



6 Email Blunders To avoid

Email is the #1 communication choice of homeowners association boards. In our Board Communications Survey, 72% of board members surveyed said they use email to communicate with residents. But if used incorrectly, email can damage relationships with residents and expose you and your board to legal risks.

TO HELP PROTECT YOUR ASSOCIATION, AVOID THESE 6 BLUNDERS:

1. Don't use a personal or business email address for board communications.

Establish dedicated email addresses for board members. Use your association's website domain (e.g. treasurer@your-hoa.com), or set up board accounts on a free service like Gmail (e.g., yourhoa-VP@gmail.com).

Red flag!

Nearly 40% of board members surveyed in our Board Communication Survey said that they are not using a dedicated email address for association business. Set up official email accounts today to avoid legal risk in the future.



2. Never discuss legal matters or lawsuits in an email.

Instead, reach out to your association attorney for help.

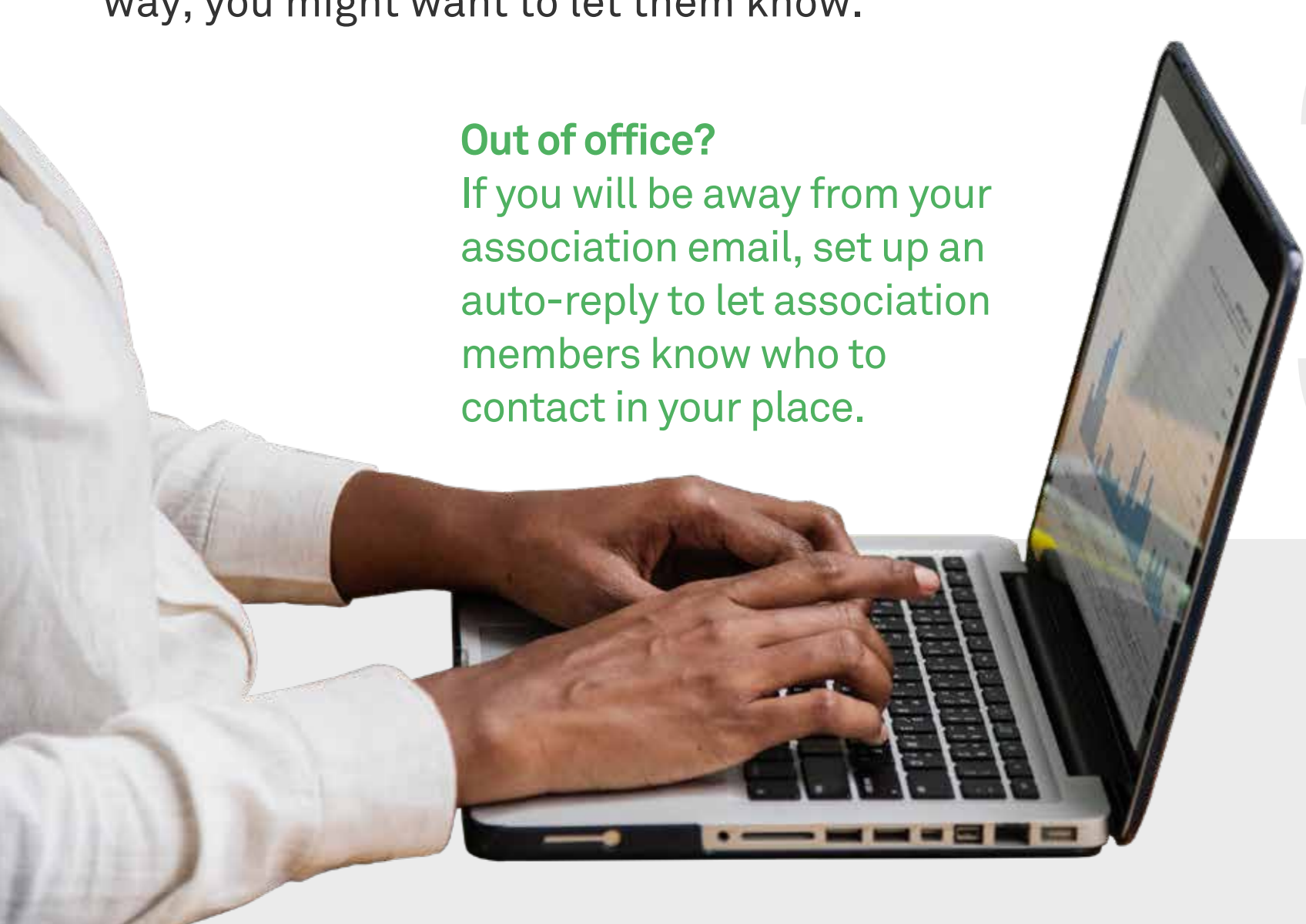
3. Don't forget email communication is a two-way street.

Welcome emails from association members, as long as they're sent to your official board email address; their feedback is key to running the community well. If you need time to research, send an email acknowledging that you have received their email and thanking them for their input.

Keep in mind, you don't need to respond to all emails you receive from association members. If the topic will be addressed during a future board meeting, via a communication to all homeowners, or in another way, you might want to let them know.

