

## General Information & Proposal for

Laurel Thicket Property Owners Association, Inc.

**PRESENTED BY:  
COMMUNITY ASSOCIATION SERVICES, INC.**

**Toll Free 910.295.3791  
www.casnc.com**

**Serving Homeowner and Condominium  
Associations Since 1976  
Managing in Chapel Hill/Apex/Cary/  
Raleigh/Durham/Pinehurst/Greensboro/  
Wilmington/ Southport  
North Carolina**

## To the Board of Directors

Thank you for inviting Community Association Services, Inc. (CAS) to present a proposal to provide professional management services for Laurel Thicket.

For the last 48 years, CAS has been proud to offer exceptional service to communities throughout North Carolina. Because every community is unique, CAS customizes its approach to meet your specific needs. CAS' track record of continued growth confirms its success in assisting associations with accomplishing their primary goals – fulfilling the association's full potential as determined and envisaged by the homeowners: enhanced property values; a well-run organization; and a pleasant place to live.

I look forward to the opportunity to discuss this proposal with you further.

*Sincerely,*

John Stone, PCAM, AMS  
CEO CAS, Inc.  
Community Association Services, Inc.  
P.O. Box 83  
Pinehurst, NC 28370  
910-295-3791  
[john@casnc.com](mailto:john@casnc.com)

## About Us

We have the experienced managers and financial staff to help you take the headaches out of running your association. We will help you find quality services at fair prices, from landscapers to security companies.

CAS is committed to being at the forefront of the community association management business. The dedication and expertise of our staff including CPAs, MBAs, PCAMs, PEs and JDs ensures that your association will run smoothly. You will benefit from the experience of individual managers and from the collective resources of one of the most knowledgeable and successful community association management firms in North Carolina.

The technology services that we offer are unprecedented in North Carolina. Our associations can establish their own web presence to securely view their dues payment history, track work requests, store and download association rules, calendars and forms.

We also have the leverage to offer value-added banking and insurance services to further reduce the cost of running your association.

## Our Credentials

CAS has been awarded the Accredited Association Management Company (AAMC) by the Community Associations Institute. This accreditation is the only national recognition awarded to management association companies. CAS is accredited through the Better Business Bureau since 2004 and proudly maintains an A+ rating. We believe that an association should function as both a community and a business to meet the expectations of its members. It is our objective to enhance the lifestyles within our communities and to increase the value of our customer's assets. We will reduce your worries by getting the job done the right way, the first time. We will apply our broad knowledge to bring you cost effective and timely solutions. You will receive friendly and courteous service. You will be respected and never taken for granted.

## Our Awards

More CAI Association of the Year awards have been awarded to CAS clients than any other management company in North Carolina. Four of our managers have won NC Onsite Manager of the Year; and two CAS managers have been selected as the Top 10 managers in the nation- the only two in North Carolina.

## **Our Commitment to Excellence**

### **Experience**

CAS is uniquely experienced to provide management services to your community. We are both the largest and most experienced homeowner association management company in North Carolina. CAS has been managing homeowner associations since 1976. In that period of 47 years, CAS has expanded to six portfolio and eleven onsite management offices. CAS' deep and diverse experience includes an attorney and a CPA on staff.

Community Association Services also provides more onsite management than any other management company in NC. 43% of the owners in Associations managed by CAS live in communities with both onsite management and security services. Thirty out of fifty-four CAS employees are onsite personnel.

We presently provide on-site management to St. James Plantation POA in Southport, Woodcroft in Durham, The Governors Club POA in Chapel Hill, Ocean Ridge Community Association in Ocean Isle91, The Seven Lakes Landowners in Pinehurst, Preston Community in Apex, Deercroft HOA in Wagram, The RBC Plaza Condominiums in Raleigh, Pinewild POA in Pinehurst, and Kitts Creek in Morrisville.

CAS manages approximately 252 associations with 52,000 homes in total.

### **Communication**

Please review our website at <http://casnc.com> to understand the importance we place on communication and information systems. The CAS website allows online evaluation of our performance, <http://casnc.com/evaluation.htm>.

The Board meetings are the primary means of communicating the association's goals and objectives. The manager communicates on a daily basis with everyone by e-mail and phone. CAS has implemented a highly effective "Homeowner Customer Service Call Center" for initial point-of-contact to homeowner inquiries, located in Pinehurst. This team of personnel, specialized in accounting and billing inquiries, is equipped to answer an array of topics, including but not limited to: general property and insurance questions, detailed billing/account queries, property resale/transfer of ownership subject matter, and all emergencies. All inquiries they receive are documented on each individual homeowner account in Caliber. Their courteous and responsive personalities, integrated with their knowledge and resources at hand, enable them to problem solve each individual call more efficiently. As a result, the call back time for any voicemails that are left on the customer service mailbox are, generally, returned within 15 minutes of being left.

