

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. Approximately 40% of 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 12 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

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 81,000 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



Of our 81,000+ 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 30,000 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 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 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.

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 exposure. 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.



Henderson Properties

Henderson Properties provides full service HOA Management and accounting only options for condo, townhome, and single family communities. We work with master planned communities, communities with amenities, and formerly self-managed neighborhoods. Our team collects assessments, monitors compliance to the covenants, handles accounts payable and receivable, provides community websites, corresponds with the Board and homeowners, and more. Managers are CMCA certified or hold an equivalent license.

(704) 535-1122
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.

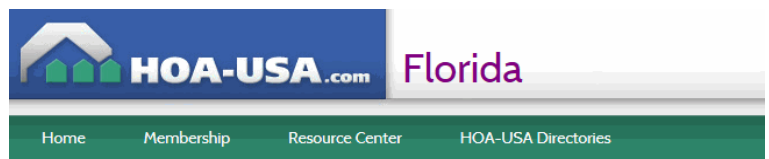
Board members from across the country use our site to find new products and service providers. Give your company the visibility it needs to be found by the right customers. Become a Partner with HOA-USA.com.

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 logo 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 (*see page 8 of this kit for more information*). Our e-newsletter currently reaches over 31,000 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 370,000 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 exposure, and maximize ROI. For more information on our Direct Mail Programs read our [Direct Mail Guidelines](#) by clicking [HERE](#), or [contact us](#) with any questions.

E-Newsletters



As one of the benefits available to our Partners, we have introduced 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 read our [E-Newsletter Guidelines](#) for more information, or [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 30,000 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.



Platinum Partnership



State-specific 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 all companies.

Platinum Partners receive:

- **Exclusive Banner Advertising** on every page throughout your state section of www.hoa-usa.com.
- **Vendor Directory Listing** in all applicable regions and specialties. Includes company name, description, logo, phone number, email and website link.
- **Direct Mail Campaigns** to targeted lists of HOAs in your state.
- **Publication of Educational 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 (*optional benefit for \$299/state/newsletter – for Platinum Partners only*).
- **Upgraded Listing in our Management Company Directory** in your state, with premium placement and website link (*management companies only*).
- **First opportunity to renew!** Platinum Partnerships are limited to only 12 per state. Reserve your spot today!

We offer 2 convenient payment options for Platinum Partnership:

- **\$99 per month**
- **\$999 per year (save 16% by prepaying for 12 months!)**

Review our [Platinum Partnership Agreement](#) online by clicking [HERE](#). Sign and return to Matt at mgenaway@hoa-usa.com to get started today!

**Substantial discounts are provided to Multi-State Platinum Partners!
Contact Matt at (919) 798-0813 with questions or to receive a quote!**

Gold Partnership



Gold Partnership is typically offered in states where we are sold out of Platinum Partnerships. Exceptions can be made, however, and Gold Partnership could be the perfect option for smaller companies who work in a defined territory (for example, in one major city or a few counties). It's also perfect for companies that want to focus on Direct Mail. Platinum will always be the best value with the most opportunity, but for the right company Gold is an excellent option.

- **Vendor Directory Listing** in all applicable regions and specialties. Includes company name, description, logo, phone number, email and website link.
- **Direct Mail Campaigns** to targeted lists of HOAs in your state.
- **Publication of Educational Content** in the "Articles" section of our website in your state. We give you full editorial credit.
- **Upgraded Listing in our Management Company Directory** in your state, with premium placement and website link (*management companies only*).
- **First opportunity for Platinum Partnership** upon availability.

We offer 2 convenient payment options for Gold Partnership:

- **\$59 per month**
- **\$599 per year (save 16% by prepaying for 12 months!)**

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

Review our [Gold Partnership Agreement](#) online by clicking [HERE](#). Sign and return to Matt at mgenaway@hoa-usa.com to get started today!

Interested in simply being listed in our directories? Or interested in a multi-state Gold quote. Contact Matt at (919) 798-0813. We can likely fit the needs and budget of any company.

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.

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 31,000 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 our most popular national benefit, providing leads and website traffic to your door almost instantly. They are the perfect way to educate potential customers, while simultaneously advertising your products and services.

Let us provide you with a custom quote to fit your needs and budget!

Contact Matt at **(919) 798-0813** or mgenaway@hoa-usa.com to discuss how HOA-USA can help you grow your business nationally.

Our custom proposal will ensure that we are not including benefits that may not fit your needs, while focusing on the options that you like the most. We can work with almost any budget, and the investment will likely be less than you expect! Options are also available to companies that operate through franchises. We can work with you at either the corporate or franchise level.

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.

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

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. You can get started today for as little as \$99!

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 (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!