate (DRE) as a real estate agent. You are working with licensed, certified professional and not a staff member of the management company.

3

COMMUNICATION – We communicate clearly with our communities.

Good news or bad, we will quickly communicate our findings with you and your owners. Too many board members do the heavy lifting in their associations of enforcing rules, requiring owners to comply with their governing documents, or keeping everyone abreast of developments in your community. Because our Community Managers work with fewer associations, they are expected to be in constant and quick contact with you and your community.

4

COMPLIANCE – We keep you in compliance with Davis-Stirling.

You need to stay in strict compliance with state association laws, statutes and regulations. Although you may be an unpaid volunteer, the state expects to follow the laws, whether your community is 10 owners or 1,000. It is our job to keep abreast of legislative changes which may impact your community, and help you adhere to the laws that govern associations. If you don't follow these laws, you may be at personal legal risk.

The ABCs of Delinquent Dues

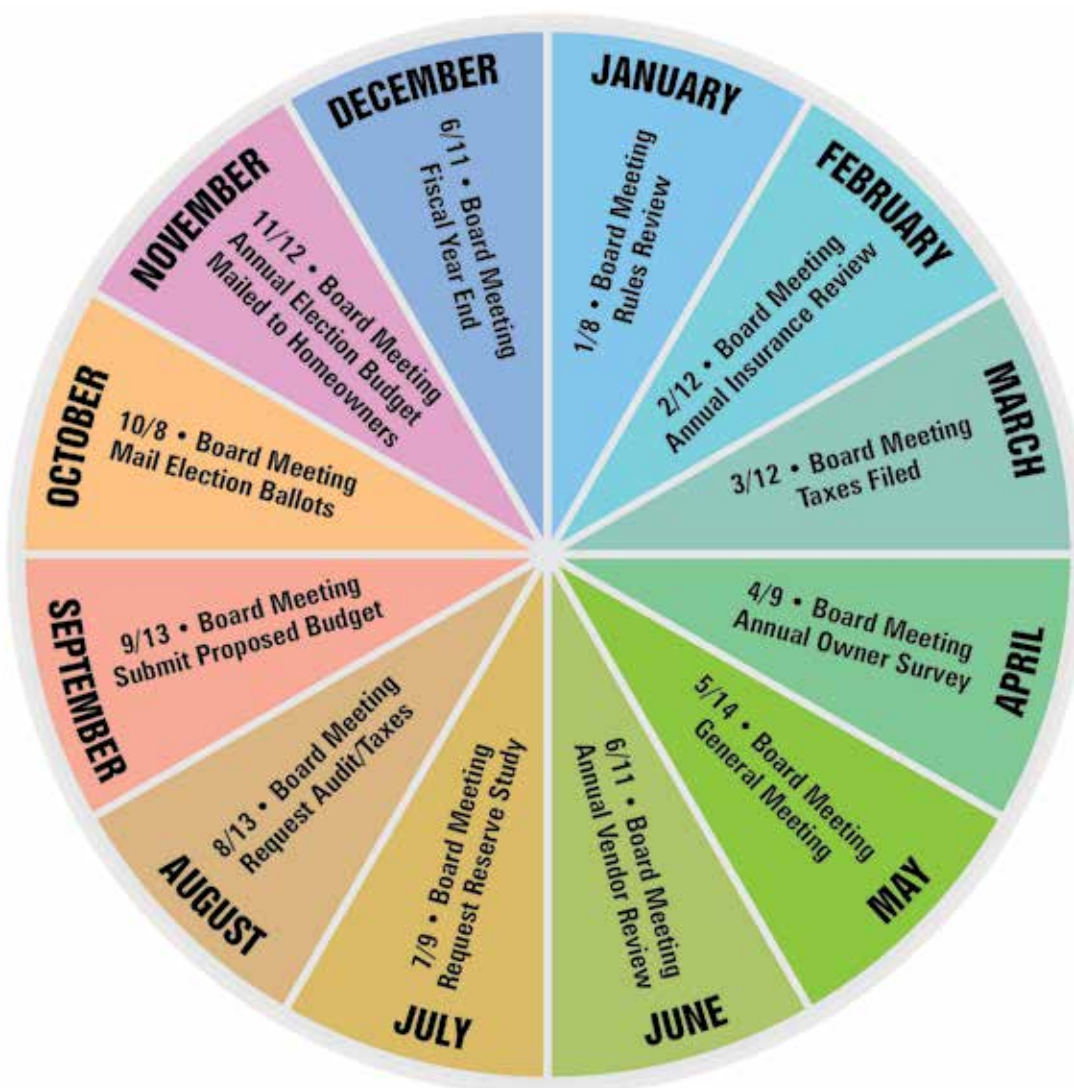


The collection of delinquent dues and assessments is an important responsibility of the management company. It is critical to have clear procedures in order to enforce the policies of the association. Here is a sample collection of procedures and policies which enables boards to collect all the assessments from every homeowner that is enforceable in the legal system:

