



# Community connection

Fall 2025



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# Broc's Talk

## Dear valued community leaders,

As the Summer season draws to a close this year, I hope you and your loved ones enjoyed time outdoors, whether that meant relaxing up North, spending time on the lake, finishing those outdoor projects, or capping off the summer season with a visit to the State Fair. Whatever it is you were able to squeeze in or make time for, we want to thank you again for your continued partnership in allowing us to be part of taking care of your community. The summer also brings an important community event and Night to Unite across our great state with National Night Out celebrations. These annual get together across neighborhoods help to promote community, support crime prevention, and spend time with your neighbors. This year, we took part in supporting our friends and neighbors as a proud sponsor of the Downtown Minneapolis Neighborhood Association celebration at The Commons. The event was filled with food and music, activities and games, and giveaways supported by several sponsors of the event. We hope you also enjoyed the amazing weather this year for National Night Out and spend time celebrating with your friends and neighbors.

FirstService Residential also held its first ever customer appreciation and social event (FirstSocial) this summer. We invited board members from several existing FirstService Residential customers along with friends and neighbors from other downtown neighboring buildings that we hope to help take care of again someday soon. The event was designed to join us for an evening at Graze Foodhall, connecting with other board members and leaders from FirstService to casually mingle and get to know each other better. The intent was simply to foster social networks and connections across boards and buildings to help strengthen our downtown network of communities. The event was such a success and well received by our valued clients that we are already planning additional social events in other areas across the greater metro. Be on the lookout for an upcoming opportunity to attend a FirstSocial event in your area in 2026!

As we look ahead and welcome the Fall season, we are busy preparing and engaging with many of our clients on establishing and finalizing budgets to support your communities in the coming year. Budget season is important, as we not only re-examine strategies for ensuring reserve funding is appropriate for future years but also partner to ensure we are making informed decisions about how best to maintain your communities in the year ahead at the best value. Knowing the importance of building a sound budget is rooted within our collective operations at FirstService Residential. This is supported by the Benchmark reports we have developed cultivating spend for all FirstService customers across a variety of community types.

Most recently, we published our latest Benchmark reports, providing key insights for High-Rise and Master-Planned communities using data from FirstService Residential clients across North America. Check out these latest reports on our website and be assured that while these new tools may not yet reflect your individual community, the work is already underway to collect data and insights for all the different and unique communities we manage making future Benchmark publications even more powerful.

With all of these new tools available for our associates and our clients, we are still working on our continuous improvement efforts across our teams and processes. In our last newsletter, I shared updates happening for key and core functions at FirstService. Our local accounting teams continue to drive strong results with the added improvements made over the last year, we have sustained improvements on key metrics such as financial performance and delivery exceeding 95% success for six consecutive reporting periods. This is all thanks to our new leadership structure and teams overall, including reinstating direct and local talent for individualized accounting-related support for our clients.

One key addition to our team is the development of a dedicated client success team. I am most proud of this capability being developed as it represents not only the feedback and voices of our teams in how we can improve our delivery of service but create more effective use of our time as a team through efficiency. This new client focused capability leverages insights received from our customers in a variety of ways; including NPS scores and feedback, new customer-focused events, and of course direct feedback – even from our clients that may have elected to part ways with FirstService to see if working with a new management company is the right answer. With direct and honest feedback, we will be able to apply these learnings into action – harnessing both customer and associate feedback will drive focus and clarity to where we have the opportunity to deliver a better product to you, our valued clients. You may very well receive direct contact from this new team and capability over the next several months as we kick off the new year to make sure you remain at the center of all that we do.

As always, thank you for your continued trust in us and for your partnership to take care of your homes and communities. We are excited for what lies ahead.



Warmest regards,

Broc Coen  
President  
FirstService Residential

A stylized, handwritten signature in white ink, which appears to be 'Broc Coen', written over a dark background.

