

Management Companies:

Be Confident Hiring a Community Association Manager



In the growing and increasingly competitive field of community management, clients demand skilled managers who will deliver superior service. They want companies that employ qualified professionals.

It's in your company's best interest to support your managers' professional development. By supporting the professional growth of your employees, you'll instill confidence and demonstrate a commitment to providing your clients with quality services. In return, you'll be better able to retain associations and build your business.

If you think you can't afford to support your managers' professional development, consider the business you will build and retain because of clients who are pleased with the expert advice and guidance they've received from your employees.

If you need more assurance about the importance of your support, data from the Foundation for Community Association Research's *Community Association Manager Compensation and Salary Survey* shows that 92 percent of respondents indicated their employers paid for some or all of their professional development.

The following are ways you can help your community manager demonstrate their abilities to effectively manage community associations.

- Pay the costs for your manager to obtain and/or maintain the Certified Manager of Community Associations (CMCA®) certification.
- Budget funds for your manager to attend professional development seminars and events, including a Community Associations Institute (CAI) National Conference & Exposition, one of CAI's Professional Management Development Program (PMDP) courses and local education programs sponsored by any of CAI's 58 chapters. These events bring together the

leaders in the community association industry to discuss the latest issues affecting communities and improve their skills through innovative education programs.

- Purchase an individual manager membership in CAI for your manager. As America's advocate for responsible communities, CAI provides resources and education for managers, board members and others involved in the community association field. For more information about CAI, visit www.caionline.org or call 888.224.4321.

NBC-CAM

National Board of Certification
for Community Association Managers

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Setting the standard for community association managers nationwide.