

Auburn Springs HOA
2017 Annual Meeting
New Website



Auburn Springs
Homeowners Association

About Me

- My name is Ron
- Life-long geek!
- Other stuff that would bore you to tears
- Have lived and served in an HOA
- Specializing in HOA websites since 2004



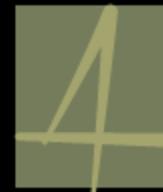


Auburn Springs
Homeowners Association

Introducing:
Your New HOA Website

Question:

What is the number one challenge for any HOA?



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Engagement!



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Question:

How do we engage more
homeowners?



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Adapt to changing expectations

- Homeowners are busier than ever!
- Need easy access
- Content easy to locate
- Quick in/quick out
- Small footprint/low bandwidth
- Easily discoverable in search engines

Question:

Who Uses Your HOA Website?



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Question: Who Uses Your Website?

- Homeowners/Residents

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- Realtors

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- **Prospective Home Buyers**

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Feature:
80/20 Rule



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80% Public

- Most of your new website is easily accessible:
 - Governing documents
 - ACC Forms
 - Contact information
 - Lost Pets
 - News and Events
 - Quick Connect to Online Payments
 - Yard of the Month
 - Favorites
 - Local Information
 - Designed for New and Existing Residents

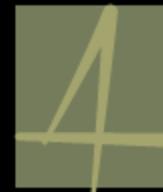


20% Your Eyes Only

- HOA confidential content is eyes-only:
 - Neighborhood directory
 - Online Pool Request Form
 - Documents
 - Meeting Minutes
 - Financials
 - Budgets
 - Insurance
 - Image Gallery's

Question:

What is the web address?



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What is the web address?

www.auburnspringshoa.com



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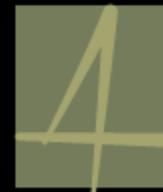
Access to the website

- Available immediately
- Use your Username from the old HOA website
- Use x123456 as your temporary password

- I'm available afterwards to help you register! 😊

Questions?

Time for your questions



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propertymanagement@
boardofdirectors@
webmaster@

auburnspringshoa.com



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Thank you!

