

WINTER 2021



COMMUNITY CONNECTION

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SECURITY STUDY

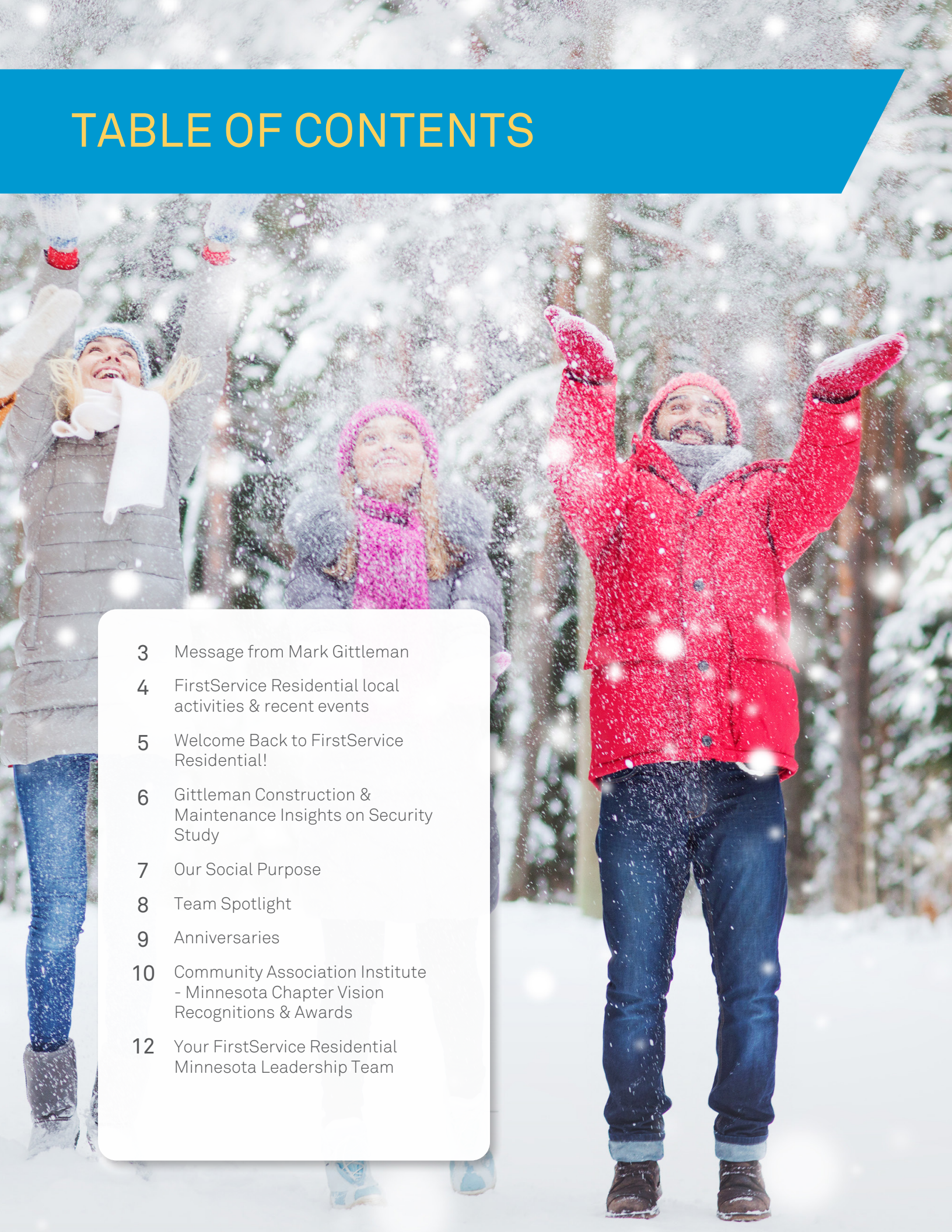
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Message from the

FirstService Residential Minnesota President



Mark Gittleman, President
FirstService Residential Minnesota

Like many of you, we are excited to be resetting and moving into 2021 with renewed energy and optimism.

We know that the last year was a tremendously challenging one for both board members and our associates in serving homeowners in client communities. Thank you for your patience, resilience, and partnership as we faced up to challenges of a global pandemic. We also want to express gratitude to our associates, particularly our sited staff, who have showed up for our customers day in and day out in an exceptionally meaningful way.

Last March, FirstService Residential reprioritized initiatives to focus intently on protecting the health, safety, and well-being of our customers and associates, while fulfilling our core association management responsibilities in a COVID-19 environment. Please know that we will continue these areas of focus in 2021 until we are through the COVID-19 pandemic.

Over the coming weeks and months, we look forward to taking next steps in our journey as an organization to *Continuously Improve, Be a Great Place to Work* and *Lead the Market*. These represent our pillars of success in fulfilling our company mission and values. They are the foundation of our growth as an organization as both a service provider and employer of choice.

