

What Can an HOA Website Do For You?

What Can an HOA Website Do For You? How about helping the residents of your association feel like they are part of their association.

Too often residents complain about not being informed about association matters. Of course board meetings occur, projects are being worked on and periodically new accomplishments can be noted in the neighborhood. But, what does the resident who doesn't hear about the board's progress, has issues with the dues or whatever their neighbor is doing wrong have to say about the association?

Could it be that we as board members get caught up in daily issues and new projects that we forget to keep residents truly informed on the details? From the residents' perspective it will always be easier to sit in their house and complain. But, it's also easier for them to complain when they only receive the periodic newsletter that barely skims the details of what the board is dealing with, what they've accomplished and what they're working on. This only fuels the residents' discontent which either results in apathy (which is seen in low vote turnouts) or the rogue resident who decides they're going to "do something about that board".

Keep information and details always at your resident's fingertips. Give residents no excuse to not know how you're making things better. Let them see what's going on in their neighborhood including both the good and the bad, but just keep them informed with the details. This also goes a long way to help residents see the purpose and the benefits for following the rules, taking care of their homes and voting on the issues. This is where an HOA Website can be an excellent communication tool. A website - any website keeps information at its visitor's fingertips. You'll be able to post your meeting minutes, projects lists and much more for 24/7 access. But, your HOA Website is not only for your current items. Easily archive your past items on your website as well. Looking at your older minutes can even help you realize your current accomplishments. An informed resident is a happier resident. A happy resident feels part of their association.