# Legislative updates

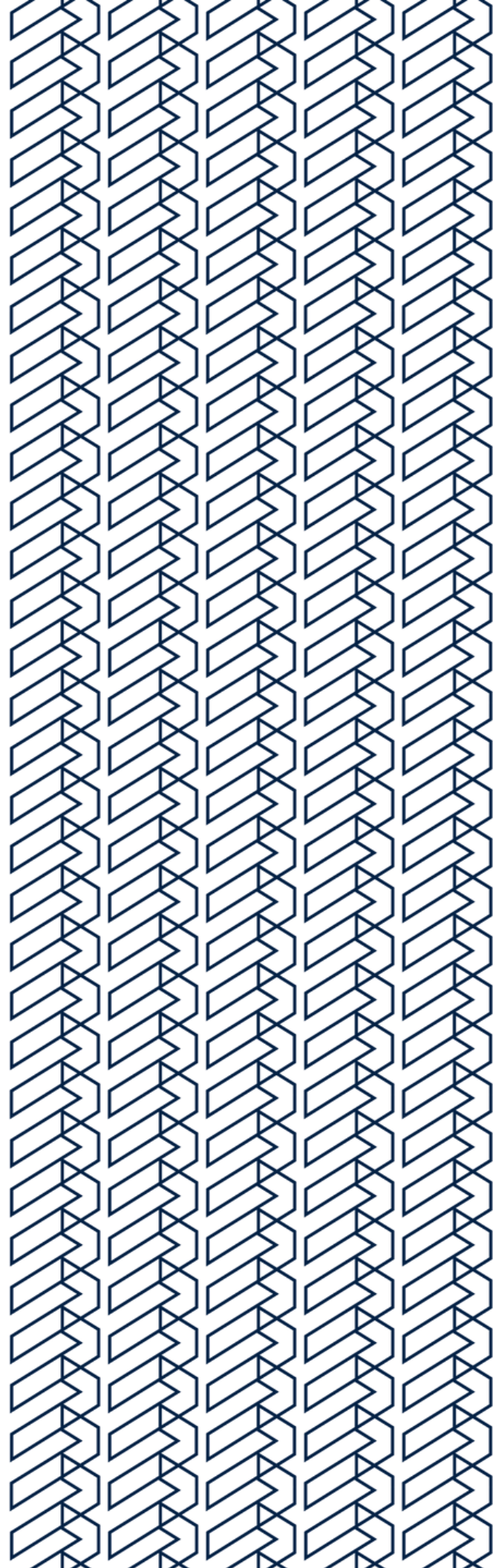
Finn S. Jacobsen, Partner, SJJ Law

The 2025 Minnesota legislative session was eventful, with several bills affecting homeowners' associations debated, amended, and discussed with some even becoming law. This was the first time in many years that the legislature focused on the HOA industry. In response, CAI-MN aimed to debrief and educate the industry on these developments.

On Friday, October 10, 2025, CAI-MN held its annual legal seminar to discuss the session. Many community managers from FirstService Residential attended, gaining insights into what occurred, what didn't, and what to expect in 2026.

The seminar began with an explanation of CAI-MN's Legislative Action Committee (LAC), a group that monitors and acts on HOA-related legislation in Minnesota. The LAC, primarily funded by CAI-MN, uses its resources to support CAI-MN's lobbyist, Patrick Hynes.

Patrick, along with lobbyist Sonnie Elliot, led the second part of the seminar. They explained the legislative process and how the HOA Task Force met in late 2024 to compile recommendations for "better" HOA regulation. These recommendations formed the basis of a bill aimed at modifying Minn. Stat. § 515B, the Minnesota Common Interest Ownership Act (MCIOA).





This bill, known as SF-1750, was hotly debated. Although it did not become law, it passed the Senate and is likely to be revisited in the next session. SF-1750, nearly 50 pages long, included provisions on management contracts, conflicts of interest, attorneys' fees, fines, and foreclosures.

The final part of the seminar was presented by SJJ attorneys Finn Jacobsen and Ty Ebert. Ty started by discussing the formation of the MCAA, the Minnesota Community Association Advocates. MCAA is a trade group made up of Minnesota community association management companies, including FirstService Residential. MCAA hired Sonnie Elliot as its lobbyist with its goal of giving management companies a voice in the legislative process.

The final part of the presentation focused on the two bills which did pass in the 2025 legislative session: the Ombudsperson and the Insurance Task Force. The Office of the Ombudsman is a new governmental office who can help (but not force) HOAs and their members to try and resolve disputes. While the Ombudsperson office has extremely limited powers, it does present a path to allow both owners and associations to attempt to resolve their disputes without the expense of a formal legal process.

