



Backgrounder

Some say Associa began when John Carona arranged for his first lawn-mowing job at age 12, a job that quickly grew to serving 20 homeowners a week and planted the seed for a growing interest in property management. Others say it began just 30 years ago when Carona signed his first client, an apartment community, in Dallas, TX.

Carona would say that it's a combination. His modest upbringing in East Dallas taught him the value of a dollar and an appreciation for the hard work it takes to earn it. A graduate of Dallas public schools, Carona attended The University of Texas, where he earned his bachelors degree in business, with dual majors in real estate and insurance. While studying full time, he worked three jobs: managing an apartment building (for which he negotiated free rent for himself), providing janitorial services at a nearby law firm, and directing the sports program at a local day care.

Obviously, Carona was not afraid of a little hard work, and with his evolving property management experience and degree in-hand, took a position with another company, managing its apartment portfolio. Not surprisingly, that didn't last long, as John Carona had an entrepreneurial spirit, ambition and an idea...if he could *run* a property management business for others, he could create and *own* one himself.

And the rest, as they say, is history...

- 1979** John Carona founded the firm know today as [Associa](#), then a small property management boutique in Dallas, TX, providing limited property management services to apartments and condominiums.
- 1983** Utilizing IBM System 36 technology, Carona and his young team became among the first in the industry to embrace computer technology in day-to-day applications.
- 1988** Established an in-house service department to handle the construction and maintenance needs of management clientele, growing the local fleet to over 100 trucks in five years.
- 1992** Recognizing national trends and changing demographics, Carona divested various holdings to position community association management as the company's primary focus.
- 1996** Opened company's first branch office, just east of downtown Ft. Worth.
- 1998** Acquired [ProComm](#), Associa's first company outside of North Texas, located in San Antonio, TX.
- 2001** Acquired [Jomar Association Services](#), Associa's first company outside Texas, located in Phoenix, AZ.
- 2002** Acquired [Community Management Corporation](#) in Chantilly, VA, the single largest acquisition to date for Associa and a recognized national leader in industry operations and governance.
- 2003** Founded [Associations Insurance Agency Inc.](#) (AIAI), and independent agency, to provide a better and more cost effective insurance option to clients.
- 2004** Introduced *FrontDoor*, the industry's first magazine dedicated exclusively to the homeowner association lifestyle.
- 2005** Acquired highly acclaimed [Community Group](#) near Richmond, VA, demonstrating once again Associa's appreciation for great office leaders and exceptional community managers.

- 2006** Founded [Community Archives](#), a web-based resale document processing firm, customized to deliver documents professionally and efficiently to home buyers, Realtors®, lenders, and title companies.
- 2006** Established [Associa University](#), the online, video-conferencing and live training program that boasts more than 300 training courses, making Associa community managers and employees the *most educated* in the community management industry.
- 2007** Founded [Associa Cares](#), a 501(c)3 non-profit dedicated to assisting people in all neighborhoods throughout America who are victims of natural or man-made disasters.
- 2008** Founded the industry's first nationwide Political Action Committee, Associa PAC.
- 2009** Became an international business, opening [Associa Mexico](#), in Los Cabos, Mexico.
- 2010** Began the industry's first online shopping network, [Associa Advantage](#), enabling homeowners and employees to garner savings on home products and services.
- 2010** Launched [Associa Living](#), a first-of-its-kind on-line magazine designed to be a resource of useful and inspiring information for residents of homeowners associations across the nation.
- 2010** Established [Associerge](#), the industry's first on-line concierge service available to all homeowners in Associa managed communities 24 hours a day, 365 days a year.
- 2010** Debuted [Associa Supports Kids](#), a unique comprehensive program that is designed to educate parents and children about safety and sponsors youth sports activities to help kids stay active.
- 2011** Upgraded Associa Access to provide Associa homeowners "real-time" communication and connectability to their accounts via smartphones. The new, user-friendly enhancements are specifically designed for small screens like the iPhone, Android and some Blackberry models.
- 2011** [Associa Club Management](#) announced its partnership with Three Oaks Hospitality, Inc. in Boca Raton, FL. The two companies consult and/or manage some of the finest private and semi-private clubs, hotels, high-end resorts and master planned communities around the country.
- 2011** Upgraded the [Associa University](#) website to add even more intuitive, quick and well-designed educational programs. The site now houses the latest information in management, industry, technology and qualitative skills development including live and "on-demand" Communication Behavioral Tools and Training (CBTT) courses. The online campus also introduced the exclusive Associa Advanced Community Association Manager (AACAM) curriculum and designation.
- 2011** Acquired [Professional Community Management \(PCM\)](#) one of Southern California's largest management companies and the manager of Laguna Woods Village, one of the largest active adult communities on the West Coast consisting of 18,000 residents.
- 2011** Acquired [Hawaii First Community Association Management](#), further expanding its presence in Hawaii. Associa companies Hawaii First and [Certified Hawaii](#) are two of the largest association management companies on the Hawaiian Islands.
- 2011** [Associa Mexico](#) expanded its footprint in the Baja region by merging with [Ocean Awakening Property Management](#) headquartered in Rosarito.

Building successful communities for more than 30 years, Associa is the nation's leading community association management firm and serves its clients with local knowledge, national resources and comprehensive expertise. Based in Dallas, Associa and its 8,000 employees operate more than 100 branch offices in the United States and Mexico. To learn more about Associa and its charitable organization, Associa Cares, go to www.associaonline.com and www.associacares.com. Find us on [Facebook](#), follow us on [twitter](#) and watch us on [YouTube](#).