

FIRST IMPRESSIONS

News for Board Members of Properties Managed by FirstService Residential
2020/VOLUME 3



DOWNTOWN ATLANTA AT NIGHT



FirstService
RESIDENTIAL

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Message from Mark Stoops

President, Georgia and Tennessee

As 2020 comes to an end, I'd like to extend a heartfelt thanks to all of you, our valued board members, for your continued support and partnership as we worked together through a year of unexpected and incredible challenges. It has been heartwarming and gratifying to see all of us come together as a community to care for our teams and residents, which required teamwork and leadership from all of you. If this year has taught us anything, it is that we are stronger together.

I am proud that we were able to bring our resources together to develop new operating protocols and tools that enable our teams to continue to deliver essential services to all of our communities, safely. Through it all, we have invested in new solutions that define the next level of service for our managed communities. As the food and beverage amenity continues to grow in popularity in condominiums and homeowners associations, we have expanded our operations team to elevate the level of food and beverage expertise at FirstService Residential. I am delighted to welcome Omar Vega as Director of Food & Beverage Services, joining us after working with some of the world's most notable hospitality brands (page 6.)

This issue of First Impressions will bring you stories of appreciation and recognition of some of our associates whose tireless dedication and unwavering commitment to FirstService Residential's mission make me proud every single day. Associates like Jill Minor, Lifestyle Director at Cresswind Charleston, who has made a difference in her community by keeping residents connected and engaged during this challenging time (page 11). You will also read about some of the meaningful lessons we learned in 2020 (page 2) and what you need to know about the new laws and regulations surrounding service and emotional support animals in associations (page 8).

In a few short weeks, we will ring in a new year. While we may not know what the new year will bring, you can rest assured that FirstService Residential remains committed to delivering guidance and support to you and your residents, every step of the way.

Again, thank you for your leadership and service to your community, and thank you for putting your trust in FirstService Residential.

I wish you and your family a wonderful holiday and Happy New Year!

A handwritten signature in black ink, appearing to read 'Mark Stoops'. The signature is stylized and fluid.

Mark Stoops

Lessons Learned in 2020

2020 has been the most challenging year many of us have ever experienced. This year has presented some life-changing events, but it has also given people a tremendous opportunity to slow down, pause and reflect. It has changed the way we live our lives and has taught us important life lessons.



Press Pause

As cities throughout the world shut down during the pandemic, our fast-paced lives came to a screeching halt. Many of us were faced with health and financial challenges. But we also found that the shutdown had a surprising, positive effect in many ways. We moved more slowly. We reconnected with friends and family (sometimes virtually). We took the time to do things and learn things we hadn't been able to focus on prior to the coronavirus threat.

The Importance of Family

The pandemic allowed families to bond and strengthen relationships. Families were able to reconnect and spend quality time together in many ways. Mealtime included actually eating meals together and maybe even cooking together as a family. The breadth of programming on streaming services provided more opportunities for families to share experiences without leaving their homes. Technology helped bring loved ones together regardless of distance. Zoom became a common household verb.



Self-Enrichment

People made good use of their time by investing in their personal and professional growth. Learning new skills or sharpening existing ones meant taking online classes, learning new languages, meditating, practicing virtual yoga or exercises, or picking up a new hobby.

Appreciation for Essential Personnel

We learned the importance of key jobs and the true value of our first responders and front line medical staff, the superheroes of 2020. Many of the residents of FirstService Residential-managed communities showed gratitude and expressed appreciation for the property management teams that kept their condominiums and communities going under the most difficult of circumstances, while focusing on their health and safety.



Adapting to Change

Working from home meant acquiring new skills – from configuring a reasonably comfortable workspace to learning new technology to maintain productivity. Connecting on digital meeting platforms had its own learning curve. Homeschooling took on a whole new meaning as many parents had to teach their children or supervise online learning.

Yet we did it all. Our most sincerest thank you to our board members and residents who collaborated with us and supported us through 2020. It is a privilege and an honor to serve your communities.

Here's looking forward to a healthy and happy 2021!



PROPERTY SPOTLIGHT

One River Place offers resort-style living in Sandy Springs.



Photo courtesy of Judy Funk.

