

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 370,000 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. Many associations also contract with a community 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 13 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

mgenaway@hoa-usa.com
(919) 798-0813

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 91,000 Members Nationally
- ✓ The nation's largest database of over 370,000 homeowner associations
- ✓ Over 4,000 Management Companies in our Directory
- ✓ Over 350 Partners in more than 35 different specialties



The majority of our website traffic and email subscribers are HOA board and committee members, or community managers. Here are a few additional stats about our website traffic:

- ✓ Our e-newsletter reaches over 33,000 people, most of whom are decision makers for their association
- ✓ Our website receives over 14,000 visits per month, an outstanding number considering our very targeted audience of HOA boards and managers
- ✓ We average 6.2 page views per visit, resulting in over 1 million page views each year
- ✓ Growth in traffic and membership year over year
- ✓ Top Google™ Rankings for "HOA" related searches
- ✓ Weekly new content encourages repeat visitors and new subscribers

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.

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.

National Partners have the opportunity to display their banner ads on our home page, among other pages, for maximum exposure. State-specific **Diamond, Platinum and Gold Partners** will have their logos displayed on many of the pages in their state(s). All of 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.



PPM, Inc.

Professional Properties Management (PPM) has been delivering the highest quality property management services since 1985. Locally-owned and family-operated, PPM is proud of being a part of Raleigh's growth over the last three decades by providing exceptional services to our neighbors.

Website: <https://ppmral.com/>

Phone: (919) 848-4911

Email: info@ppmral.com

Service Area: Raleigh-Durham and surrounding areas

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 products and service providers. Give your company the visibility it needs to be found by the right customers. Become a Partner with HOA-USA.com.

Sponsored Content



Our mission has always been to “Provide Education, Support and Referrals to Homeowner Associations”. We take each of these very seriously, and we encourage our Partners to help contribute educational content to our site.

We give 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.

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

Top 5 Reserve Study Misconceptions

As a professional Reserve Study provider, we guide associations towards having sufficient funds for the major common area repair and replacement projects their association will face. We may provide counsel, but the board remains in control of the association. So what are the biggest misconceptions we see among our clients? All our clients are well-intended, but we regularly see the same five costly thinking errors leading to decisions which end up being expensive or disruptive for their association. Read on, to avoid falling prey to them yourself!

1) Thinking that contributing 50% of our recommended reserve contribution will result in the association being 50% Funded

It takes a significant amount of cash to provide for the timely repair and replacement of the association's Reserve components. But it only takes 10-15% more to add some “margin” to your Reserve Fund and be on-track to become fully (100%) funded. Cutting Reserve contributions in half dooms the association to having inadequate cash, leading to deferred maintenance, special assessments, and a host of other problems.

2) Thinking that delaying a project will save the association some money

So common, but so wrong! Timely repair and replacement projects can go smoothly. But delays make problems bigger, and more expensive. It is all too common to see a \$50,000 painting project turn into a \$100,000 painting and repair project due to deferred maintenance and delays. Net effect – unnecessarily higher costs for the homeowners.

3) Thinking “It’s not my problem... it’s a future problem that someone else can deal with”

This reveals a fundamental misconception about Reserves. Roof, paint, asphalt, elevator, etc. all started deteriorating the day they were first installed. That includes last year, this year, yesterday, today, tomorrow, next week, and next year. Reserve contributions offset ongoing deterioration, not a vague expense far off into the future. The “cost” of ongoing deterioration is as real as any other “invoice” the association faces. If every homeowner were to pay their fair share, over the months & years they own a home in the association, the future will take care of itself.

4) Thinking it is not necessary to update the Reserve Study

Do you buy or sell stock based on outdated business news? Would a bank make a loan based on an old tax return? Good decisions require current information. Every year the conditions of your assets change, the cost of replacement changes, and your Reserve balance changes. Since Reserve contributions are typically one of an association's largest budget line items, it makes sense to update that big line item annually. Not only is it a wise thing to do, but homeowners deserve an accurate update on the association's preparedness for the care of the major common area assets, not a regurgitation of something out of date.

5) Thinking we can't afford appropriately sized Reserve contributions

The problem is that this statement is just plain not true! Reserve contributions are relatively inexpensive for the average Condo association in the US, adequate Reserve contributions are typically \$3-\$5/unit per day. That's about the cost of a premium coffee drink. Adequate Reserve contributions for Planned Developments are significantly less. So when people say their association can't afford appropriate Reserve contributions, what they are really saying is: “I'd rather buy my favorite cup of brand-name coffee than pay my fair share of my home's roof, paint, and asphalt deterioration.”

For many people “perception” is reality, even when perception and reality are quite different! The way something is regarded, understood, or interpreted leads to a mental impression that may not reflect the truth. But the people responsible for directing the Association finances and protecting the value of the properties within the Association are held to a standard of reality, facts, and the truth. Well-intended board members and Managers who are open to overcoming some “misguided thinking” can avoid many costly errors in judgement and decision-making.

■ Association Reserves, Inc. ◆ Reserves and Reserve Studies



Association Reserves, Inc.

Association Reserves is a professional engineering consulting company that provides reserve budget and disclosure solutions for association-governed communities of all shapes and sizes.

Phone: (800) 733-1365
Email: pdaniels@reservestudy.com
Service Area: Nationwide

Articles on our site are always educational in nature. We also feature articles in our e-newsletter (see page 8 of this kit for more information).