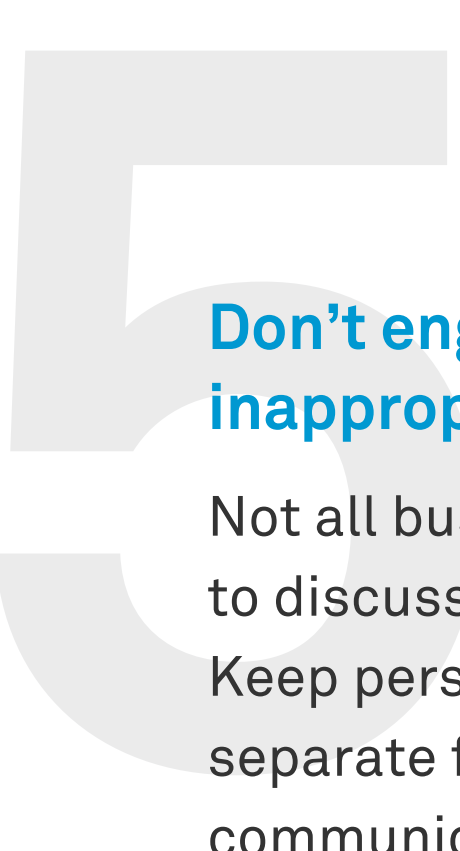
Out of office?

If you will be away from your association email, set up an auto-reply to let association members know who to contact in your place.



4. Never use divisive words when communicating.

Conversations can get heated, especially when they are related to a person's home. If you don't know how to respond, step away from the email to calmly think of the appropriate response.



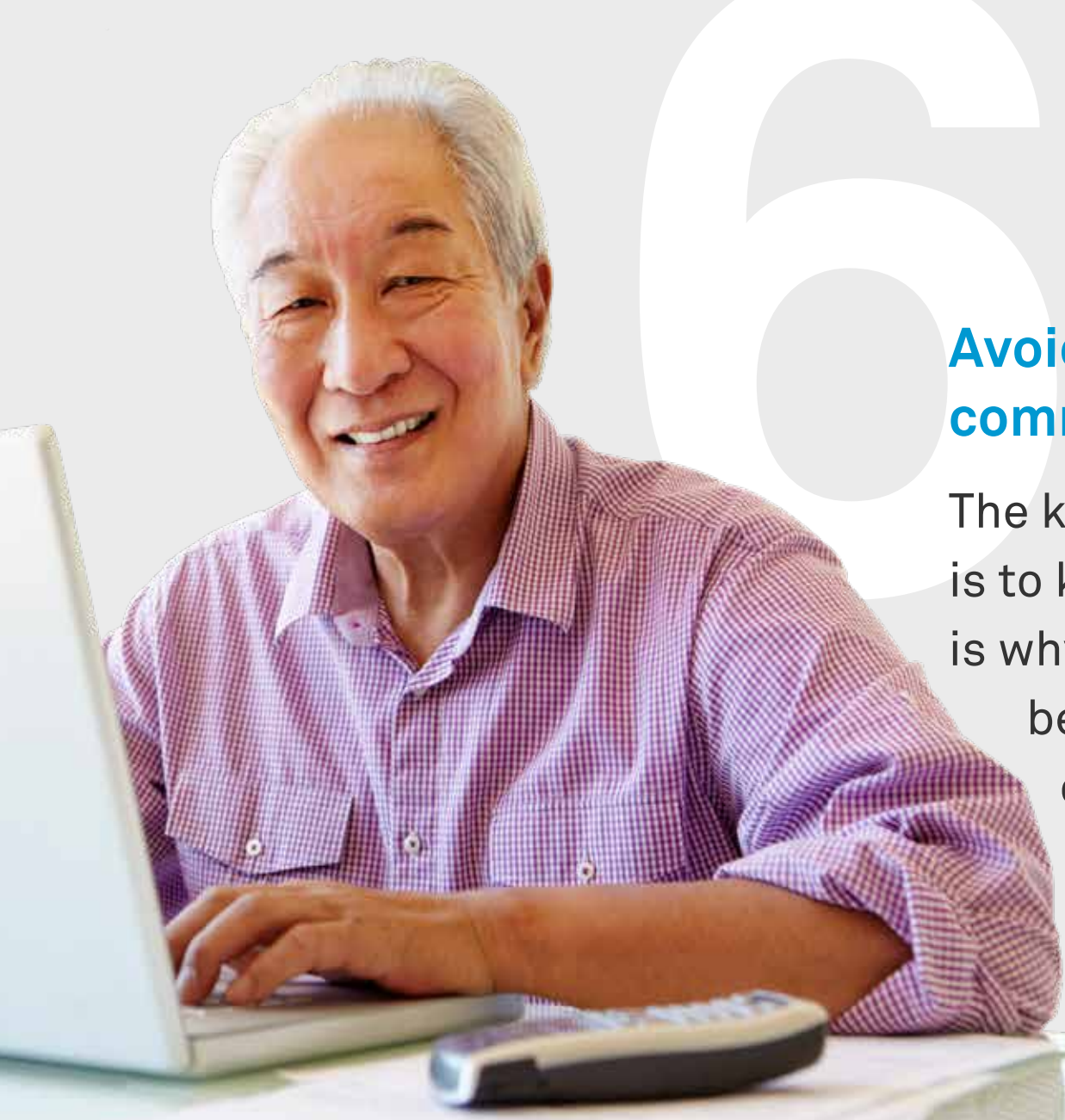
5. Don't engage in personal or inappropriate conversations.

Not all business is appropriate to discuss via this channel. Keep personal communications separate from your board communications.



6. Avoid confusing or convoluted communication.

The key to effective communication is to keep it clear and concise, which is why transparency is always the best policy when it comes to communicating - whether that's in person or via email.



Email is a helpful and convenient tool for your board if used in the right way. Your management company should help you develop a policy that will define how and when your board should be using email to communicate. For more communication best practices, [contact FirstService Residential](#), North America's property management leader.