One River Place is a master-planned community nestled along the Chattahoochee River in Sandy Springs. Within its gates you will find hundreds of condominiums, single-family homes and townhomes. Built in 2010, One River Place defines upscale living, with homes along the river between Cochran Shoals and Palisades National Parks.



Photo courtesy of Judy Funk.

From the dramatic water display at the entrance to its direct access to the Chattahoochee river, these residences offer a true luxury experience. The One River Place Community is home to 4 unique neighborhood associations, including the River House, a 7-story mid-rise condo; The River Place Townhomes with 109 residences; The Sanctuary, a 4-story low rise condo, and the Riverside Manor single-family homes.

Residents have access to great amenities that include 24-hour attendant at the gatehouse, a pond with a lovely water feature, full-service concierge, a 15,000-square-foot fitness center, two saltwater pools and a newly renovated dog park. Its location on the banks of Chattahoochee River provides connections to the riverwalk and nature trails.

FirstService Residential began managing One River Place in August 2019. General Manager Lauren Colantuno is proud of her team that works hard each day to meet the needs of One River Place residents. From the highly-trained concierge staff to 24-hour customer service, the dedicated team continues to make One River Place home for all residents.

The team works hard to enhance resident lifestyle by streamlining processes and services through technology. “Our residents appreciate the one-stop shop that provides anything and everything they need,” says Lauren.

FirstService Residential is honored to serve the residents of One River Place.



Meet
Omar Vega

A Q&A with FirstService Residential's Director of Food & Beverage Services

Question: Welcome to FirstService Residential! What's the first thing you plan on tackling?

I'm so happy to be here! Food and beverage is one of the most highly desired amenities in community living today. First on my list is to learn all about the food and beverage offerings at the communities we manage and see how I can improve or enhance them – from menu selection to all aspects of the operations and how we are marketing them to the residents.

Question: You are an accomplished hotelier. How do you see that experience translating to real value for the residents living in FirstService Residential communities?

I love the hospitality industry and all the experiences it afforded me. Residential property management is really an extension of just that. FirstService Residential manages properties very much the way hotels operate, we just have more permanent guests! Our residents are looking for a certain lifestyle within their communities and I hope to further expand on the experiences that contribute to that lifestyle.

Question: You spent some time with The Ritz-Carlton, one of the world's most respected hospitality brands. What's the most important thing you learned during your time there?

I spent 15 years with The Ritz-Carlton brand and that was both an honor and quite an education. My time there allowed me to see the true side of hospitality, what makes it so special and what it really means to go above and beyond for a guest and a team member. I learned to live a culture of service excellence that is shared by FirstService Residential. I'm looking to add my grain of salt as we continue to expand on our offerings – solidifying our position as the industry leader.

Question: What part of your job do you enjoy the most?

I love getting to meet new people in my travels – our team members and the residents who live in the communities we manage. I love seeing the residents enjoy what we offer and the pride that our staff feels to be a part of FirstService Residential.

Question: What's been the highlight of your career?

It is very difficult to pick just one; I have been lucky to have been on exceptional teams that have accomplished some truly phenomenal achievements. I do have a few experiences I'm particularly proud of. I was part of the team that opened the Dorado Beach Reserve, a Ritz-Carlton hotel in Puerto Rico. It was a privilege to lead three of the best food and beverage programs at a Ritz-Carlton hotel. And I won the Silver Platter Award for the best food and beverage team within the Loews Hotel brand. I have many fond memories throughout my career and I look forward to creating even more at FirstService Residential.

Question: We've heard you're a mixology enthusiast. What's your favorite cocktail to relax with after a long day?

It has to be the Hemingway Daiquiri! I first came across this recipe in Puerto Rico when I was at The Ritz-Carlton Hotel in San Juan and I was later re-introduced to it years later in Georgia! It's a classic, simple but very tasty. It's made with rum, simple syrup, grapefruit, lime juice, and maraschino liqueur. I take mine over crushed ice. Try it! And let me know what you think!



Setting Pet Policies for Your Community



What you need to know

We tend to think of a community as made up of the people within it, but there's another important relationship that can affect the health of the community as a whole – pets! Furry friends can liven up a neighborhood and improve the mental health of residents. On the flip side, they can also lead to disagreements, lawn messes, property damage, and (in rare cases) injury.