The insurance task force, similar to last year's HOA task force, is a government created committee which will study the insurance market in Minnesota and provide recommendations to the legislature on how to strengthen the insurance market for all homeowners in Minnesota.

The 2026 legislative session will almost assuredly be eventful for the HOA industry, much like the last session. Keeping up to date on the proposed bills and reaching out to your legislators is an important task for anyone living in an HOA or working in the industry.



# Welcome back!

We are thrilled to announce the return of two exceptional communities to the FirstService Residential family: Winslow House Condominiums and City Walk Condominiums!

These stunning high-rise properties, known for their vibrant communities and breathtaking views, have chosen to rejoin FirstService Residential and we couldn't be more honored.

Service focused on-site staff are committed to bringing excellence, care, and professionalism to every resident interaction. With dedicated management support and a renewed commitment to service, both Winslow House and City Walk are poised for continued success.

We're proud to stand beside these communities once again, providing unparalleled depth of resources, local expertise, and personalized attention they deserve. We extend a warm welcome to, Winslow House Condominiums and City Walk Condominiums, we're so glad you're back!

We also welcomed Brindle Path Homeowners Association. This expansive community is neatly nestled in suburban Minnesota. It is an honor to partner with the Brindle Path board of directors to support their vision and plans for the future of their community.





# You're invited

## Board 101: Roles and responsibilities

Whether you're stepping into a board role for the first time or bringing years of experience, join us on Wednesday, November 12 from 12-1:30 p.m. CST. This virtual event is designed to strengthen your understanding of board member responsibilities and your impact on the community association.

Be on the lookout for your formal invitation in the coming weeks!



Register today!

[bit.ly/Board101-25](https://bit.ly/Board101-25)

# Associate feature

## Hunter Armstrong

At FirstService Residential, we're always looking for ways to enhance the homeowner experience. One of our most impactful innovations is Resident Support Services (RSS). RSS is comprised of a dedicated team designed to assist communities without on-site managers by answering everyday questions about association living.

Hunter Armstrong, Resident Support Service Team Lead, sees first hand how he and his team meet the everyday needs of residents. In many cases this dynamic team resolves resident inquiries within two business days, with 83% handled without manager involvement. "Taking the time to listen to the resident and fully understand the request or the issue that's being presented is the first step," Hunter shares.

Hunter and his team take time to ensure each resident feels seen and heard. "I'll repeat questions back to the resident to ensure that I really understand what's going on and they know I'm actively listening to them. I also make sure that I keep a positive tone when I'm communicating."

RSS not only improves response times and reduces duplicated efforts it also fosters stronger relationships between residents and their management teams. It's just one more way FirstService Residential is adapting to the evolving needs of homeowners and delivering on our promise of life, simplified.



Hunter Armstrong  
Resident Support Services Team Lead

# Advancing the industry

## Introducing cyan

### We're leveling up industry tech again!

cyan is our new cloud-based platform, built just for FirstService Residential. It brings together the tools our teams use every day to manage communities, like yours, smarter, faster, and better.

Whether you're a board member, resident, or vendor, cyan makes your experience smoother with better visibility, quicker responses, and more efficient service.

### What's inside cyan?

**Smarter Management:** The first module, cyan Foundations, connects with tools like HODA® to give you clear oversight of your community.

**Interactive Maps:** cyan Maps lets you explore properties virtually, drop pins for amenities, and navigate buildings with ease.

**Faster Communication:** With everything in one place, our teams can respond to your needs more quickly and accurately.

We're rolling out cyan soon, and while Connect will still be around during the transition, cyan will become the new hub for community operations.