### **Specialized Main Office Personnel**

CAS employs specialized personnel for the variety of services needed to ensure a Homeowners Association runs smoothly. A unique employee is assigned to each of the following tasks:

- Pursuing delinquent homeowners
- Handling accounts payable and accounts receivable
- Assembling mass mailings
- Processing re-sales
- Processing lender questionnaires and PUD forms

We employ a total of 85 employees as follows; 4 Executives, 31 Association Managers, 8 Accounting Specialists, and 42 Customer Service/Administrative Assistants.

CAS offers expert financial planning, budgeting, and reserve analysis skills.

Our normal business hours are Monday through Friday 8:30am-5:00pm.

### **After Hours Service**

CAS maintains a 24hr Emergency Hotline, answered by a CAS employee, not an answering service or a machine. This number is available to everyone through our website, as well as being posted at community clubhouses and pools.

### **Community Website Services**

CAS provides, free of charge, each of our associations with an individual community website at [www.casnc.com](http://www.casnc.com), which allows homeowners to submit work order requests, download community rules, by-laws, covenants, clubhouse reservation forms, and many other online documents. We also provide each community with an e-mail announcement list to facilitate the quick distribution of important information.

### **Technologically Advanced**

CAS utilizes state of the art computer and telecommunication systems. All of our offices are connected to our main office and server through a virtual private network (VPN), allowing every manager round-the-clock access to homeowner records and community financial information. CAS also has an in-house IT and Web Administrator.

CAS purchased its own management software that is independent of any banking relationship. . . Quoted as “**the most advanced and fastest growing software in the industry**” ([calibersoftware.com](http://calibersoftware.com)), Caliber Software is an integrated system which allows CAS to efficiently and accurately provide financials to our communities, automate receivables and payables, generate community websites, track violations, stay on top of work orders, and much more. We encourage you to personally visit their website, [www.calibersoftware.com](http://www.calibersoftware.com), and see all of the benefits this seamless software has to offer.

### **Financial Services**

The following are some of the financial services we provide:

- Prepare an annual budget for consideration by the Board. The budget shall be based on prior operating expenditures, estimated future expenses, and required capital replacement reserves.
- Account assessments and all other charges due by the Owners

- Maintain checking, savings, and other banking accounts in the name of the association
- Bank accounts will be separate and apart from all other accounts of CAS and the amounts therein will not be commingled with any other funds controlled by CAS
- Notify Owners of any delinquency and take such reasonable action for the collection of the delinquent assessments as the Board may determine, including legal action through an attorney
- Make all disbursements from assessments collected for normal recurring expenses as provided in the budget and as approved by the Board
- Furnish monthly or quarterly and year-end financial reports prepared on a modified accrual basis, which include all income and expenses and will reflect the net cash position of the association
- Assist with the annual audit
- All financial reports will be distributed to the Board and homeowners electronically

## **Management Services**

### Supervise Maintenance of Common Facilities

- Coordinate and consult with Board and committees on maintenance program
- Periodic inspections of the common property
- Initiate preventive maintenance programs
- Assist in drafting bid specifications for work to be done
- Negotiate contracts on behalf of the Board
- Oversee maintenance of landscaping
- Inspect completed work as necessary

### Administrative Functions

- Consult with the Board on standards to be maintained for the Association
- Assist Board with Interpreting the Declarations, Covenants, and By-Laws
- Attempt to secure compliance by owners/guests with the Declarations, By-Laws and Rules of the Association
- Coordinate meetings. Issue meeting agendas and notices, attend meetings, and distribute Board packages
- Process Architectural Review Applications
- Maintain thorough communications with Board members
- Assist Homeowners regarding questions and issues
- Maintain and provide access to association records
- Maintain homeowner database

### Attend Board meetings

- Assist in preparations for homeowners meetings and attend them
- Distribute pertinent information to owners as agreed upon
- Recommend and set up operating procedures for the handling of maintenance and complaints

- Assist Board in defining areas of responsibility of owners and Association.

### **Commitment to Education**

Our President, John Stone, has been awarded the Community Associations Institute’s prestigious “Professional Community Association Management” (PCAM) designation, is the past President of the North Carolina Chapter of Community Association Institute (CAI) and is currently serving on the Legislative Actions Committee. Almost all of our Community Managers have received the “Certified Manager of Community Associations” (CMCA) or “Association Management Specialist” (AMS) designation. Our Vice President, Ed Bedford, is a licensed attorney, continually teaches seminars on community governance for the association industry and is currently serving on the CAI-NC Board.

