

Auburn Springs HOA  
2017 Annual Meeting  
New Website



# 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!



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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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](http://www.auburnspringshoa.com)



# What is the web address?

[www.auburnspringshoa.com](http://www.auburnspringshoa.com)



# 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!

