

Marketing Kit

HOA-USA.com

Partnership Opportunities

We help you grow your
business in the Homeowner
Association Industry



Homeowner Associations USA

"Education, Support and Referrals for Homeowner Associations"

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We Help Your Business Grow



Homeowner Associations are big business.

There are over 350,000 single family, townhome and condominium associations in the United States. These communities spend billions of dollars each year on the upkeep and improvement of amenities and common property. Approximately 40% of associations also contract with a property management company to help with the daily requirements of governing the HOA.

We are huge advocates of associations contracting with a management company, and we offer several services on HOA-USA.com to help in their decision to select the right community management firm.

Those communities who choose to self-manage still need many of the same products and services, yet they do not have a community manager to help them locate these partners.

For the past 10 years, we have brought board volunteers and industry professionals together. The next several pages will illustrate how our low-cost Partner Programs put your business in front of HOA decision makers.

Thank you for considering HOA-USA.com.

Matthew Genaway
Partner Account Manager

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About our Website



In 2011, HOA-USA.com expanded its reach to include the entire United States. It has been an incredible time of expansion for us, and we are excited about where we are headed. Here are a few stats about our accomplishments so far:

- Over 71,000 Members
- The nation's largest database of over 350,000 homeowner associations
- Over 5,000 Management Companies in our Directory
- Over 350 Partners in more than 35 different specialties



Of our 71,000 Members, the majority are HOA board and committee members or community managers. Here are a few additional stats about our website traffic:

- Our e-newsletter reaches over 29,000 people, most of whom are decision makers for their association.
- Our website receives over 14,000 visitors per month, an outstanding number considering our very targeted audience of HOA board members
- An average of 7.2 page views per visit, resulting in over 1 million page views each year.
- Growth in traffic and membership of over 35% year over year
- Top Google™ Rankings, organic and paid advertising
- Weekly new content encourages repeat visitors and new memberships

While we are thrilled with how far we have come in a relatively short time, we are even more excited about the opportunities that are ahead. Join in our success as a Partner with HOA-USA.com.

* All stats and metrics are current as of 10/10/16

Banner Advertising



Branding and online exposure is important for every company. We place your banner advertising in front of the board members and decision makers for their associations.

Platinum Partners have their banner ads displayed at the bottom of every page for their state(s), resulting in maximum impressions. These banners link to the Partner's website.



We also provide banner advertising in our widely used Vendor Directories. The Vendor Directory is state-specific and features dozens of different vendor specialties, including Association Management, Attorneys, Insurance, Reserve Studies, Landscaping and many more. Links to your company website are provided, as well as a company description, phone number and email option making it easy for potential customers to connect with you.



Ian H. Graham Insurance

IHG offers Directors and Officers Insurance for HOAs and Property Managers E&O Insurance. IHG insures over 42,000 community associations and property managers.

(800) 621-2324
Email Us

We are constantly in a position to refer board members to vendors. In every case, we send them to the Vendor Directory for their state.

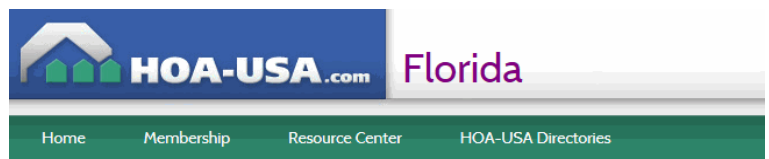
Board members from across the country use our site to find new product and service providers. Give your company the visibility it needs to be found by the right customers. Become a Partner with HOA-USA.com.

Educational Articles



Our mission has always been to “Provide Education, Support and Referrals to Homeowner Association Volunteers”. We take each of these very seriously, and we encourage our Partners to help contribute educational content to our site. In return, we place your banner advertising and contact information at the top and bottom of the article, giving you full editorial credit for your contribution. This also gives potential customers another convenient way to learn more about your company and connect with you.

Articles are a great way to educate potential customers. The Articles section of our website is our most highly visited section. Homeowner association volunteers are hungry for information, and HOA-USA.com is the number one source for educational content.



Is Your Condominium Project FHA Approved?



Denise Bell
Anna Bell Consulting

Is Your Condominium Project FHA Approved?

Do you want to preserve the financial stability of your condominium association? Of course you do!

One of the biggest challenges facing an HOA is preserving the financial stability of the association while at the same time keeping the association dues down and the property values up.

You strive to keep the common elements in good repair to preserve the appeal and marketability of the units. You want people to WANT to live there, because when the units are occupied the HOA dues are being paid and the HOA can meet their obligations AND maintain the property to make the unit desirable so that people want to live there and around the circle we go. If one of the links in this circle weakens, it endangers the strength of other links OR the other links have to become even

Articles in our state-specific Resource Centers are always educational in nature. HOA-USA.com users only need to register for free in order to view articles. We also feature articles in our e-newsletter, *Neighbors & Neighborhoods* (see page 8 of this kit for more information). Our e-newsletter currently reaches over 29,000 homeowner association board members, homeowners and community managers.

Become a Partner with us to have your articles published on HOA-USA.com. We can help you increase sales and grow your business through Education by reaching the key decision makers in this industry.

Direct Mail



HOA-USA maintains the nation's largest database of over 350,000 single family, townhome and condominium associations.

Partners have the opportunity to send a physical direct mail piece (postcard, letter, brochure, etc.) to the board members of these associations. We strive to have the most accurate information (address of record) for each association, along with the legal incorporated name of the HOA.

Our list of associations can be sorted by location, producing a very targeted list for your state, county, city or even zip code. We can also target your list using several other parameters, including:

- Age of the Association
- Type of Association (Single Family, Townhome, Condominium or Mixed)
- Self-Managed vs. Professionally Managed

We work with a 3rd party mail house that will provide bulk mail postage rates, allowing you to reach more HOAs at a low investment. Many Partners prefer to do their own printing, however our mail house can also help with your printing needs.