As a management company accredited by the Community Association Institute, we require all of our managers to become Certified Managers of Community Associations (CMCA), which requires continuing education as a condition of certification. They are also all encouraged to become Association Management Specialists. Managerial personnel are encouraged to attend local Community Association Institute (CAI) meetings and programs. Additional training would be provided to the on-site staff on an ongoing basis and would deal with such things as internal CAS procedures, best management practices, and software. Our personnel are educated individuals that choose to keep themselves abreast on the current events by reading industry-related material outside of the workplace, as well. This dedication to knowledge and expertise that each individual employee possesses just solidifies the strength of the company.

### **Banking Relationships**

CAS is now proud to announce our new banking relationship with Alliance Association Financial Services. In addition to mailing in a check or money order, Alliance offers two other convenient options for paying dues and assessments:

- Online E-Check or credit card payments
- Online Bill-Pay through your bank

Alliance also pays money market rates on Association checking accounts with no service charges.

### **Excellent Contractors**

CAS requires contractors to be fully insured. We are happy to continue using the Association’s established vendor, provided they are insured. If the Association is not satisfied, we have relationships with some of the area’s top companies, including roofing, security, and handymen companies. Our volume of business with these companies ensures CAS-managed Associations a competitive bid.

## Senior Management

### **John Stone**

*CEO*

John is the CEO of CAS Inc. He has over twenty-five years of experience managing all types of single family, townhome, condominium, and timeshare associations. He has received the Certified Manager of Community Associations (CMCA), the Association Management Specialist (AMS), and the Professional Community Association Manager (PCAM) designation, the highest offered by the Community Association Institute. John is particularly knowledgeable about the developer transition process.

### **Jonathan Stone**

*President*

Jonathan has been managing community associations since he graduated from UNC Chapel Hill in 2011. His experience includes the management of a large-scale community as well as condominiums, townhomes, and homeowner associations. Jonathan has received the Certified Manager of Community Associations (CMCA), and Association Management Specialist (AMS), and the Professional Community Association Manager (PCAM) certifications and was awarded the CAI 2015 Large Scale Manager of Distinction, falling short of the Manager of the Year award to a fellow CAS Large Scale Manager and his mentor. Jonathan is always looking for new and innovative ways to manage communities. When not in the office, he spends his time with his wife and daughter, preferably outdoors!



## **Senior Management (*continued.*)**

### **Lisa Cordialini**

*Vice President of Operations*

Lisa has been a part of the CAS team since 2000. She brought with her 15 years of experience in banking operations. Lisa oversees and manages all operations from our headquarters, located in Pinehurst. Her knowledge and background make her a vital resource for all of our staff and communities, as she is able to pin down solutions for any issue that a community may be facing. She is highly skilled in managing and administering effective systems and processes to ensure that our communities operate seamlessly.

### **Amy Damone**

*Vice President of Community Relations*

Amy has spent 13 years with CAS and has had the opportunity to experience and work with many facets of Association Management. Her time as a Community Manager gives her an understanding of the needs of your community, as well as allows her to effectively troubleshoot day to day problems that may occur. With an affinity for legal documents, she is always eager to dive into Covenants, Deeds, and statutes to dig in and find answers and solutions for our communities. Amy obtained her bachelor's degree from Meredith College. She is oriented towards organization, problem solving and is always glad to find the most effective way to accomplish any goal.

### **Rebecca Stone**

*Senior Vice-President, Accounting*

A CPA with over 20 years of experience, Rebecca is Vice President and the Chief Financial Officer of CAS. She is responsible for overseeing the financial operations for the associations, including the preparation of financial statements. An expert in preparing financial statements that can be understood by accountants and the average layman, Rebecca has developed a unique Budget Worksheet to streamline the annual budget process for association boards.

## **Transition Plan**

The migration of data for the “back room” operation will be handled entirely by our accounting staff and will require little assistance from the on-site staff. Notification of the change would be provided to the current management company and they would be requested to provide all homeowner and financial information to CAS. A letter of introduction would be sent to the membership approximately 30 days prior to the transition announcing the change in management. We would like to write an article about CAS for your newsletter and would like for the Board to consider some type of “meet and greet” function with our senior management. CAS would, subject to the Board’s and current staff’s approval, continue to employ all current on-site staff.

Senior Staff, John Stone or Jonathan Stone, are available to attend HOA Board meetings as long as necessary to insure a smooth transition.

## Pricing

The price for professional management is all inclusive and is quoted at \$900 per month. This price includes the performance of quarterly board meetings, monthly property inspections, and one annual membership meeting.

Our price for monthly board meetings will increase to \$1,250 per month.

Costs not included in this proposal pertain to community mailings that CAS handles for the community. It is \$.15 per printed page on mailings; the most current postage rate and standard envelope price \$.56 (i.e. \$.46 + \$.10). Prices are subject to product specification.