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**PCM sets industry standard for customer care with introduction of  
interactive company website**

*New features incorporated to save community associations money*

**Lake Forest, Calif. (June 06, 2009)**—Professional Community Management of California (PCM), announced today the launch of its new company website. PCM constructed the website to provide the communities they manage with a revolutionary way to communicate and operate on a daily basis. Several of the items included on the website allow homeowner associations to save money through green initiatives; ultimately reducing the costs in PCM-managed communities.

The motivation to create a new website developed out of PCM's need to provide exacting customer care to their widely varied community groups. As California's second largest property management company, PCM manages a wide range of community types from active senior communities to young family metropolitan communities.

To ensure the website provided strong value to residents, PCM solicited feedback from its communities detailing what services would be most beneficial. The overall response led to several key additions including electronic statements and a format for online debit or credit card bill payment for home owner dues. Based on comments, PCM also reduced print and implemented an informational video about the company's capabilities and services.

"PCM customizes its services to the very diverse community types in Southern California. We recognize the online necessity for creative thinking and strategy in achieving this goal and meeting the needs of each unique community," said Donny Disbro, chief executive officer. "We consistently get the job done for the client while attempting to save them money."

PCM's new website reflects this philosophy and is a completely interactive and user-friendly tool for residents, management and developers. Replacing print with streamlined videos and links makes information accessible and easy to navigate, due to the site's layout and design. One of the website's highlighted features is a company video defining all the functions PCM offers to communities under its management. This video gives a clear visual of the company's professional versatility and personal service.

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Along with the video, PCM has divided the website into six informational categories targeted to specific audiences and presented in a straightforward platform. The categories are homeowners, homeowner association boards, developers, vendors, escrow services, and PCM facts. The website also has the customary links for needs such as maintenance, proposals and general contact information.

This clean category separation makes finding relevant information simple for visitors, regardless of their internet savvy. Not only is the website designed to be intuitive, PCM has also incorporated innovative tools to save residents money. Two of the major additions built into the new site are empowering homeowner associations to save money through green initiatives.

The first option is for residents to pay homeowner association dues with a credit or debit card, via the PCM website. This is not only more convenient than more traditional methods; it also eliminates the need for postage and mailing supplies.

The second selection offers residents the opportunity to "go green" with online statements. If residents opt for this service, paper statements and inserts associated with the billing statement process are eliminated. Billing statements are received electronically which saves the association the costs of postage and materials. Residents have the satisfaction of conserving as well as saving the association money. The switch to e-statements reduces the cost of communication dramatically, from approximately \$4 per homeowner, per mailing, to \$1 for an electronic statement. This program has the potential to save the overall community 75 percent in mailing costs associated with the monthly billing, allowing the association to pass the savings on to the home owners.

“Our website is designed with customer care at its foundation. The construction, layout and options cater to PCM’s diverse audience,” states Chuck Holland, vice president of management information services. “This updated format allows us to create customized online solutions to even the most unusual inquiries or requests. We are very pleased to provide instant, personalized service to all those who interact with our company.”

### **About Professional Community Management of California**

Professional Community Management of California, Inc. specializes in the management of Common Interest Developments of homeowner associations for family oriented master-planned developments, subdivisions of master-planned developments, active-adult master-planned communities and boutique communities throughout Southern California. It manages a portfolio of over 100,000 units in 277 community associations, representing a combined real estate value in excess of \$45 billion.

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With headquarters in Lake Forest, Calif., PCM and its companies employ a staff of more than 1,400 people. PCM has offices in Orange, Riverside, San Diego and Los Angeles counties and has been recognized by the Multi Housing Council as one of the county's largest managers of common interest developments.

Management services by PCM are backed by state-of-the art Internet technology, and comprehensive financial and management systems. For additional information, please contact PCM at 800.369.7260 or at [www.pcminternet.com](http://www.pcminternet.com).

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