

HOA Quick Takes

DOES YOUR ASSOCIATION NEED A DEDICATED HUMAN RESOURCES TEAM?



Homeowners associations and high-rises thrive when great people are involved. But what happens when your manager and staff don't feel supported? Read on to find out how a dedicated human resources (HR) team can make a big difference in your association's (and staff's) success.

Quick Take #1:

“AN ENTIRE SUPPORT TEAM BEHIND YOU”

When it comes to association management, your manager and staff need to have adequate support to excel in their respective roles. **If they don't have training, benefits and support from your management company's dedicated HR department, they may feel like they are on an island** or left to fend for themselves. That can trickle down to the support that's provided to your association. They may not have the time, expertise or resources to effectively support your board and community.



*“Any board wants to know that they have a trusted manager; they’re going to want to depend on you. **But what they really want is to know that there’s an entire network, an entire support team that’s behind you.** HR is a critical part of that because when I say something, the association I serve is going to want to know without a doubt that I spoke with HR and I’ve spoken with my leader and that the course of action we’re taking is the best one. **Not having that support is scary business.**”*

Lesley Millender-Irwin,
General Manager,
FirstService Residential

Watch a video to hear the full story: <https://bit.ly/CA-HR-Vid1>

Quick Take #2:

“THE FINANCIAL RISKS ARE SIGNIFICANT.”

Most people think human resources is simply hiring and firing employees. If that's the case, why not just hire a third party to take care of your association's HR tasks? The truth is, your association needs much more than that from your HR department – from supporting existing associates with benefits and training to aligning staff with your association's vision to **protecting your association from legal risks and expensive penalties.**

Associations must abide by many laws and regulations when it comes to the staff they choose to employ (and that includes vendors and contractors!). For instance, **violations of the Family and Medical Leave Act can run in the \$40,000 range, while harassment and wrongful termination suits can cost an association \$50,000 to \$100,000.** (To see the full list, go here: <https://bit.ly/HOA-HR-CA1>)



AMY MATHIESON | Executive Vice President

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*“The financial risks are significant when you do not have the expertise of an HOA-specialized HR team able to guide you. Some very broad regulations are easy to run afoul of and will put your association at risk of **serious financial penalties.**”*

**Amy Mathieson, Executive Vice President,
FirstService Residential**

Quick Take #3:

“PEOPLE WANT TO BE GREAT AT WHAT THEY DO.”

The great people who serve your association need a high level of support in order to deliver exceptional service. Think of it this way: A top-of-the-line sports car still needs premium gasoline and ongoing service to perform at its peak. If you let it go without fuel or maintenance, you'll be looking at a very costly sculpture in your garage. It's the same with your association. Retaining great associates requires support from an experienced Human Resources department.

“When our managers feel supported, they tell us that by retaining their employment at FirstService Residential much longer than people that don't feel supported. People in general want to come into work every day and they want to be great at what they do. They need support in order to do that.”

Amy Mathieson,
Executive Vice President,
FirstService
Residential



Quick Take #4:

“THEY ARE THERE WHEN I NEED THEM.”

Just like the residents in your community or the members on your board of directors, your manager and staff need to know that help is there when they need it. If an HR-related challenge occurs in your association (e.g., conflict with a contractor, a volunteer is injured, etc.), having one person (particularly one without HR credentials and experience, such as a community manager) try to sort through it on their own can be overwhelming and **costly**. More importantly, they may be missing some nuances of the issue **because they are not an expert in HR**. Having access to a dedicated and responsive HR department is key to helping solve these challenges.

Whether your association has 20 staff members or one manager, having a dedicated Human Resources department is key to their success, and in turn, the success of your community or high-rise. A manager or staff member that is not supported will not provide the same level of service, and you risk facing legal challenges and even financial penalties. Instead, work with a management company that offers a dedicated, HOA-specific Human Resources department. To learn more about FirstService Residential's dedicated support for managers, staff and boards, download our *Comprehensive Services Guide* here: <https://bit.ly/HOA-SVCS1-CA>

“When you’re not supported, it feels like you’re in a desert by yourself, and it’s a very scary experience. That’s not a feeling I have at FirstService Residential, because the HR partners I work with are easy to reach and provide the support that I need. Whether it involves picking up the phone, sending out a text or coming by the office, I know they are there when I need them.”

Lesley Millender-Irwin, General Manager,
FirstService Residential

ABOUT FIRSTSERVICE RESIDENTIAL



FirstService Residential is North America's property management leader, partnering with more than 8,500 communities across the U.S. and Canada. HOAs, community associations, condos and strata corporations rely on our extensive 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. Visit www.fsresidential.com/california.



Meet the Team!

To watch a quick video and meet your HOA and high-rise solutions team, scan the QR code with your phone or go to:
<https://bit.ly/Contact-Us-CA>