

# LEADING YOUR ASSOCIATION THROUGH COVID-19



A lot looks different today. From grocery shopping to schools to working from home, COVID-19 has impacted our daily lives. Communities don't stop functioning since residents still need guidance and boards must continue to manage community needs. With the required distancing and safety changes, how can communities best deal with COVID-19 moving forward?

## **Electronic Communications Are Safe and Cost-Effective**

With interpersonal relationships and communications at the heart of our communities, interacting with others can be hard to limit. If you haven't considered it before, now is the perfect time to move many of your community communication activities online. Whether you use mail or hand-delivered notices, communications from the property manager and board to residents is both time consuming and costly. With COVID-19 concerns in mind, it also increases the number of contact points among residents. When communities are able to switch to electronic communications, they save time and money, reduce unnecessary risks with increased exposure to others, and discover a majority of their residents appreciate and prefer this option.

## **Use Online Voting, Polls, and More for Important Events**

When adequate spacing is needed for in-person events such as voting and board meetings, some communities struggle to find large enough venues where people can attend and properly social distance. This is especially true for medium to large communities. With online options through your community website, residents can choose to remain safely at home to cast their votes, participate in an online poll, and read important meeting minutes online. This online option means your community is more likely to have higher participation rates and reach quorum.

For communities that are able to safely hold in-person events, your website can limit ticket sales to a predetermined number, automatically stagger reservations for amenities, and even redirect residents from the club house to the community website for the latest information.

## **Keeping Everyone Safe and Engaged**

If your community has discussed looking for better online options, or your current software is outdated and doesn't allow you to conduct activities such as electronic communications, voting, surveys, polling, ticket reservations, event scheduling, and more online, this is the perfect time to find a solution. We know you're doing all you can to keep your residents safe during COVID-19. We want to help you in that endeavor by providing valuable online services that will save your community time and money. HOA Start websites and our modern, innovative software offers solutions and security for everyone who is important to your community.

## **For more information:**

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