

# MULTI-HOUSING NEWS

## PCM California Forms Multifamily Consulting Arm

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By Erika Schnitzer, Associate Editor

Lake Forest, Calif.--Professional Community Management of California Inc., a manager of homeowner associations based in Lake Forest, Calif., has announced the formation of a sister company, PCM Consulting Services Inc.

“The heritage of PCM of California, combined with the expertise of PCM Consulting Services provides a tangible value to the developer,” says Susan Finley (*pictured*), the newly appointed vice president of DRE budgeting and consulting services for PCM Consulting Services, Inc. “The affiliation between the two companies provides PCM Consulting with the ability to tap into 35 years of dealing directly with homeowners and the association.”



Finley has 20 years of experience in the area of consulting and providing services to over 100 projects. She previously worked for MERIT Association Services. “We do bring a lot of expertise and experience to the table for planning purposes,” she says.

PCM will provide California Department of Real Estate (DRE) budget preparation, financial analysis and governance structure modeling for builders and developers. Additionally, the company will provide funds to support the operation of the association and maintenance of amenities with regard to the builder’s concept.

“PCM Consulting Services will provide essential services to builders to help figure out which amenities package is best,” says Finley. “Multifamily

developers and builders need to be able to tell buyers what the association is about, how it is structured and what they can expect to pay on a monthly basis. PCM Consulting Services will provide those services to the builder.”