We also look forward to supporting the growth of our associates through expanded training programs, performance management and leadership development. We likewise look forward to returning to our historical cadence of board training on prevalent issues in the marketplace, and renewed fulfillment to deliver exceptional service and solutions to our customers.

Finally, please know that we welcome and value your feedback in the work that we do through our customer experience surveys and encourage engagement any time you have feedback to offer us. We appreciate it!

Yours truly,

A handwritten signature in black ink, appearing to read 'Mark Gittleman'.

Mark Gittleman
President
FirstService Residential Minnesota

LOCAL ACTIVITIES & EVENTS



Prior to 2021 budget season, FirstService Residential was pleased to host a virtual event for high-rise condominium and single-family/townhome customers on association budgeting. Topics included contract services, budget timeline, FirstService Residential's budget template, collection processes and cash management. The panel consisted of experts who provided insights on key components for creating a comprehensive and accurate budget for the association.

The event was very well attended, with over 210 board members participating, allowing our experts to answer more than 70 questions during the event.

We will be posting a schedule for 2021 Board training in mid February.

To access the webinar, please click on the below links.

Suburban (Single Family Homes/ Townhomes) Webinar:

Presentation: [Click Here](#)

Webinar Recording: [Click Here](#)

Urban (Condominium) Webinar:

Presentation: [Click Here](#)

Webinar Recording: [Click Here](#)

WELCOME BACK TO FIRSTSERVICE RESIDENTIAL!

In 2020, FirstService Residential was please to welcome back five former accounts who reengaged FirstService Residential. We are delighted to be working with each of you again!



301 Clifton (Condominiums) (1/1/21)

Previously Managed 12/2019

- Intervening Management Company: RowCal
- Units: 44

Association Manager Ian Hoxworth
Regional Director Eric Lewis



Wilder Park (Condominiums) (1/1/21)

Previously Managed 12/2017

- Intervening Management Companies: Associa and Gassen
- Units: 282

Community Manager Bill Hauge
Regional Director Megan Kucz



Roundstone at Evermoor (Townhomes) (1/1/21)

Previously Managed 12/2016

- Intervening Management Company: Associa
- Units: 45

Roundstone at Evermoor (Condominiums) (2/1/20)

Previously Managed 9/2008

- Intervening Management Companies: Multiventure and Associa
- Units: 74

Association Manager Erin Basavage
Regional Director Brenda Thomas



Wyldewood (Condominiums) (3/1/20)

Previously Managed 7/2019

- Intervening Management Company: Associa
- Units: 39

Association Manager Matt McCarty
Regional Director Greg Nelson

GITTLEMAN CONSTRUCTION & MAINTENANCE INSIGHTS ON SECURITY STUDY:

GITTLEMAN

*Security is and will
continue to be, more*

*important than ever in urban environments.
After the terrible incidents earlier this summer
and the potential for tumultuous times ahead,
what precautions should you be considering?*

While many facilities have already upgraded aging or nonexistent security systems, there are 3 main considerations:

CAMERAS - networked high definition digital security cameras with fast user-friendly software capable of motion alerts, facial recognition, remote viewing and timely sharing of incidents. We have over 400 networked cameras installed already.

VIDEO ENTRY SYSTEMS – replacing older analog resident activated door release systems with video entry which allows residents to see who they are letting in and keeps a photographic time stamp of everyone entering the building, along with who let them in. accountability is a great driver of responsibility.

ACCESS CONTROL AND PHYSICAL IMPROVEMENTS – keyless access control with audit logs of building access, the ability to remotely disable or restrict a credential, secure credentials that are virtually impossible to clone. Strengthening of door hardware and improved lighting.

But what can be done in the short term to mitigate risk and damage with existing infrastructure?

- Locking doors vestibule. Consider locking outer vestibule doors and potentially relocating call box to the exterior of the building or utilizing time locks so the outer door locks down at a specific time. If a resident wants to have a visitor after say 9PM they must come down and escort them up.
- Consider temporarily disabling the ability of residents to unlock doors remotely via a tele-

entry call box. Some residents have been known to unlock the entrance without verifying who was at the door. Turning off the unlock function forces the resident to come down to retrieve their guest or delivery. It is inconvenient but does stop blind entrants into the building. We have seen several intruders posing as Amazon delivery drivers for example.

