

CAI-GLAC FROM A BUSINESS PARTNER'S PERSPECTIVE

■■■ By Elaine Gower

THE CAI-GREATER LOS ANGELES CHAPTER—1,100+ STRONG—IS MADE UP OF MANY COMMUNITY MANAGERS, BUSINESS PARTNERS, HOMEOWNER VOLUNTEERS AND HOA BOARD MEMBERS. BUSINESS PARTNER MEMBERS ARE A BIG PART OF THE CHAPTER EQUATION. BUSINESS PARTNERS HAVE A LOT OF PEOPLE RELYING ON THEIR SERVICES, AND THE BAR IS SET HIGH FOR EXPERTISE, EXPERIENCE AND GOOD CUSTOMER SERVICE IN OUR INDUSTRY. MANY BUSINESS PARTNERS HAVE TAKEN A BUSINESS PARTNER ESSENTIALS COURSE WHICH GIVES THEM A LOOK INTO THE INDUSTRY AS A WHOLE AND A BETTER UNDERSTANDING OF WHAT MANAGERS/BOARD MEMBERS NEED FOR SMOOTH ASSOCIATION OPERATION. BUSINESS PARTNERS ENCOURAGE HOMEOWNERS/BOARDS TO ATTEND THE MANY EDUCATIONAL CLASSES, LUNCHEONS AND OTHER EVENTS THAT CAI HAS TO OFFER.

SO WE ASKED SOME BUSINESS PARTNER MEMBERS HOW CAI-GLAC HAS IMPROVED THEIR BUSINESS. WHAT HAVE THEY LEARNED? AND HOW HAVE THEY ENJOYED THE CAMARADERIE OF THE MEMBERS AND EVENTS AND NETWORKING PROVIDED BY THE CHAPTER? HERE IS WHAT THEY HAD TO SAY.



As a member of CAI for almost four years and a member of the Greater Los Angeles Chapter (GLAC) for two, our business has grown from zero to record sales with each new quarter. I have learned that people, particularly in the Homeowners Association (HOA) space,

want to do business with people they know and trust. I have also learned that my clients are not doing me a favor when we work together; they are presenting opportunities to serve and make them look good while making their jobs and lives easier.

Craig D. Aron
Director of Business Development
iMail Tracking, LLC



Hello CAI-GLAC! I have been a member of CAI since 2004. I remember when I first learned that I needed to join this association—it was a brand-new world. I did not know what an HOA was; I didn't know about boards of directors or how anything worked. Fast forward

to today and I am well-versed in this industry and can answer questions that new members may have. I love this community that is CAI. It has improved my business on a level that is incomparable. Between the Chapter, Boards of Directors (BOD), committees, and Executive Directors I never felt alone. Although this year (2020) has been tough, I am looking forward to getting back to normal—to the hugs, smiles, and camaraderie that is CAI.

Gina Roldan
Business Relations Manager
ProTec Building Services



MSE Landscape Professionals has been a member of CAI for many years but is relatively new to the Greater Los Angeles Chapter, joining just a little over a year ago. In the HOA community, trust and building relationships are particularly important, and CAI has been a crucial part of building that trust and expanding our relationships in Los Angeles and surrounding areas. There are so many options, such as joining committees, casual and free “lunch bunches,” and typical sponsorship opportunities that allow us to adjust our participation based on our needs, time, and availability. During these new and uncertain times, CAI has become a crucial part in creating and developing these most needed relationships. We at MSE Landscape Professionals, Inc. have learned that our association with CAI has been paramount in building lasting and meaningful partnerships throughout the industry.

Fern Wildflower
Regional Sales Manager Los Angeles
MSE Landscape Professionals, Inc.



Ioriginally joined CAI-GLAC in 2017. Through the very informative workshops and luncheons that I had attended, I was able to connect with amazing fellow business partners, some of which have become my best clients.