- Regular assessments are due on the first (1st) of each month and are deemed delinquent if not received within 30 days (or such time as set forth in the CC&R's).
- If the account is delinquent for more than 45 days in any amount, or if the homeowner has passed a NSF check to the Association, overnight payments must be certified funds.
- For any assessment not received within 30 days of the due date, a Late Charge as set forth in the CC&R's is charged to the home-owner's account, or if the CC&R's are silent, then a late charge not exceeding 10% of the delinquent assessments or Ten Dollars (\$10.00), whichever is greater, or as set by the governing board, is thereafter charged to the homeowner's account.
- Thirty (30) or more days after the due date, we may prepare and send a letter to the homeowner, reminding the owner of the amounts past due and giving the homeowner a minimum of 15 days to bring the account current. The charge of this letter will not exceed \$52.00.
- For any assessment not received with 60 days of the due date or at the expiration of the period stated in the homeowner reminder letter, if any delinquency remains unpaid, we prepare an Intent to Lien letter. In accordance with California Civil Code 1367.1 this letter is sent to the homeowner with information that the Association shall proceed to record a lien against the homeowner's property with the Association in the event full payment is not received within thirty (30) days. The collection charge to prepare and issue the Intent to Lien letter shall be charged to and payable by the delinquent owner(s) and shall not exceed \$255.00, plus costs, per owner.
- Should any delinquency remain unpaid after the expiration of the thirty (30) day period set forth in the Intent to Lien letter, a Notice of Delinquent Assessment Lien on behalf of the Association against the owner's property within the Association is prepared and recorded and mailed to the purported owner of record. The costs and fees to prepare, sign and issue this lien shall not exceed \$400.00.
- At least 30 days after the Notice of Delinquent Assessment Lien is recorded, if the account remains delinquent in any amount, the Association may elect to proceed to send the file to the attorney or file a small claims. Alternatively, at least 30 days after the Notice of Delinquent Assessment Lien is recorded, and the delinquent amount is \$1,800 or more, we shall initiate foreclosure upon the assessment lien.

The Annual Calendar

Community management is a year round job. Although dues are collected monthly, meetings held accordingly, community walk through monthly and vendors coordinated continually, there are other duties we fulfill throughout the year. Here is a sample calendar for one of our associations:



Your community will have its own customized calendar which will serve as a basis for meetings and a driver for tasks to be completed during the year.

Transparent, Easy to Understand Pricing

Do you know why your management company charges what it does?

Do you feel nickel & dimed on a monthly basis?

Is there better, not bigger, association management?

Do you feel somewhat neglected by your management company?

We charge a flat fee per owner, which goes down as the number of owners in an association goes up, and 2% of the monthly collected dues. Here is what we have found: the more owners we manage, the greater economies of scale; and the higher the monthly dues, the greater the monthly work required of us. There are other factors that may force us to adjust our pricing such as any current litigation at your community, the reserve level and if you are anticipating any major projects, but assuming your community is healthy and litigation free, we keep our pricing simple to understand and to calculate:



HERE IS OUR PROMISE TO YOU:

You will not pay more than you do now, but the service you receive will far exceed your current experience. If we determine the time required to deliver this service is more than either of us expected, we can discuss our fee 12 months after we start managing your association.

OUR "HYBRID" PRICING PLAN					
Total # of Owners	Monthly Dues	Flat Fee Per Owner	2% of Total Dues	Total Monthly Fees	Cost Per Owner Per Month
10	\$350	\$30	\$105	\$405	\$40.50
20	\$350	\$25	\$210	\$710	\$35.50
30	\$350	\$20	\$315	\$915	\$30.50
40	\$350	\$15	\$420	\$1,020	\$25.50
50	\$350	\$12	\$525	\$1,125	\$22.50
75	\$350	\$10	\$788	\$1,538	\$20.50
100	\$350	\$8	\$1,050	\$1,850	\$18.50
150	\$350	\$6	\$1,575	\$2,475	\$16.50
200	\$350	\$5	\$2,100	\$3,100	\$15.50

The above pricing is subject to change depending on association factors. We reserve the right to charge a minimum monthly fee. Please call for your association's specific proposal.