Figuring out how to best blend pets and owners is a tricky balancing act that many association boards face. In the last several years, national, state and local governments have enacted laws and regulations around service and emotional support animals, creating yet another layer of complexity when it comes to setting pet policies in your community.

This article will help you discern how to best approach pet policies to ensure that they are compliant with the law and will create a respectful, safe and happy community.

Know the law

Before creating or revising your community's pet policies, make sure to familiarize yourself with national, state and local laws and regulations around service and emotional support animals – and discuss with your association attorney. You want to ensure that your community's rules are aligned with these and that you know exactly what you can and cannot do.

Get input from your residents

Approximately 85 million families are pet owners, according to the American Humane Society. With this statistic in mind, you can be almost certain you've got furry friends living in your neighborhood. Having firm regulations set in place will ensure pets and their owners remain good neighbors and not a nuisance.

How do your residents feel about pets in the community? The board can create and distribute a survey to learn about the type of community the residents envision. Some associations may form a pet committee composed of both pet owners and non-pet owners so that regulations can be drafted, reviewed, communicated, and enforced in a way that satisfies all.

Any regulations should be easily accessible, serve a defined purpose (such as protecting the health, comfort and general safety of residents), and be reasonable.

An example of a rule that every community could put in place would be to state that an animal's owner must clean any waste deposited in common areas, and refusal to do so would result in a fine. The community association board can also place restrictions or limitations on the types of animals that are allowed in the community, if only to curtail the presence of any pet alligators.

Communication and compliance

Once you have drafted or updated your community's pet regulations, the next step is communicating the regulations and ensuring residents comply with them.

It's important to communicate the rules to all residents, either as reinforcement or to bring them up to speed so that all community members are compliant with the policies.

The regulations should be communicated clearly and frequently to all residents, using as many communication channels available, including email, newsletters and flyers posted in the community.

Consistency and fairness in enforcing the rules will go a long way toward making sure all residents comply with them. When it comes to how complaint procedures are handled, you may consult with your association attorney or your local animal control officials to ensure your process is similar to theirs.

Consider pet restrictions

Your residents' health and safety are of the utmost importance, so the homeowner association documents will usually stipulate the type, size and weight of animals permitted within the community. Though this restriction can be tough to enforce, it will require each animal to be closely monitored. Consider adding incoming pet data to the application process for anyone looking to move into the community. Also, make sure new pet additions have a filtration process to ensure people are remaining within the regulations.



Your community could also consider a limit on the number of animals allowed within each home to help ensure that living conditions for the community remain harmonious. Breeds are also commonly taken into account, and animals widely considered to be dangerous could be outlawed in the community. (Though it should be pointed out that many breeds commonly considered dangerous can be quite sweet and aren't statistically more dangerous than other breeds.) Behavioral matters such as, biting, fighting or aggressiveness could be grounds for refusing an animal's inclusion.

Make exceptions

Any rules and regulations regarding animals should be written and consistently enforced for the wellbeing of the community, but there are some exceptions association boards must consider, particularly when first instituting new rules about pets. Let's say your community's board has decided to become a no-pet community, but you have residents who already have existing pets. There is the option to "grandfather" them in so that the animal can remain with its family and no one is forced from their homes. With this option, the updated regulations must be well communicated to any new residents in order to avoid misunderstandings and exceptions to the rule.

There is also the matter of service animals for residents who might require additional assistance. The Federal Fair Housing Act and Americans with Disabilities Act protects those who have and need service animals, provided the disability can be proven and the animal's function is clearly defined. The homeowner association board should work closely with the association's attorney to ensure reasonable accommodations of approved service animals.

Service animals should not be confused with emotional support animals. Service animals are for humans with documented disabilities, and must have specific training to help with physical tasks. On the other hand, any pet can be an emotional support animal, and they have fewer legal protections. For instance, restaurants must admit service animals, but not necessarily emotional support animals.

With this distinction in mind, the board must also follow local laws. For example, new Florida regulations around emotional support animals protect individuals who rely on them, while also strengthening regulations around documentation. An emotional support animal is defined as an animal that doesn't require training to work, perform tasks, provide assistance, or provide therapeutic emotional support. The new law also addresses telehealth providers and services, ensuring that the provider has personal knowledge of an individual's need for an emotional support animal. Disciplinary actions for healthcare practitioners providing fraudulent ESA documentation can include a second degree misdemeanor, fines and community service. Knowing these laws will help prevent against fraud, while also making sure the community remains on the right side of the law.