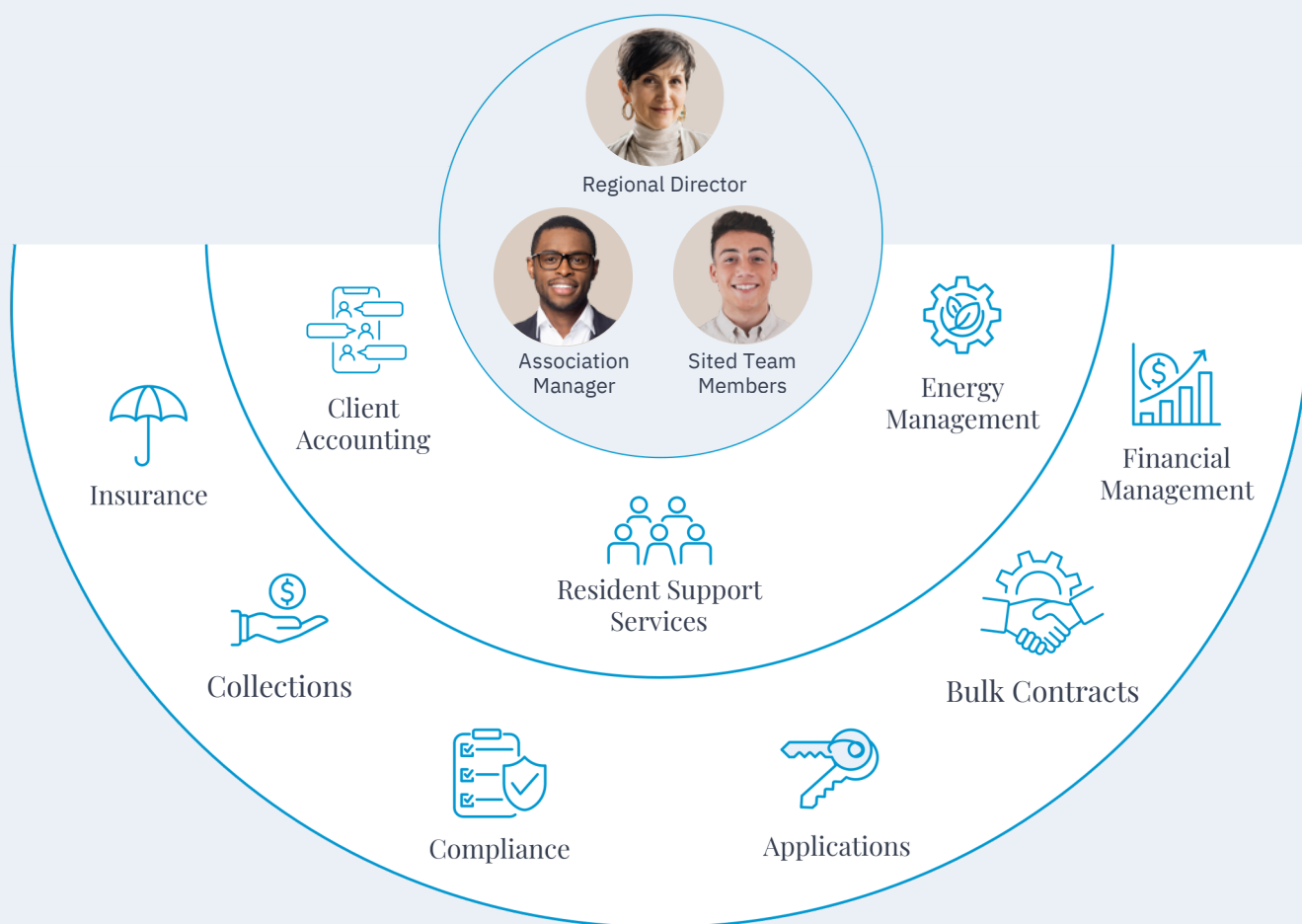




## Your board relies on your association manager. Who does your manager rely on?

Our association managers are organized into small teams, each led by a vice president or managing director. We also limit the number of accounts a manager is assigned to help ensure consistent service and efficient oversight of building staff and facilities. This gives our managers more time to focus on important board business and daily operations.

Our managers also have access to Heart of House departments that help board members cut costs, invest smarter, mitigate risk, and retain better vendors. This is invaluable, especially in Minnesota, where multifamily housing laws are increasingly complex and operating costs continue to rise.





