



EJF REAL ESTATE

Fostering Stronger Associations **THROUGH EFFECTIVE COMMUNICATION**

Presented by Steve Rill, Layton Wilson and Sarah Keller

WELCOME TO OUR WEBINAR ON COMMUNICATION!

Effective communication is the foundation for strong community associations and fosters lasting connections among members.





THE IMPORTANCE OF COMMUNICATION

Effective communication is vital in community associations as it builds trust and fosters collaboration, ultimately leading to a more vibrant and engaged community.

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KEY PRINCIPLES

Clarity in communication ensures that messages are understood, reducing confusion. Use simple language, avoid jargon, and be direct to promote effective conversations within community associations.

Practicing **empathy** fosters stronger connections. Understanding others' perspectives helps in addressing concerns and building trust, which is essential for a thriving community.





IMPACTFUL MEETINGS

- Structured Board Meetings
- Community Engagement via Townhalls
- Annual Meetings
- Professional Conduct and Respect
- Effective Meeting Management



IMPORTANCE OF FORMING COMMITTEES IN ASSOCIATIONS

1. Committees enhance **member engagement** and participation.
2. They provide focused expertise on specific issues.
3. Committees improve communication flow within the community.

HOW THEY WORK

- **Understanding Committees-** Committees provide research, input, and recommendations to the BOD.
- **Roles of the Board in Oversight-** BOD assigns tasks, sets scope, and receives reports.
- **Committee Responsibilities-** Stay within assigned scope, report findings, and support the broader community.



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DO

- Use multiple platforms to engage the community and gather input.
- Ensure each committee has a BOD liaison for communication and accountability.

DON'T

- Committee members do not sign contracts.
- Do not commit community funds without Board approval.



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COMMITTEE COMMUNICATION WITH BOARD

- Ensures a direct line of communication between committee, Board, and management.
- Prevents miscommunication and scope creep.
- Helps maintain accountability and alignment with Board priorities.



TOOLS & CHANNELS

Effective communication relies on the right tools. Utilize digital platforms, to make information accessible for all members and to connect neighbors.

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POLICIES

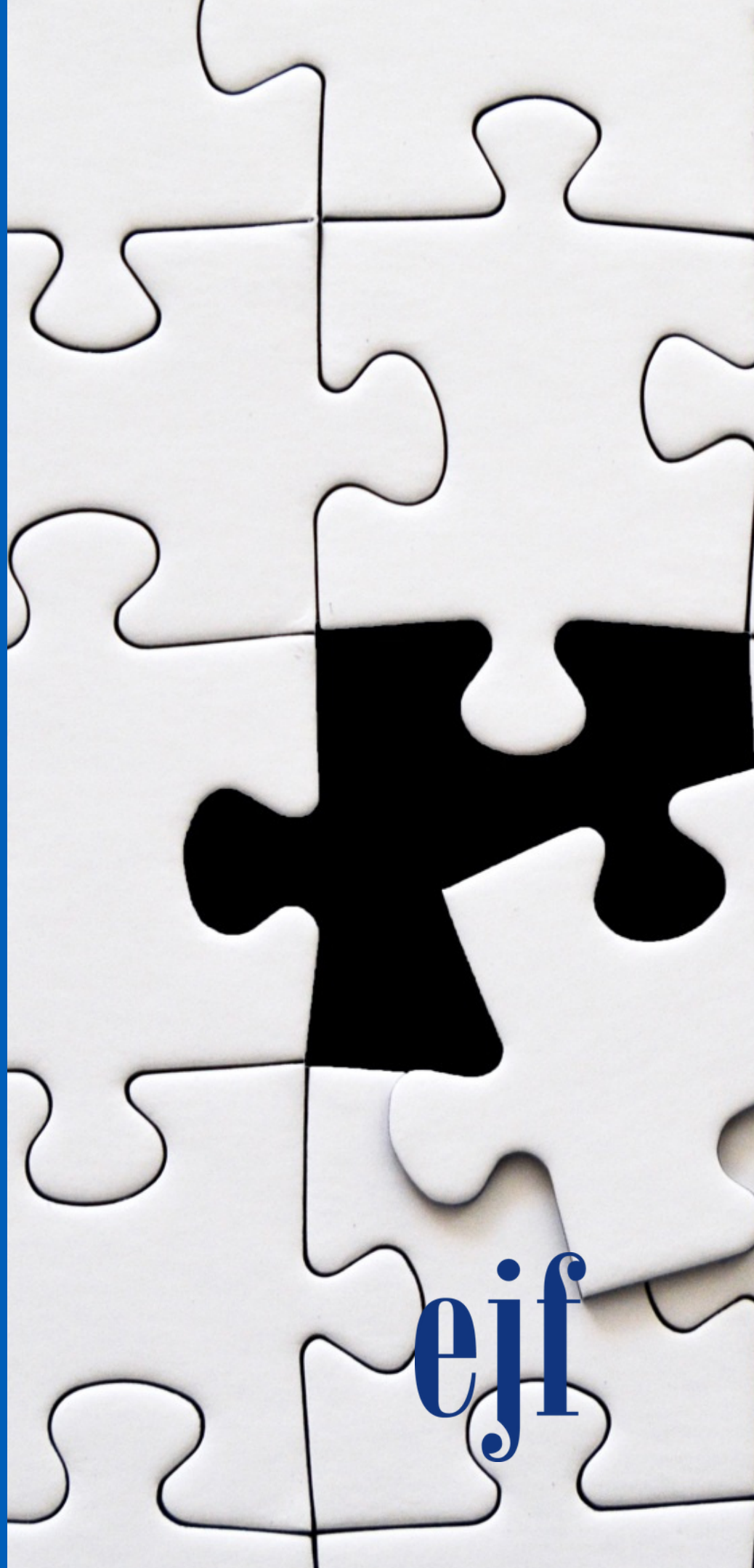
Set guardrails to ensure that channels of communications are being used in a professional productive manner.

Protect the association and avoid unfiltered mass communications.

COLLABORATING WITH MANAGEMENT

Effective collaboration with your management company is essential for **smooth operations**. Establishing clear communication channels fosters understanding and ensures everyone is aligned with community goals.

Setting expectations from the outset enhances partnership success, leading to improved community satisfaction and efficient problem-solving.



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EMERGENCIES

- Proactively remind the community of how to flag an emergency.
- Call our office directly for emergencies, 202-537-1801



Q & A TIME!

Process & best practices.

Thank you for joining our webinar today!