As an HOA-USA Partner you will have the opportunity to direct mail as often as you like throughout the year. Whether you are trying direct mail for the first time, or are accustomed to sending direct mail on a regular basis and simply want to reach a new audience, we can help.

Direct mail is an excellent way to generate leads, increase branding and exposure, and maximize ROI. An HOA-USA Partner Account Specialist can provide more information on our Direct Mail Programs. Please contact us for more details.

E-Newsletters



As part of the benefits available to our Partners, we have introduced email marketing in the form of e-newsletters. Partners can now contribute educational articles to be featured in our popular e-newsletter, *Neighbors & Neighborhoods*.

Your “Featured Article” section of the newsletter will provide an intro to the article, with a link to “read more” on our site. We will also prominently display your logo/banner, which will be hyperlinked to your website.

The educational article will be displayed in full on our site, which will also include a paragraph about your company, with contact info and additional hyperlinks.

Details of our e-newsletters include:

- These newsletters are state-specific, and will be received by board members and homeowners (and community managers, if applicable) in your state
- Each issue will feature between one (1) and four (4) Partners, depending on demand and availability of articles in your state
- Our open and click-thru rates are well above national averages for industry specific e-newsletters.

Please contact us at (919) 798-0813 for more details about e-newsletter subscribers in your state, as well as pricing. Dedicated National e-newsletters, featuring only your company, are also available.



Platinum Partnership



Platinum Partnership is our most popular advertising option. **Limited to only 12 companies per state**, Platinum Partnership provides maximum exposure at the state level for a price that fits companies large or small.

Platinum Partners receive:

- **Banner Advertising** on every page throughout your state section of www.hoa-usa.com.
- **Banner Advertising** and Contact Information (including phone, email, company description and website links) in the Vendor Directory for your state, in each applicable Region and Specialty.
- **Direct Mail Campaigns** to homeowner associations in your state.
- **Publication of Educational Articles** in the “Articles” section of our website.
- **Email Marketing through our E-Newsletter**. Your contributed educational article can be featured in our e-newsletter to HOA decision makers in your state.
- **Priority placement within our Management Company Directory**, with website links (management companies only).
- **First opportunity to renew!** Platinum Partnerships are limited to only 12 per state (2 per industry vertical, with the exception of management companies).

Platinum Partners renew at a rate of 93% year after year. Position your company to be seen by decision makers for their communities.

The investment to become a Platinum Partner is only \$999/year (per state).

Most companies will realize a positive return on your investment after your first new customer.

Substantial discounts are provided to Multi-State Platinum Partners!

Gold Partnership



Gold Partnership is the perfect option for smaller companies who work in a defined territory (for example, in one major city or a few counties). Gold is our most cost-effective program, achieving high ROI without breaking your budget. It is also a valuable option in states where we are sold out of Platinum Partnerships. Platinum will always be the best value with the most opportunity, but for the right company Gold is an excellent option.

- **Banner Advertising** and Contact Information (including phone, email, company description and website links) in the Partner Directory for your state, in each applicable Region and Specialty.
- **Direct Mail Campaigns** to homeowner associations in your state.
- **Publication of Educational Articles** in the “Articles” section of our website.
- **Priority placement within our Management Company Directory**, with website links (management companies only).
- **First opportunity for Platinum Partnership** upon availability.

The investment to become a Gold Partner is only \$499/year (per state).

Gold Partnership offers the opportunity for you to try out our services at an investment that practically any company can afford. Most companies will recover their investment after their first new customer!

We also offer multi-state discounts for companies that would like to focus on our directories or direct mail options.

Let us prove to you that our Partner Program will bring new business to your company! Contact us today to learn more about our Partner Program!

Corporate/National Partnership



While many of our Partners work only in one state, or even in one city, we are fortunate to also work with some of the largest companies in the HOA industry. For those companies that work in many (or all) states, we offer national advertising options at a fraction of the cost of advertising in all states individually.

Options are also available to companies that operate through franchises. We can work with you to provide advertising at either the corporate or franchise level.

Many of our national advertising options include the following benefits:

- **Banner Advertising** on the HOA-USA.com home page (only 12 spots total)
- **E-Newsletters** to over 29,000 HOA board members and decision makers
- **Banner Advertising and Contact Information** (including phone, email, company description and website links) in the Partner Directory, in **EVERY** applicable State, Region and Specialty
- **Direct Mail Campaigns** to homeowner associations through the HOA-USA Direct Mail List
- **Publication of Educational Articles** on our website in every state

E-newsletters are the perfect way to educate potential customers, while simultaneously advertising your products and services. Also, the additional banner advertising on our site drives more people to your website and creates brand awareness.

Speak with a Partner Account Specialist today so we can tailor an advertising campaign to fit the needs of your company. We are confident that we will find a price that fits your budget.

Become a Partner Today!



HOA-USA.com offers an unparalleled combination of Education, Support and Referrals for homeowner association volunteers. Our Partner Programs have proven to be successful for hundreds of vendors/advertisers across the country.

Please keep in mind that Platinum Partnerships are limited to only 12 per state and are in high demand. Don't wait a moment longer to secure one of these premium positions. Low investment and high ROI await you as a Partner!

Contact your Partner Account Specialist to become a Partner. If you have not yet spoken with someone from HOA-USA, fill out our online [Partner Application](#) or contact:

Matthew Genaway
Partner Accounts Manager, HOA-USA.com
(919) 798-0813
mgenaway@hoa-usa.com

Our team will be happy to answer any questions about our site, audience or Partnership. We look forward to working with you and helping you grow your business in the homeowner association industry!