There is a lot to consider when it comes to pet policies within a community. It is a complex matter and may be a sensitive issue to fellow community members. In these cases, the association board must be firm and clear in its communication, well-educated on the various legal ordinances stated above, and transparent when creating, updating and enforcing the community's governing pet policies. It should always be emphasized to the community that pet regulations are in the best interest of the safety and wellbeing of all residents.



Jill Minor



Jill Minor is the lifestyle director at Cresswind Charleston, a 55-and-better lifestyle community developed by Kolter Homes. She creates and manages five different types of programs based on the pillars of fitness, education, nutrition, entertainment and relationships.

Jill joined FirstService Residential in December 2019. Interacting with residents is her favorite part of the job; the special relationships she's formed is the most enjoyable and rewarding part of her days. She says that "I feel like I'm a member of their families. I love people and have such wonderful residents at Cresswind."

Each day, Jill's goal is to provide residents with amazing experiences that will enhance their lifestyle and create lasting memories. This became more important as the community was faced with the challenges of the coronavirus pandemic. Jill and her team collaborated to develop ideas that would keep residents engaged and entertained, and hit it out of the park!

Every Thursday night at 6:00 p.m., Cresswind residents log onto their computers for virtual bingo, a very popular event in the community. Other events include scavenger hunts and dining events. "We partnered with local food truck vendors to bring a variety of dinner options safely

to our residents," Jill told us. "We offered contactless service through the use of an app, and drive thru service with golf carts and cars. The food trucks have been a great success and the residents are happy!"

Jill and her team delivered more than 900 roses with a note attached to every resident mom in the community for Mother's Day. Moms who couldn't be with their sons were very appreciative. "You transformed a rather empty day into a day full of wonderful memories," said one resident in a note of appreciation.

Jill truly exemplifies FirstService Residential's goal of making a difference, every day, in the lives of the residents we serve.

Thank you, Jill, for all the energy, talent, enthusiasm and compassion you offer Cresswind Charleston residents. You're a great example why FirstService Residential leads the way in the property management industry.

IN THE NEWS

FirstService Residential Supports *Our First Responders*

At FirstService Residential, we are proud to support programs that benefit our first responder communities. Our associates and volunteers honored our nation's heroes with a virtual 9/11 Memorial Stair Climb. Participants climbed 110 floors, the equivalent of the World Trade Center to raise funds for the New York City firefighters, police officers and emergency responders who made the ultimate sacrifice on September 11.



We are also honored to partner with our sister company, Paul Davis Restoration, to sponsor the inaugural Metro Atlanta Firefighter Classic golf tournament. The event raised more than \$30,000 to benefit the families of fallen firefighters.

We are truly grateful for all First Responders who selflessly protect and serve our communities.

FirstService Residential Appoints *New Regional Director*



FirstService Residential is excited to announce the promotion of Clint Culp to Regional Director. Clint will work closely with the Community Association Managers in the Georgia market focusing on resident and board experience, communication and delivering solutions that meet and exceed our customers' expectations.

Clint joined FirstService Residential in 2018, and most recently served as property manager at Parklane on Peachtree in Buckhead. Congratulations Clint!

New Training Center

Ongoing training of FirstService Residential associates is key to the service we provide the residents we serve. That's why we created a training center in our new 4,000 square foot office space in Lennox Towers. The space will be used to facilitate trainings for FirstService associates and board members, and can accommodate up to 30 people while adhering to social distancing guidelines.



Welcome to the

FirstService Family

We are excited to welcome Cornerstone Village to the FirstService Residential family.

Cornerstone Village is a mid-rise condominium consisting of four buildings that span one city block.

The historic Manor House, at the corner of 6th and Peachtree, was designed by famed architect Neil Reid in 1923. Residents have easy access to some of Atlanta's most iconic cultural and art venues – Piedmont Park, the High Museum of Art, the Atlanta Botanical Gardens, and the Fox Theatre – and enjoy an array of amenities including concierge service, pool, fitness center, clubhouse and a movie theater.

We look forward to working with the Board of Directors to enhance the lives of the residents at Cornerstone Village.





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