



Active Adult Communities

Managing the Pros and Cons

People move into an active adult community for many reasons, including a low maintenance lifestyle and community activities. However, there are a few cautions in association life. Follow this chart to take advantage of the pros and minimize the cons of a 55+ Association.

Pros



ACTIVE LIVING AT ITS FINEST

Residents like to keep physically and mentally active. To ensure your community is engaging its residents:

- ▶ Monitor activities and amenities for usage.
- ▶ Poll residents for new activities and amenities.
- ▶ Support a committee that keeps events going.

SENSE OF COMMUNITY

A community of people at the same stages of life will enjoy staying connected.

- ▶ Encourage efforts to check in on each other.
- ▶ Offer group events such as BBQs, book studies and sports contests.
- ▶ Invest in improvements to your common areas so they are conducive to gathering and mingling.



MAINTENANCE-FREE LIFESTYLE

Whether homeowners are retired or still working, mowing, snow shoveling and other tasks are no longer their job.

- ▶ Make sure your services are top-notch.
- ▶ Keep communicating the schedule of maintenance.
- ▶ Let residents know the value of the carefree life you offer.

SAFETY AND SECURITY

Many communities offer special safety features such as gated access and security patrols that make them more secure than the average neighborhood.

Make sure your amenities are safe for the over-55 crowd by installing ramps, grab bars and other equipment to help residents enjoy life worry-free.



Cons

COMMUNAL LIVING

Living more closely together means there are conflicts over wafting cigarette smoke, pet waste and noise. To alleviate this:

- ▶ Communicate the rules on a regular basis.
- ▶ If an issue such as heavy smokers becomes chronic, consider amending your declaration, rules and regulations to ban the offending behavior.

RULE BREAKERS

Residents who break the rules contribute to disorder in the community and cost the association money.

- ▶ Explain the purpose of the rules.
- ▶ Deal with violations fairly and consistently.
- ▶ If waiving fines, rely on precedents with other residents.



FINANCES

Some 55+ residents may be downsizing their lives, others upsizing. People on fixed incomes can have trouble handling large increases or special assessments.

Work closely with your property accountant and manager to make decisions that are manageable for all.

About FirstService Residential

FirstService Residential is the Illinois expert and North America's residential property management leader, partnering with more than 500 community associations within the Chicagoland area and over 8,500 communities across the U.S. and Canada. Community associations, HOAs and condos rely on our extensive Illinois experience, resources and local expertise to maximize their property values and enhance their residents' lifestyles. Dedicated to making a difference, every day, we go above and beyond to deliver exceptional service.

FirstService Residential is a subsidiary of FirstService Corporation (FSV), a North American leader in the property services sector. Find out how we can help your community thrive.

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