I have found that being a part of CAI is very advantageous because I'm connected to a diverse group of businesses. This connection has allowed me to utilize my creative skills to source the perfect ideas to fit the different industries. In turn, I deal with property management companies and have referred some of my clients and fellow business partners to them for their services. I am looking forward to the day when we can resume the luncheons and I can see everyone again! BE SAFE!

Kimberly Swanson
Owner
PromoShop, Inc.



CAI-GLAC is an association that observes the needs of the communities and then designs and delivers the products and services they require through its members. Acquiring the opportunity to provide our emergency services to the members of CAI-GLAC

was when I knew I was in the right place. I have personally experienced this association as a Results-Driven Marketing guide. Within the first year I was able to recognize value and target the outcomes.

Aeroscopic Environmental has grown with CAI-GLAC for more than seven years. With the ability to earn an Educated Business Partner (EBP) distinction, I learned how HOAs or any community association works.

The opportunity to build relationships through conversational marketing and experiential marketing with our friends from CAI has proven that nothing is more valuable than repeat customers. As an EBP, our ideal customer is someone who trusts our company and services. CAI has provided the best resources, opportunities and connections for vendors to begin building relationships. Working with HOAs is also a great source for referrals, especially within CAI, as everyone has the opportunity to network and create partnerships with the HOA companies and managers.

Stephanie Romero
Business Development Manager
Aeroscopic Environmental, Inc.



I have been with the CAI-GLAC for two years and when I first joined this industry, I knew nothing, even after living in an HOA my entire life. By joining CAI-GLAC I was able to not only expand my own knowledge about the laws regarding HOAs but gain even

better information on how I can support my clients. Working with an HOA is quite different than the other clients I have, and it is particularly important to know the ins and out of how an HOA works. Through the networking events and educational luncheons, I have expanded my network and gained referrals for new business. CAI-GLAC has increased Guard-Systems, Inc.'s exposure as a security services provider and provided numerous opportunities to work with other vendors to be better partners for our clients. Not only has CAI-GLAC been beneficial for my career, but I've made great connections and dare I say friends through the CAI-GLAC Chapter.

Lindsey Livacich
Director of Business Development
Guard-Systems, Inc.



■ *I hope you gained insight into how fellow members have benefitted from CAI-GLAC and found our Business Partners' comments useful.*

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CAI-GLAC offers many networking opportunities to meet property managers, homeowners and vendors who are active in this industry. The monthly educational luncheons and evening seminars (which hopefully will return in 2021) provide information on current

topics that can't be readily obtained elsewhere. I learn so much by talking with vendors who exhibit at luncheons and trade shows and use this information to recommend vendors to my clients—a "value added" service. HOAs are unique, because the board of directors are volunteers and need to be educated about so many aspects of operating a community association. I've been a member of the chapter for a very, very long time.

Ronald S. Stone, PhD, CPA, CFE



CAI-GLAC has been a great source for our company when the virtual world descended upon all of us and we learned to adapt, not only to the new virtual world but learned the new ways to stay connected with family, friends and work associates.

2020 was the first year that our company questioned the investment on our membership, but as a business partner who has been a member of CAI-GLAC for more than 10 years, it quickly became apparent that CAI is an essential tool for our company to continue and conquer the challenges that this year has brought upon all of us.

At SAX Insurance Agency we can now say we will proudly continue our membership with CAI-GLAC, and we thank the Chapter for how quickly they turned things around and found ways to give business partners, managers and board members outlets and opportunities to be in touch, stay connected and continue education.

For us, CAI-GLAC has been a tremendous source of information for many of the communities our company insures—not to mention their advocacy on legislative support for community association matters that affect many associations and businesses like ours. CAI-GLAC always has the best interest of its members in mind.

CAI-CLAC helped our company achieve measurable results during this challenging year, and we encourage not only managers, but business partners to welcome the opportunity to be a member of an organization that can give us access to a wide range of benefits. Now, more than ever, we need forums to network, connect, and educate. We know the challenge is not over, but the new year looks brighter thanks to CAI.

Mimi Cortes
Director of Business Development
SAX Insurance Agency