- Ensuring that all your ancillary entrance doors have appropriate and up to date locking hardware and latch guards. A review of all perimeter doors may be a good idea. Frontline Defense full length latch guards are very effective and are being installed extensively in urban areas, preventing anyone from getting a tool into the door locking mechanism and prying it open in seconds. Estimated cost of installation is \$450. <http://frontlinedefense.com/property/>
- Consider contracting security well in advance of predicted times of unrest. During previous unrest, MPD would not respond to anything other than loss of life.
- Applying a defensive security film on front or ground level windows can prevent smashing and the need for plywood which can damage aluminum, we have seen examples of frames that will need to be replaced because of damage from hastily applied plywood. mullions. <https://www.suncontrolmn.com/Residential-Commercial-Services/Safety-Security-Film> Mark McCabe | Sales & Product Specialist mark@suncontrolmn.com | www.suncontrolmn.com

OUR SOCIAL PURPOSE

Social engagement and action in the communities we serve is a high priority for FirstService Residential. We continue to explore ways to increase our efforts and positive impact. Here's a couple of ways we celebrated giving over the 2020 holiday season at FirstService Residential.

Best Christmas Ever

For the fourth year in a row, the FirstService Residential Minnesota Team was actively engaged in Best Christmas Ever with volunteer time and resources. This local non-profit organization serves families who have fallen upon tough times, through no fault of their own, and blesses each family with a custom and unique Best Christmas Ever, tailored to the family situation.

For 2020, FirstService Residential supported a young mother and her 3 daughters. While living with the mother's fiancé and his mother, the family experienced a terrible home invasion. During the invasion, not only did the family lose their belongings but also the lives of their grandmother and father. The FirstService MN team rallied behind this family to not only provide them with household essentials and lots of toys for the children, they also donated over \$7,000 to help with a deposit for a new home for the family.

"Surprising these families with holiday gifts and seeing their responses are too beautiful to put into words!" says Melissa Manning, FirstService Residential Association Manager and Best Christmas Ever Coordinator.

Toys for Tots

Another way FirstService Residential Minnesota celebrated the season of giving was by participating in the Toys for Tots gift drive. This past year marked our 14th year donating new unwrapped toys for infants, children and teens who would normally go without. It is one small way to brighten a child's holiday season.



"Surprising these families with holiday gifts and seeing their responses are too beautiful to put into words!"



TEAM SPOTLIGHT: **INSURANCE**

FirstService Residential has an internal insurance department that assists clients with the procurement of insurance. Our mission is to ensure that all FirstService Residential clients receive the best possible coverage at the lowest possible cost. To fulfill this mission, we utilize a dedicated Insurance Manager – how has a property and casualty insurance producer’s license to administer the insurance renewal process in partnership with the insurance broker of record.

The role of the insurance manager is to:

- Assist in the gathering of underwriting information to competing brokers
- Provide coverage specifications to brokers
- Align brokers with their chosen carriers by “assigning markets (carriers),” thus allowing two brokers to negotiate with underwriters without being blocked from receiving a quote
- Compile and analyze quotes to be delivered to the property manager and board of directors

Because of the complexities of the insurance bidding process, enabling the Insurance Manager to facilitate the renewal process provides for the most efficient means of delivering multiple competitive quotes on behalf of your association.



Alicia Smith, *Insurance Manager:*

I live for warm summer months, maybe because I am a May baby. I have 2 grown kids. My daughter is 22 and expecting her first baby in March and my son is 21 and

currently stationed in South Korea. My boyfriend and I stay busy with our pets, which include 2 Daniff’s (Great Dane/ English Mastiff), a Great Dane and a kitty cat. We enjoy taking our 1955 Chevy Belair out for a cruise and hanging out with our car friends. I enjoy gardening, being anywhere near water and going to concerts. I love traveling back to Arkansas where I am from and spending time with my family. My favorite food is any type of Mexican and my favorite dessert is brownies.



Jenna Bursch, *Insurance Assistant:*

I am originally from Plymouth, Minnesota and currently live there with my 8-year-old daughter, Melody. She is my pride and joy.

In my early 20’s, I lived in Northern California and Fort Collins, Colorado. My daughter and I enjoy the exploring the outdoors and traveling to new places. We especially love going to our cabin in the Brainerd area or up on the North Shore. I love to hike, dance, camp, snowboard, create art, and jewelry. I am a certified herbalist, so I enjoy foraging for different types of plants and mushrooms that I will use to create tinctures and herbal teas with for general wellness. I enjoy listening to almost any kind of music, but my favorite genres include classic rock and jam bands. I am currently teaching myself how to play the ukulele.



Megan Ralston, *Insurance Assistant:*

I’m originally from Iowa but moved to the Twin Cities 8 years ago. I have a 13-year-old Chihuahua and a 14 year old cat. I enjoy traveling and being anywhere there are mountains or

large bodies of water, hiking, spending time with family and friends, and reading a good book. I like taking my dog with me on any adventures that I can. She loves to go hiking and for walks around the lake.