Other than your base management fee, we only have 4 additional fees for every association:

- \$1.15 per owner per month for a management software access fee.
 - This is our cost to provide this fantastic tool for your community. The owners can pay online for no additional fee, communicate with their manager and make maintenance requests through this portal. The board will have higher authorization and can review monthly financials, approve bills, review bank statements and access any company department.
- \$5.00 per owner annual budget assistance fee.
 - We will prepare thorough annual budgets for the board with actual, estimated and proposed budgets for the coming year.
- \$3.00 per box per month governing documents and record storage fee.
 - We will store your community records in a secure off site location.
- \$10.00 per owner one time set-up fee.
 - We will input your community to our software, mail out welcome packages to your owners, establish new bank accounts and strive to make a seamless transition to our company.

FAQs

(Frequently Asked Questions)



What are the benefits of working with a professional management company?

A professional management company, such as Progressive Association Management, provides knowledge of the operations of the associations, the governing statutes, continuity in operations, accurate accounting, expertise in condominium, single family homes and homeowner association management, and better negotiating power with vendors, contractors and insurance companies.

How do we transition to Progressive Association Management?

Should you decide to retain Progressive Association Management, our personnel will come to the property or your current management company's office to review and inventory all records. Owner names and account balances are entered into our database and notification letters and current statements are generated and mailed to the owners. This process generally takes two days to four weeks depending on the size of the association.

How long has your company been in the property management business in my area?

This question is very important today for a many reasons. First of all you need a property manager who is familiar with the local area including local law, qualified contractors, etc. Second, you want to make sure you are working with an experienced and established company. We have been operating in Orange County since 1997.

Who specifically will be managing my property and making decisions on daily basis? Do they have assistants?

One of the most common complaints from owners in the property management industry is that they can't get a hold of their property manager. Many of our clients transfer to our company because of this. Many companies take on more properties than they can actually handle and they can't be responsive to their owners. If they don't respond to their owners

what's the likelihood they are responding to tenant issues at the property? You will be assigned a Management Specialist who will be your one central point of contact for your property.

What are your management fees and other fees/costs?

To compare "apples to apples" between different companies, you need to know how much you are paying for their services. It's our policy to match what you are currently paying and provide a higher level of service. All of our fees and charges are clearly communicated to you, and we don't "nickel and dime" our associations.

Who is on call for emergencies after hours?

Most property management companies promise to be responsive, we guarantee it. We have a 24-hour emergency response line by staff, in addition, your Community Manager guarantees to respond to any email, phone call or text within 48 hours of receipt, or we waive \$100 from that month's management fee.

How is the transition of existing vendors handled?

Progressive Association Management will notify, in writing, each vendor to fully explain our role as management and to notify the vendor of the address and contact changes for the association.

Do you have a collection Department?

Yes – Progressive Association Management has a collection department in house.

Can we make payments online?

Yes – just visit our website for one-time online payment, or to set up your account on automatic monthly payment without transactions fees.

Can we access our account online?

Yes – as a board member you'll have access to all reports, 24/7, as a homeowner you'll have access to review your account, check your balance, submit a maintenance request, or review and submit ACH requests.

Of course if you have questions that are not addressed below, please feel free to contact us at (714) 528-3100.

How to Hire a New Management Company

If you are reading this brochure, you are either tired of self-managing, not satisfied with your current management company, or just looking for alternatives. We suggest you work with a management company with the expertise and ability to assist you in the complexities of leading your community.

Why Few Self-Manage

Since board members cannot receive compensation for their services without jeopardizing their Directors and Officers insurance, which is the best shield from personal liability claims, and it is becoming increasingly difficult to self-manage given the myriad of state laws passed the previous decade which govern associations, almost all associations with more than 10 owners choose to use the services of a management to assist with remaining in compliance with the Davis-Stirling statutes.

