



# Industry *insider*

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## IMPORTANT MESSAGE



**AMANDA SHAW**  
*President of AAM*

## Why Should Your Community Manager Have a CAAM® Designation?

In 2002, AAM became one of the founding partners for an organization called the Arizona Association of Community Managers (AACM). AAM helped form this trade association along with other Valley community management companies to raise the bar for the community association management industry in Arizona.

One of the areas addressed by AACM is the education of our Community Managers, specifically in areas not taught by other nationally recognized community association organizations. Right from the start, the AACM Board of Directors formed a Professional Standards Committee, which then created an Education Sub-Committee. These committees formalized and adopted a four-course program which consists of classes in Basics in Association Management, Finance, Ethics and Arizona Community Association Law.

No other national or state Community Association organization teaches classes in Ethics or Arizona-specific Community Association law, which AACM found to be critical knowledge necessary to prepare Arizona's Community Association Managers for their careers in this industry. With successful completion of this four-course program, in addition to a specified number of years of professional experience and reference letters from industry peers, Community Association Managers can obtain certification as a Certified Arizona Association Manager or CAAM® through AACM. It is also important to note that an integral part of the program consists of the

Community Manager signing and affirming compliance with the CAAM® Code of Ethics.

By seeing the CAAM® certification at the end of a Community Manager's name on his or her business cards or in the signature line of correspondence, Boards of Directors can rest assured that the Manager has participated in and successfully completed an education program that has prepared him or her to serve boards professionally, ethically and with an in-depth understanding of Arizona Community Association law. In addition, a CAAM®-certified Manager is educated in financial statement review and oversight as well as the basics of Association management, such as facilitating successful annual meetings and Board meetings, contract oversight and budget preparation.

In addition, CAAM®-certified managers are required to obtain continuing education hours or CEUs in order to maintain their CAAM® designation – much like CPAs and engineers. One of the continuing education requirements is an annual three-hour Arizona Community Association law update, which covers any new statutes resulting from current legislative sessions. This is added assurance for Boards that their Community Manager is keeping current with information that is tantamount to the success and well-being of their communities.

Be sure to look for your Community Manager's CAAM® designation today. Without it, Boards may not be getting all they need and deserve for the management of their Community Associations.

## TEAM SPOTLIGHT BUILDER BILLING DEPARTMENT



*Lisa Contreras (left, front row) with AAM's Builder Billing Dept.*

## Cornerstones of the Business

AAM's Builder Billing department plays an important role in making sure builders and developers are doing what's necessary to ensure their communities are in sound financial shape heading into the future.

Department Manager Lisa Contreras said each of her billing representatives is responsible for overseeing a portfolio of between 40 and 50 properties. The representatives carefully read each community's CC&Rs to determine the builder's financial responsibility for paying HOA assessments. They also send out invoices, set up new community accounts, prepare closing instructions and track builder incentives dealing with HOA fees that in some cases may be offered for a limited time to new homeowners.

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# News You Can Use

## DEVELOPER TRAINING

Mark your calendars now and plan to attend our outstanding lineup of developer training seminars in 2008. Each class is specifically tailored to provide pertinent information necessary to keep your community and your HOA in tip-top condition.

Feb. 6	Tax Consolidation
May 21	CAGR & CFDs
July 30	Legislative Update
Oct. 15	Built-Out Budgets

All meetings are from 9 a.m. to 11 a.m. at our corporate office (7740 N. 16th St., Ste. 300, Phoenix) and include Continental breakfast and coffee. **To reserve your seat, please contact Gina Jerome at [gjerome@AAMAZ.com](mailto:gjerome@AAMAZ.com) or 602-288-2675.**

### Cornerstones of the Business continued

It's a job that requires strong written and communication skills, along with basic computer know-how.

"Our department works with Community Managers, Staff Accountants, the Accounts Payable staff and the builders to make sure that the Associations have enough money to pay the bills," said Contreras. "We also try to make sure that the builder meets his financial responsibility to the Association so that it is left in good financial status when the homeowners take it over."



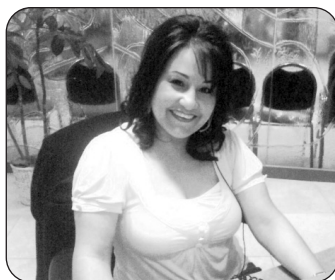
  
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## FAST FACTS Directors of First Impressions



**Maggie Garcia, Director of First Impressions.**

Their job description covers everything from answering the phones to collecting in-person HOA payments and making office visitors feel welcome. Anyplace else, you might know them as receptionists. But at AAM, they're rightfully called Directors of First Impressions.

"When people call, we're here to connect them to the appropriate party quickly," said Maggie Garcia, one of AAM's two Directors of First Impressions. "We are more than a live body on the other end of the phone line. We're here to let you know your concerns are important to us, and to let you know that we're here to help, not just to pass you around to different departments."

Garcia, who is bilingual, mans the switchboard with colleague Yesenia Carrasco. She said the job has a number of requirements, including a command of proper business etiquette, a penchant for multi-tasking and the ability to convey warmth and personality over the phone. "In general, we need to be able to make a good first impression," she said. "After all, it's in the job title."

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An invaluable HOA information resource  
for residential builders and developers

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