ANNIVERSARIES

In 2020, 17 associates at FirstService Residential celebrated milestones of 15, 20 or 25 years with our organization. We are thankful for their dedicated work over so many years serving our company and our customers. We want to share these milestones with our Boards of Directors. As you well know, associate retention is an important part of both our success and yours!



Danica Blomgren Linssen – Senior On-Site Recruiter and Staff Manager

David Fimon – Desk Attendant

Mark Gittleman, State of Minnesota Real Estate Broker, AMS – President

James Waddick – Desk Attendant



Colleen Nesselth, CMCA – Association Manager

Debrah Neuhaus – Community Manager

Peter Ralph – Director of Maintenance Operations



Victoria Beebe – Accountant

Calvin Belfrey – Desk Attendant

John Dudley – Desk Attendant

Gregory Keefe - Fan Coil Lead/HVAC Service Manager

Cheryl Kiekow - Community Association Manager

Paul Lawson, AMS – Association Manager

Michael McGinley – General Maintenance Technician

Carlos Puchuela – On Site Maintenance

Marion Slocum, AMS – Community Association Manager

Brenda Thomas, AMS – Regional Director

CAI VISION AWARDS

On Thursday, December 3rd, 2020, the CAI Vision Awards virtually held their annual awards program where FirstService Residential had a total of five nominations with two team members receiving awards!

Congratulations to the 2020 Vision Award nominees and winners from FirstService Residential!

Winners



Matt McCarty – Financial Impact

Upon takeover of Sandcreek Woods HOA as a financial-only account, Matt discovered the property had years of deferred maintenance and hail damage for which the HOA never filed a claim. Matt offered the Board a full management package and while working through the insurance claim, the property was hit by another hail event. After successfully steering the HOA through two insurance claims at one time, it was determined that additional work was needed to fully replace the building exteriors. Matt sourced a 10-year loan for the remainder of the project and conducted an HOA vote requiring sign-off by two-thirds of homeowners with a maintenance assessment.

Matt's efforts produced a substantial financial impact for the HOA in terms of increased property values!



Christine Paben – Excellence in Service

Christine is the Community Manager for the 298-unit Summit Homes Association made up of two high-rise towers near Loring Park. Christine has been the key on-site leader and support system for a \$21.5M restoration project, which includes complete replacement of the mechanical penthouses, mechanical risers, in-unit fan coil, replacement and several major structural repairs to the roofs and parking garages. Christine played a vital role in obtaining the required 75% homeowner petition approval for Housing Improvement Area (HIA) funding through the City of Minneapolis.

The owners will benefit from a 20-year fixed interest rate financing program through the city at 3.1% interest. The average savings per homeowner in interest is \$8,000+ which equates to \$2.37M savings for the community!

CAI VISION AWARDS

Nominees



Trish Peterson – Rookie of the Year

Trish joined FirstService Residential in 2019 as the on-site manager at Southwest Station. She worked diligently to build trust with the Board and prior manager in order to improve the operation of the community.

Trish decreased delinquencies by over \$14,000 by personally handling the collection process. She also significantly increased compliance with the Association's governing documents resulting in fewer violations and resident Complaints. Trish's communication style has fostered trust and confidence from both the Board and the residents of the community.



Kelly Stevens – Above and Beyond

Since joining FirstService Residential, Kelly has developed, adapted and implemented key training programs for our associates. She customized the Association Manager Training program and adapted it to a virtual model in response to COVID-19.

Kelly also introduced training and best practice sharing for managers and boards on running virtual board and annual meetings this year and helped transition our board training series to a virtual format via webinars. She also provided training guides on COVID-19 sanitizing and compliance procedures.

Kelly has been a difference maker for our associates, customers and the community through leadership and a commitment to training, development and social action.



Weston Woods on Anderson Lake – Association of the Year

The Weston Woods on Anderson Lake's Board of Directors has always taken a hands-on approach in working with vendors, homeowners and management to ensure a high standard of living. They have never shied away from taking on projects to significantly improve and maintain curb appeal, quality of life and property values.

Before planning capital projects, the Board has always engaged homeowners for their feedback, often holding meetings and surveying residents to ensure they are working on behalf of all homeowners.

By collaborating with all stakeholders, the Board sets an example of how association boards functioning at a high level can positively impact the community they serve.

YOUR FIRSTSERVICE RESIDENTIAL MINNESOTA TEAM

OVER 80-YEARS OF MINNESOTA PROPERTY MANAGEMENT EXPERIENCE.

Our team is committed to serving your association with excellence, striving to enhance your property values and enrich the lifestyle of your residents.



Mark Gittleman
President



Andy Gittleman
Executive
Vice President



Mike Laukka
Senior
Vice President



Shaun Zavadsky
Vice President,
Community
Management



Sally Andrist
Sr. Director,
Human Resources



Eric Hennig
Director, Financial
Planning and Analysis



FirstService
RESIDENTIAL

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