Why Many Boards Are Looking for New Management

A leading association management software company recently polled all boards and found that over 40% were currently dissatisfied with their management company and 10% were actively looking for a new management company. It seems what the management company promised when the contract was signed, is not consistent with the service actually provided. The most common complaints are poor communication, a low level of service, and the board finds they are managing the management company.

The 3 Types of Management Companies

There are three types of management companies:

- Small “mom and pop” companies who focus on a small geographic area and smaller associations with less need for management resources;
- Regional companies who will cover an entire county, focus on associations with 20 to 200 owners, have a centralized office for operations and managers with resources, software and dedicated departments to service their accounts;
- Very large, often intra- or multi-state operations who focus on communities with 100 to 1,000 owner with multiple operation centers.

How Management Companies Make Money

Every management company will have a base management fee, but that is where the similarities end. Most management companies are not transparent with their pricing, but rather have a “proprietary” method to decide on your management fee. Each company will have their own management agreement and will charge different rates and fees for specific services.

The other material sources of revenues for companies are escrow transfers, reproducing governing documents, collections and “reimbursables”. Any fee charged to an association must be disclosed and agreed to by both parties. Carefully review the contract for what is included in the base fee and what is charged for all other services.

What to Look For

For any company under consideration, there are a few indispensable areas of their operations to consider:

- **Base Monthly Fee** – Some companies charge less but have more fees and charges for “extras”. Others are more expensive, but have fewer “add-ons”. A quoted management fee which is very low or too high may be a red flag. Most companies share a similar cost of doing business and your bids should be similar.
- **Reputation** – The best indicator of the service you are going to receive is the service they have already provided to similar communities in the past. Read the Google reviews, but take owner complaints with a grain of salt but pay particular attention to board member comments. Ask to have access to current board members from other communities they manage similar in size and scope to your community.
- **Company Size** – A “mom and pop” may not have the resources and be a good fit for a community with 500 members, and a very large company may not be interested in one with 50 owners. A company needs to be large enough to have the resources necessary to provide a high level of customer service for your community.
- **Their “Magic Pixie Dust”** – All companies at a board interview or in their marketing will promise superior customer service to your community, but the question you need to ask is, “how?”. What is their business model and how can they consistently handle the issues facing you community and keep the board apprised of ongoing concerns?

At Progressive, we limit the number of owners or associations our licensed and certified Community Managers can be assigned at any one time. We are small enough to care about our communities, but big enough to have the resources on hand to manage any sized association. Our public reviews and private surveys of our board members reflect the high level of customer service our business model allows us to provide.

Discontent is the End Result of Broken Promises



When a management company falls short of the promises they made to be hired, you may feel disappointed, disillusioned or just resigned to the belief that this is just “the way it is”.

IT IS NOT.

Progressive Association Management Guarantees Better Management Services.

According to a 2022 poll conducted by the management software company Appfolio and HOA-USA, the following facts were discovered by this research:

- **40%** of all boards are currently dissatisfied with their current management company
- **66%** cited unresponsiveness as the main reason they switched companies in the past
- Only **23%** of boards would recommend their current company to another community
- **5%** of all boards are currently in the process of changing management companies

Since there are over 50,000 active homeowner associations in California, that means over 2,500 are in the process of finding a new management company.

Here are the promises you may have heard at your management company interview:

We will provide **Better Service** than you are accustomed to.

- The service provided falls far short of the promise.

We will **Respond Quickly** to board and owner calls or emails.

- Response times are not measured in minutes or hours, but in days and weeks.

We charge one low **Transparent and Fair** management fee.

- You find the company starts to nickel and dime and you are paying for unexpected costs.

Your Community Manager will be with you long term.

- Your **Community Manager** is a cog in their business machine, and if not overworked and thinking of quitting, promoted to more lucrative account.

There is a disconnect between your initial expectations and the services delivered. With our unique business model, where our licensed real estate agents manage no more than 5 communities or 500 owners, we can perform as promised and provide the level of service you expect.

**DON'T SETTLE FOR POOR ASSOCIATION MANAGEMENT SERVICES:
EXPECT OUR PROMISES TO BE KEPT.**



Are You Sticking with the Devil You Know....

...Instead of Experiencing Better Management Services?

According to a 2022 poll conducted by the management software company Appfolio and HOA-USA, the following facts were discovered by this research:

- **23%** of boards would recommend their current company to another community
- That means **67%** of all boards are currently dissatisfied with their current management company
- **5%** of all boards are currently in the process of changing management companies

What is truly shocking about this survey is the fact that 62% of all boards are not happy with their current management company, but NOT looking for a new one. They have resigned themselves to poor management services and unmotivated to find a better company. Why is that?

