

WELCOME ABOARD

Professional Community Management

By: Cecilia Gutierrez, PCAM, CCAM

“We provide the most comprehensive, efficient management systems in the industry today,” states Donny Disbro, Executive Vice President of Marketing. “Our clients receive the benefits of PCM’s reputation, experience, integrity, and our firm commitment to the highest level of personal service and financial management.”

Professional Community Management of California (PCM) is a management company specializing in family-oriented homeowner associations and active-adult resort communities. Its corporate regional offices are in the Inland Empire, San Diego and Orange County and its onsite community offices are in the Coachella Valley, Orange County, San Diego, Riverside, San Bernardino and Los Angeles.

PCM grew out of a not-for-profit company that managed Laguna Woods Village at its inception in 1964 and has held a management contract with the honored active-senior community since 1972 when the company was incorporated to manage a diverse range of homeowner’s associations and common interest developments. PCM is now celebrating over 35 years of service. During that time the leadership of the company has remained stable in the hands of Co-CEO’s Russell L. Disbro and Jeffrey B. Olsen. These two industry leaders represent a combined experience level exceeding 60 years and a company that now manages a combined real estate value in excess of \$45 billion.

Professional Community Management has gained respect and prominence with a management portfolio of 100,000 housing units in approximately 275 diverse homeowners associations overseen by a staff of over 1,400 experienced professionals. PCM provides service in property management, financial management, maintenance services, recreation and hospitality event programming. It also provides golf course management, broadband services, media services, transportation services, information technology and community web site services such as PCM’s own iAccess. “We provide the most comprehensive, efficient management systems in the industry today,” states Donny Disbro, Executive Vice President of Marketing. “Our clients receive the benefits of PCM’s reputation, experience, integrity, and our firm commitment to the highest level of personal service and financial management.”

Professional Community Management’s management systems include an accounting department headed by a CPA that provides comprehensive financial services to each association they manage. The PCM staff ac-

countants are specifically trained to understand the unique needs of homeowner associations and the appropriate accounting methods to support them. They oversee the association’s account receivables following the association’s delinquency policy. Their accounts payable staff is responsible for processing the association bills weekly.

Providing clerical support and assistance with communications for their clients is routine. Their trained and certified community managers provide a working partnership with the board of directors. They pride themselves in providing clear, concise communication with board of directors as well as homeowners and a full range of services to assist the board in maintaining the physical property and the quality of life of the members of their communities.

The management team also provides an Annual Calendar Plan/Action Plan that enables the manager and board of directors to work together as a team in establishing and accomplishing the goals and objectives of the board of directors and stay on track. The management teams are trained in conflict resolution and problem solving through the use of effective communication. This clear communication extends to the vendors working with the association. “Through sound guidance and practical knowledge based on our experience, we guide a board in making decisions for their property,” states Disbro.

There is always a PCM associate manager available to respond to a homeowner’s phone call when their community manager is unavailable. This includes for after-hours emergencies. “We’ve built our reputation on outstanding customer service,” says Disbro. “We’ve made major investment in people, technology and systems to assure that clients are 100% satisfied with our efforts.” PCM’s efforts also include quarterly training classes for their board member clients on various issues including financials, reserve studies, budgeting, investments, parliamentary procedures, conducting an effective meeting, and working with the community manager. They also provide each newly elected board member a “New Board Member Binder” that includes specific information about their particular Association as well as general information about how to be an effective board member.

The multi housing council has recognized Professional Community Management as one of the largest management firms in the United States and they were the first company in California to receive the prestigious designation of Certified Management Firm (CMF) conferred by the California Association of Community Managers. PCM’s owners Russ Disbro and Jeff Olsen were also part of the founding board of directors for the California Association of Community Managers (CACM). ⬆

For more information regarding the wide-range of community management services that PCM offers homeowners associations please contact Donny Disbro, Executive Vice President of Marketing for the Coachella Valley at (949) 465-2267.



PCM

Community Management Services

we get it done.

