

7 HOA Email Blunders to Avoid

Email is the #1 communication choice of HOA boards. In our **2019 Board Communications Survey**, 85% of board members surveyed said they use email to communicate with residents. But if used incorrectly, email can damage relationships with residents and expose you and your board to legal risks.

TO HELP PROTECT YOUR ASSOCIATION, AVOID THESE 7 BLUNDERS:

1 Don't use a personal or business email address for board communications.

Establish dedicated email addresses for board members. Use your association's website domain (e.g. treasurer@your-hoa.com), or set up board accounts on a free service like Gmail (e.g., yourhoa-VP@gmail.com).

Red flag! Nearly 40% of board members surveyed in our 2019 Board Communications Survey said that they are not using a dedicated email address for association business. Set up official email accounts today to avoid legal risk in the future.



2 Avoid answering questions about association business that are sent to your personal email address.

Reply politely and ask that they redirect the question to your official board email address.



3 Never discuss legal matters or lawsuits in an email.

Instead, consult your governing documents and reach out to your association attorney for help.



4 Don't delay responding to emails from association members.

If you can't answer the question immediately or need time to research, send an email acknowledging that you have received their email and have heard their feedback.

Out of office? If you will be away from your association email, set up an auto-reply to let association members know who to contact in your place.



5 Never use divisive or abusive words when communicating.

Conversations can get heated, especially when they are related to a person's home. If you don't know how to respond, reach out to your association manager for guidance.

6 Don't engage in informal or inappropriate conversations.

Not all business is appropriate to discuss via this channel. Keep personal communications separate from your board communications.

7 Avoid hiding information from association members.

If you don't feel comfortable discussing an issue via email, say that. Transparency is the best policy when it comes to communicating – whether that's in person or via email.



Email can be a helpful and convenient tool for your board if used in the right way. Your management company should help you develop a policy that will define how and when your board should be using email to communicate. To see more communication best practices, go here: <http://bit.ly/AZ-HOA-Articles>

WE'RE HERE TO HELP. CONTACT ME TODAY:

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