# Tis the season to do budgets

## Webinar replay

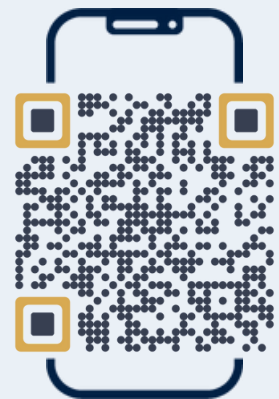
We know board financials can feel overwhelming, but they don't have to. We invite you to watch our Understanding the budgeting process, webinar.

This session walks board members through the essentials of building a community budget, including operating expenses, reserve contributions, and how to read a balance sheet.

### What you'll learn:

- How to plan for expense increases
- What payroll and related costs really mean
- How to use past expenses to guide future budgets
- What the balance sheet tells you about your association's financial health

Whether you're new to the board or just want a refresher, this webinar is a great way to feel more confident navigating budget season.



[bit.ly/BudgetReady25](https://bit.ly/BudgetReady25)



# Prepare for cooler months

## Webinar replay

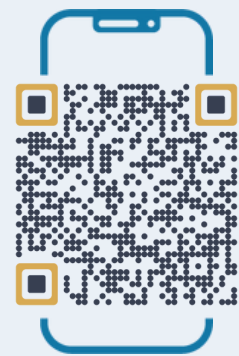
As the seasons shift, so do the demands on your community's outdoor services. Whether it's snow removal, tree care, or managing rising costs, staying informed is key to making confident decisions.

Re-watch one of our most popular board training webinars:

### **Outdoor Services: Industry trends and insights**

#### **What you'll learn:**

- Snow Removal Readiness: Understand contract specs, trigger depths, and service expectations.
- Rising Costs: Learn how inflation is impacting products, labor, and service delivery.
- Tree & Shrub Care: Hear expert advice on seasonal pruning, irrigation coverage, and plant health.
- Labor Challenges: Discover how vendors are adapting and what it means for your community.
- Communication Best Practices: Improve how missed areas and service issues are reported and resolved.



[bit.ly/OutdoorInsights](https://bit.ly/OutdoorInsights)

# Events on-demand

Play. Pause. Stop.

Learn at your pace on your time with  
our on-demand webinar library.



[bit.ly/MN-webinars](https://bit.ly/MN-webinars)

# FirstSocial

## Board member networking event

We're thrilled to have hosted our very first client networking event, FirstSocial this past August! This dynamic event took place at Graze Food Hall in downtown Minneapolis! We could not have asked for a more fantastic evening, we are grateful for everyone who participated in making the event truly special.

With over 60 attendees, great food, and even better conversations, the rooftop at Graze was buzzing with energy. We loved seeing board members and partners connect, share ideas, and just enjoy the moment.

We look forward to more great events ahead!

Warmly,

FirstService Residential team



# Proudly sponsoring



## GET TO KNOW THE VALUE OF CAI

Living in a community association comes with responsibility. Homeowners leverage membership in the Community Associations Institute (CAI) to acquire best practices, discover new services and amenities, protect property values, and meet the expectations of fellow homeowners.

### HOMEOWNER BENEFITS AND VALUE WORTH THE INVESTMENT:

- Access to **Exchange**, CAI's online 50,000+ nationwide members-only forum to ask questions, get answers, and share your expertise
- Free registration for the majority of CAI-MN education and networking events
- Free subscription to **Minnesota Community Living**, CAI-MN's quarterly magazine, and **Common Ground™**, CAI's bimonthly magazine
- Members-only resources at [cai-mn.com](http://cai-mn.com) and [caionline.org](http://caionline.org)
- Legislative, regulatory, and media advocacy at local and national levels

### CHECK OUT THE DOS AND DON'TS OF LIVING IN AN HOA

Scan the QR code with your mobile device to watch our video for some quick, helpful tips on living in a homeowner association.



To join or to learn more about CAI, visit: [caionline.org/GetToKnowCAI](http://caionline.org/GetToKnowCAI)

CAI MINNESOTA CHAPTER | PO BOX 390181 | EDINA, MN 55439 | [CAI-MN.COM](http://CAI-MN.COM) | 612-504-0567



## JOIN THE FASTEST GROWING EDUCATION ASSOCIATION FOR HOA LEADERS FREE FOR CURRENT AND ASPIRING HOA LEADERS

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