

# THE LEADER IN COMMUNITY ASSOCIATION MANAGEMENT.



LOCAL SERVICE | NATIONAL RESOURCES



John Carona  
*Founder, President & CEO,*  
Associa

When I founded Associa 30 years ago, community association management was fairly new and the market pretty small. I believed then that homeowners who chose to live in a community association did so with higher expectations than most, and I knew that I wanted my company to be a leader whose clients could depend upon it for integrity, reliability, and trustworthiness. Three decades later, the industry and Associa have changed and grown dramatically, but our passion for bringing the best and most innovative services to community associations has never wavered. And our clients will attest that integrity, reliability, and trustworthiness are the hallmarks of our reputation. On behalf of our 5,000 employees, I invite you to learn more about the great company we've built.

# We earn your trust.

## **CREDIBILITY**

Since 1979, communities across North America have come to know us as a company they can trust. Associa brings you the “best of the best” in leadership, knowledge, and professionalism. We hold our clients in high regard and have in turn earned the respect and credibility of those we serve.

## **STABILITY**

We are singularly focused on the management of community associations. It is what we've done for 30 years and how we've grown to be the nation's leader. No other company has the depth of industry veterans and experts like Associa. We have a long history in this business, and we'll be around for a long time to come.

## **INTEGRITY**

It's in our company DNA to do the right thing, and we adhere to a strict code of ethics and conduct. We consider ourselves the standard-bearer for the industry, and that's a responsibility we take very seriously.

## **RELIABILITY**

With Associa, you get nothing but the best. We are veterans at community association management and we hire, train, and retain quality managers like no other management company. As a national company, we provide opportunities for our employees that other companies simply cannot, and as a result, you benefit from a long lasting professional relationship with superior and consistent management.





# You can expect more.

## **EFFICIENCY**

When you live in a community association you pay for and expect professional care. You don't have to settle for less. Our management services are designed to resolve your issues and address your needs quickly and efficiently.

## **EASE**

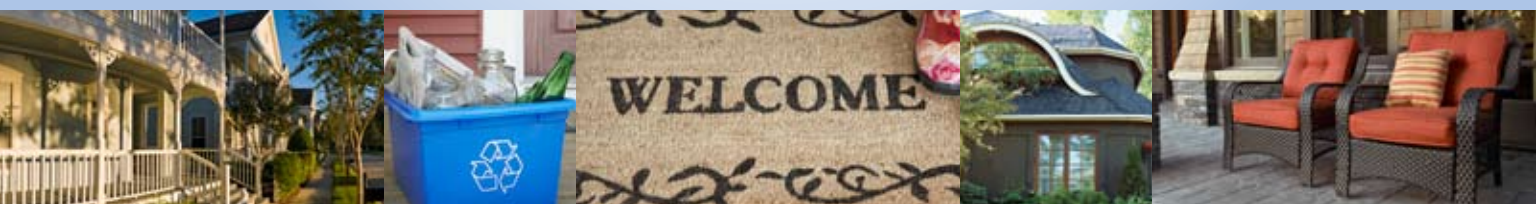
You will find it easy to work with us — we will be your trusted partner. From initial transition to Associa's care through regular communications via phone, email, and the web, we're here to simplify and ease your governing duties.

## **ACCESSIBILITY**

We love to provide one-on-one service as well as options for instant, self-service information when you want it. Association members can access their accounts, make payments, and report issues. As well, boards can review financial data, including receivables and payables, member service logs, and other operational information.

## **PROMPTNESS**

Our trained customer service specialists will provide friendly and prompt assistance to you and your members everyday.



You might think a big company won't provide the personal service you're looking for. In reality, you can expect better, more responsive — and yes, *more* service from Associa. We haven't forgotten our small company values. We grew because we always kept our promise to provide the best service to our clients.

An aerial photograph of a residential community featuring large, multi-story houses with white porches and green roofs. A paved path winds through the community, and a person is riding a bicycle on it. The scene is set against a clear blue sky.

## Our focus is on you.

### **SUPERIOR SERVICES**

Associa serves all sizes and types of associations — from condominium, townhomes and residential subdivisions to large master planned communities, golf clubs and courses. Our sole focus is community association management — we utilize the strength of our national resources to benefit you. By providing a wealth of national

support resources, our local team of professionals can spend more time focused on you and your community. With advanced education, training, information technology, and back office support, Associa managers have the efficient resources you need at their fingertips.

We know the bottom-line matters to your association, and we'll ensure that you receive the best possible return on your association's management investment. Associa does what others cannot – provide local tailored service while bringing the benefits of large national resources to every community we represent.



## A far better value.

### PROGRAMS FOR YOUR COMMUNITY

Associa companies provide state of the art **websites**, **newsletters**, and other unique information resources. Our quality cost-savings programs in areas such as **waste/refuse consulting** and **utility services** allow communities to take advantage of our bulk buying power. Associa's in house legal team has developed a proven program to ensure successful **collections** of past-due assessments and provides a range of **title services**, all at competitive rates with fast turnaround. Through our full service

insurance agency, Associa has leveraged the volume and geographic mix of our clients across North America to negotiate **community association insurance**. Our coverages typically offer superior terms and significantly lower rates over those offered by local agencies. We're proud of our unique service offerings and are constantly working to bring new and innovative services to our clients – ensuring that Associa continues to deliver the best value in the industry.



# We invest in the future.

## TECHNOLOGY

From integrated back office and finance systems to flexible reporting, we've built a communications infrastructure that puts Associa's 5,000+ employees to work for you. It's an unmatched resource that protects your private information, and provides collaboration and communication through our nationwide network of experts.

## EDUCATION

Associa has the industry's *most rigorous* internal educational requirements. **Associa University** is the industry's only professional, instructor-led online education program. Every employee is assigned to a business curriculum specific to client needs. Add to that our collective centuries of industry expertise and best practices from multiple industries, and your community

is assured of having the most knowledgeable and highly educated professionals handling your affairs.

We also offer helpful educational opportunities for board members, and sponsor **Association Times** ([www.associationtimes.com](http://www.associationtimes.com)), which is a globally recognized knowledge base providing expert information about community association living.

## CEO DIRECT

In addition to annual customer surveys, Associa's **CEO Direct** is an email program for board members direct from our local management company CEO. Sharing industry trends and providing an executive-level channel to address any issue, the CEO and board members have a direct and confidential channel to one another.





# You can count on us.

## **ASSOCIA CARES**

We care for those in need by giving of our time and money. **Associa Cares** is a non-profit, 501(c)3 organization created to assist any family and community in crisis as a result of natural or man-made disasters. An event such as a flood or fire is traumatic, and Associa Cares helps people get back on their feet and start rebuilding their lives. Associa Cares is completely funded by the financial donations of our employees, communities and other fundraising

events, and its operational duties are performed on a volunteer basis.

## **ASSOCIA PAC**

Associa established the **Associa Political Action Committee** (Associa PAC). We support our clients' rights to maintain the quality of life that association living provides. At Associa we strive to protect the value of your property and improve our industry by advocating on issues that benefit our clients and business.

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*Our mission is to always take care of our clients. We invite you to learn more about Associa, and find out why communities choose Associa companies over all others.*



*Over 100 offices  
across North America*



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