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.

Targeted HOA Lists



HOA-USA maintains the nation's largest database of over 370,000 single family, townhome and condominium associations.

Partners large and small have the opportunity to purchase a list of HOAs for their marketing needs.

Our database 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)

Our database of HOAs is primarily a "direct mail" list, so we will provide you with the legal incorporated name of the HOA and a recent mailing address (physical, not email). This list is intended to be a "starting point" for companies to identify and research local homeowner associations that may need their products and services.

Direct mail is also an excellent way to utilize our list and generate leads, increase exposure, and maximize ROI. Since you are acquiring the list from us, you will be free to use any mailing facility you choose to fulfill your direct mail request.

In short, you can use the purchased list in any way you like, but you will not be allowed to re-sell or otherwise distribute or publish the list. It's for the internal use of our advertising Partners only.

All Partners pay \$.30 per record or less, depending on their level of Partnership. Purchasing a list from us is completely optional, but it's a great way for your sales team to find local, targeted HOAs.

E-Newsletters



Perhaps our most popular advertising benefit is email marketing in the form of e-newsletters. Partners can contribute content to be featured in our popular e-newsletter in your state(s) or nationally.

For many companies, email marketing is the preferred method to get your message to an active HOA audience.

We will feature content (text, images, video, etc.) provided by you in our modern, mobile-friendly e-newsletter.

You can expect results immediately as hundreds (or even thousands!) of HOA decision makers click directly to your website and/or contact you!

Additional details about our e-newsletters:

- These e-newsletters are received by board members, homeowners and community managers who have requested this important information.
- On average we send only 1-2 e-newsletters per week, resulting in open and click-through rates that are well above national averages.

Please [contact us](#) at **(919) 798-0813** for more details about the number of e-newsletter subscribers in your state(s). Dedicated National E-Newsletters, reaching over 33,000 HOA decision makers across the US, are also available.



Partner Showcase

*Outstanding Products & Services
for Your Community*

This e-newsletter from HOA-USA (www.hoa-usa.com) is brought to you by our friends at **Gama Sonic USA Solar Lighting**, the leading manufacturer of high quality solar lamp lights for your homes, gardens and communities.

Save Money and Keep Your Community Safe



With the rising cost of electrical or gas bills within HOAs across the country, many communities are switching to solar for a safer and more cost-effective alternative to traditional lighting. Solar lights offer the same aesthetics as traditional lights and provide adequate lighting within common areas for safety and security, all while maintaining a uniform appearance.

For more information, call 678-736-8303 and please visit www.gamasonic.com.



State-Specific Partnership



HOA-USA offers 4 Partnership levels to companies that work primarily in one state (or even a few states). Our goal is to work with companies of any size, so we offer low-cost advertising packages starting at only \$499 per year. Our state-specific options offer some, or all, of the following benefits:

- **Exclusive Banner Advertising** on important, highly visited pages of our site dedicated to your state(s).
- **Vendor Directory Listing** in all applicable specialties. Includes company name, description, logo, phone number, email, service area and website link.
- **HOA Lists** of targeted HOAs in your state are available for purchase.
- **Sponsored Content** in the “Articles” section of our website. We give you full editorial credit.
- **Email Marketing through our E-Newsletter.** Contribute content and be featured in our e-newsletter to HOA decision makers in your state. Our most popular benefit!
- **Upgraded Listing in our Management Company Directory** in your state, with premium placement and website link (*management companies only*).
- **First opportunity to renew!** Some Partnership levels are limited. Reserve your spot today!

CLICK HERE to review our State-Specific Partnership Agreement and determine which level works best for your company. Sign and return to Matt at mgenaway@hoa-usa.com to get started today!

Substantial discounts are provided to Multi-State Partners, as well as to companies that work in smaller states with fewer than 5,000 HOAs!
Contact Matt at (919) 798-0813 with questions or to receive a quote!

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.

We offer 4 levels of Partnership at the national level, offering some, or all, of the following benefits:

- **Banner Advertising** on the HOA-USA.com home page
- **Email Marketing through our E-Newsletter** to over 33,000 HOA board members and decision makers
- **Banner Advertising and Contact Information** (including phone, email, company description, service areas and website links) in the Vendor Directory, in **EVERY** applicable State and Specialty
- **HOA Lists** of targeted communities are available for purchase.
- **Sponsored Content** on our website in every state
- **Upgraded Listing in our Management Company Directory** in your states, with premium placement and website link (*management companies only*)

CLICK HERE to review our National Partnership Agreement and determine which level works best for your company. Sign and return to Matt at mgenaway@hoa-usa.com to get started today!

Alternatively, let us provide you with a custom quote to fit your needs and budget! If one of the predetermined packages isn't right for you, contact Matt at (919) 798-0813 or mgenaway@hoa-usa.com to discuss how to proceed.

Become a Partner Today!



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

Let us prove to you that we can help. Our benefits (including banner advertising on our site, e-newsletters, sponsored content and more) can help businesses of all sizes connect with this hard-to-reach audience.

If you have not yet spoken with someone from HOA-USA, fill out our online [Partner Application](#) or contact:

Matthew Genaway
(919) 798-0813 (direct)
mgenaway@hoa-usa.com

We 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!