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**IS YOUR BOARD DOING EVERYTHING THEY CAN TO
UPHOLD THE VALUE OF YOUR COMMUNITY?**

Symposium will share tactics to enhance communities to buyers

LAKE FOREST, Calif. (June 24, 2011) – On July 20, industry and community leaders will share marketing and branding expertise with home owner association board members on how to maximize their home's value by increasing the prestige and equity associated with their community and attract home buyers. The no-cost symposium for HOA board members is set for 6:30 p.m. on Wednesday, July 20 at the Mission Viejo Country Club, 26200 Country Club Drive, Mission Viejo, CA 92691. For more information and to confirm attendance please call 949-465-2484.

“HOA board members can have a huge impact on the value and attractiveness of the community they govern,” said Donny Disbro, chief executive officer of PCM. “We will help them identify and promote their community’s best assets and lifestyle to maximize the value of their investment and make them an in-demand community in the competitive Orange County real estate market.”

The discussion panel will include: Mayor Pro Tem Dave Leckness of Mission Viejo; Olympic Gold Medalist Brian Goodell; Donny Disbro, chief executive officer of PCM; Carol Piering, vice president of corporate communications of Associa; Kurt Buxton, senior principal of Valley Crest Design Group; and Kenneth Gal, chief executive officer of Shiny Objects Marketing.

“Homeowners pay a premium to live in exclusive, high-end communities and we have the tactics and practical experience to help them pinpoint what sets them apart and what will motivate buyers to compete for homes in their market,” Disbro said.

About Professional Community Management of California

Professional Community Management of California, Inc. (PCM) has managed Laguna Woods Village since 1972. PCM specializes in the management of Common Interest Developments of homeowner associations for family oriented master-planned developments, resort-style master-planned communities, active-adult master-planned communities, condominium associations and boutique communities throughout Southern California. PCM manages a portfolio of nearly 113,000 units in approximately 300 community associations, representing a combined real estate value in excess of \$45 billion.

With headquarters in Lake Forest, Calif., PCM and its companies employ a staff of more than 1,500 people. PCM has offices serving all of Southern California and has been recognized by the Multi-Housing Council as one of the County’s largest managers of common interest

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developments. PCM management services 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.