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**HOMEOWNER ASSOCIATION BOARDS LEARN VALUE OF
THE BRIGHT SHINY OBJECT**

Marketing seminar gives HOA members edge on promoting communities

LAKE FOREST, Calif. (August 9, 2011) –Professional Community Management of California, Inc. (PCM), one of the nation’s largest managers of resort-style living homeowner associations, hosted an interactive seminar, “Discovering Your Community’s Shiny Object.” The discussion panel included Mayor 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 ValleyCrest Design Group and Kenneth Gal, Chief Executive Officer of Shiny Objects Marketing.

“We feel it is very important to empower and educate our clients so that they can best work with their community managers in maintaining and enhancing their community,” Disbro said. “Their decisions with regards to the common areas – the entrance, club house, landscape, walk ways and pool areas – dramatically impact the value of their homes.”

The panel of experts, moderated by Disbro, spoke about communicating with homeowners, landscape, recreation and marketing. Approximately 200 HOA board members across Orange County attended the symposium.

“When developers create a community, they go to great lengths and expense to create a specific brand that will attract buyers,” said Gal. “HOA Board Members should have the same vision and goal planning skills to maximize the brand equity in their community.”

Leckness further defined a community’s “shiny object.”

“In city government, we need to know the things that make us different and draw residents to buy homes and live in our city,” he said. “It could be proximity to great hospitals, sports facilities, outdoor lakes or regional parks. In the same way, HOAs can do a great deal for their community and their home values when they pinpoint exactly what makes people want to live in their neighborhood.”

Piering spoke about the importance of internal marketing and communications between the HOA board and homeowners.

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“House hunters begin their research online, so a community’s news should be easily found and well-presented,” she said. “Even in a recovering market, home buyers are being very selective where they invest their money.”

One of the largest costs in a HOA budget is the landscape and Buxton addressed how to be cost-effective with one of the most important community assets.

“As residents, visitors and potential buyers drive through a community, the landscape creates their first impression” he said. He advised that HOA boards develop and uphold a landscape master plan that will guide landscape decisions after they complete their terms.

“A master plan can keep a community focused on a vision for their landscape, for example, if they want to incorporate California native or water-wise plants,” Buxton said. “Not only does this plan help them create a cohesive sense of place, but it can help them save money by planning for major renovations or upgrades.”

Disbro expects PCM will host future educational events throughout Orange County and the Inland Empire.

“Homeowners pay a premium to live in common interest developments 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. “We’re very excited to share our knowledge and that of our network of experts with our clients.”

About Professional Community Management of California

Professional Community Management of California, Inc. (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 115,000 units in 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 in 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 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.

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