breaking news

One of the biggest challenges we face is creating effective communication with our boards and homeowners. Regular communications can be the lifeblood of a healthy and positive relationship – plus fewer calls and emails coming your way when owners stay properly informed.

One proven method to achieving good communication is the HOA newsletter because it contains information a homeowner wants and, more importantly, needs. Newsletters should be a snapshot of timely and interesting information relative to homeowners and their communities. Additionally, the newsletter can act as a guide to lead homeowners to the management company web site where they can find in-depth information on critical subjects.

So, why doesn't everyone use this powerful tool? Simple; it requires time, energy and some degree of talent. Not everyone has the talent or time to create a newsletter that is informative, attractive and interesting. Many times the finished work looks just like what it is – a jumble of unorganized information put together by several people. Hardly the professional looking document the author set out to create. At the other extreme is the person who believes there is a graphic "artist" inside of them fighting to get out! Regardless of where you fall between these two extremes, chances are anything you or I would produce from scratch would lack the professional appearance to ensure it gets read.

Unfortunately a web search provides only partial answers to the total need for graphics, articles, production and mailing.

There is a light at the end of the tunnel though, as new services are appearing in the marketplace specifically designed for the needs of managers in this area. Technology and software have made tremendous strides in recent years and these advancements give the average person the ability to create exciting and interesting newsletters. These HOA newsletter services provide the whole package from concept through mailing directly to the homeowner. With this advanced technology you can quickly and easily upload articles or pictures you have created. But the truly exciting features are those that allow you to select from articles, layouts and graphics created specifically for the HOA industry. And with minimal time invested and a few clicks of your computer mouse, you can have a professional document sent directly to the homeowner.

If you've tried newsletters in the past and became frustrated, it may be worth your time to reconsider this powerful tool. To learn more about these emerging newsletter services read trade journals, attend industry functions and trade shows and talk to others with similar needs.

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