



*Trade Show & Luncheon
October 2, 2009*



On the Cutting Edge of Community Success!

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Defining “Success”

- Meeting the expectations of the members
- Financial strength
- Sustained or enhance value
- No lawsuits
- Compliant participants
- Positive Growth



Board Member Responsibility

- View their role as a servant leader
- Encourage reasonable living
- Avoid arbitrary decisions
- Focus on the Business aspect
- Eliminate useless rules/focus
- Strive for Community harmony
- Honor their fiduciary duty
- Look to professionals



Board Member Tools

- Establish and focus on the Vision for the community
- Develop and communicate their expectations of management
- Separate the social from the business aspects of operations
- Listen first
- Act as one



Manager Responsibilities

- Know thy client
- Advance the Profession
- Know more than your client knows
- Use the professionals around you
- Don't let the bad outweigh the good
- Communicate effectively
- Do the basics



Professional Tools

- You have four cheeks – rotate them
- Understand the 5% rule
- Become a lifestyle manager
- Measure your clients expectations
- Be an advocate
- Know when to say “yes”
- Set your own standard
- Be enthusiastic
- Choose