- **Changed Companies in the Past with No Improvement** – It could be that you decided to change companies in the past and the new company you hired, who promised better management experience, turned out to be no better, or even worse than the last company.
- **The Bar is Low** – You may ask little of your company, and even though the service they provide is poor, it is “good enough”. Even though your expectations are low, they are still unable to meet them, regardless.
- **The Transition Process is too Difficult** – Moving all your owners to a new software system, opening new bank accounts, having a new Community Manager and company personnel seems like a very heavy lift and not worth the aggravation.
- **The Fee is Low** – Perhaps you are paying a management fee that is far below the industry standard. The service you receive is subpar, but the one positive is a low fee. There is a saying that the most expensive word in the dictionary is “cheap”, and for a few dollars more per month per owner, you may experience superior management services.
- **Not Aware of Better Alternatives** – Maybe you feel, “this is as good as it gets” and your expectations are now very low. You have decided to settle for subpar management services and tolerate your current situation.

You no longer need to be with an inferior management company providing lackluster service.

- **A Better Business Model** – We limit the number of communities and owners are Community Managers are allowed to manage so they can provide superior customer service to our boards.
- **Tranquil Transitions** – We add an average of 3 associations a month and have dedicated Transition Specialist to facilitate moving from your current management company to ours very stress-free for the board and your owners.
- **Satisfaction Guarantee** – If you are not completely happy with our services, you can cancel our contract at any time. There are no long-term contracts with an expensive cancellation clause.
- **Resounding Google Reviews** – The best way to know how your service will be with a new management company is to see how other current clients feel about that company. Visit our Google page and read our reviews: our clients appreciate our commitment to excellence.
- **Fair, Transparent Pricing** – You won’t need to guess what our base monthly management fee will be: just visit our website and calculate it for yourself. We charge a flat fee per owner, which decreases as the number of owners increase, and 2% of the total monthly dues.

It is a sad fact that 60% of all couples consider themselves in an unsatisfactory personal relationship. We can’t help with a bad relationship, but we can with bad management: stop wasting time and choose better association management services with Progressive.

Progressive Association Management Case Studies



Case Study #1

Name of Association	Tustin Acres
Number of Owners	180
Location	Tustin
Previous Company	Regent
Main Complaint	Rotating Community Managers
Board Member	JC Lim
Board Member Email	Johnc.lim@gmail.com
Board Member Quote	<i>“We took a chance with Progressive and their business model. But we have had the same Manager now for 4 years and appreciate the stability.”</i>

Case Study #2

Name of Association	Seville & Valencia
Number of Owners	92
Location	Corona
Previous Company	Elite Property Management
Main Complaint	Additional Monthly Fees
Board Member	Syed Kazmi
Board Member Email	(available upon request)
Board Member Quote	<i>“We were being charged travel fees, and fees to talk to vendors and liked the fact that we are not nickel and dimed by Progressive.”</i>

Case Study #3

Name of Association	Galerie Homes
Number of Owners	186
Location	Anaheim Hills
Previous Company	Bentley Property Management
Main Complaint	Lack of Resources
Board Member	Debra Summers
Board Member Email	Debra.summers@galeriehoa.com
Board Member Quote	<i>“Our previous company was too small and did not have the resources to accommodate a community of our size. Progressive provides both great customer service with their Community Manager, but also great company support.”</i>

Case Study #4

Name of Association	California Crossing II
Number of Owners	26
Location	Pomona
Previous Company	MGR Property Management
Main Complaint	Lack of Responsiveness
Board Member	Brenda Shaw (President)
Board Member Email	brendawashington747@gmail.com
Board Member Quote	<i>“We are a small community and our previous management company did not seem to care about our concerns. Their Manager seemed overworked. Progressive has been great from day one.”</i>

Case Study #5

Name of Association	Alicante & Madrone
Number of Owners	107
Location	Corona
Previous Company	Sona Management
Main Complaint	Lack of Professionalism
Board Member	Larry Gorman
Board Member Email	jnlgorman@gmail.com
Board Member Quote	<i>“My experience has been very positive and I feel that our Community Manager has been very responsive and professional. I am very happy with Progressive.”</i>