

# FIRST IMPRESSIONS

The newsletter for FirstService Residential customers  
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## *Amazing Atlanta:* Arts in Midtown



**FirstService**  
RESIDENTIAL



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## *Message from Mark Stoops*

### President, Georgia

The world is in a different place than it was a year ago. The Coronavirus outbreak has completely altered the way we live. I know it has been challenging navigating through these uncertain times, but together, we will emerge through this stronger than before.

FirstService Residential remains committed to delivering guidance and support to you and your residents, every step of the way. The safety of the residents of the communities we manage continues to be our top priority. Our objective is to help you keep your community safe and healthy – including the financial health of your association.

I know many of you are concerned about the health of your association’s budget as you prepare for 2021. We understand the additional challenges you are facing, and you can rest assured that FirstService is working diligently to address your concerns. We have provided our community association managers with a depth of resources and a holistic approach to analyzing and reforecasting current budgets to help you meet your vision and goals.

I am continuously proud of all our associates who are Making a Difference – when it matters most. Associates like Carlos Pimentel, who embodies our core values every day as the front desk supervisor at 1010 Midtown. Knowing that we’re helping our communities is what keeps us going.

We continue to expand our presence in the Georgia market with the addition of new clients in the condominium and active lifestyle markets. We’re delighted to welcome them to the FirstService family and we’re already delivering the exceptional service our communities have come to know.

As we look toward the future, we will continue upholding our mission to deliver exceptional service and solutions that enhance the value of every property and the lifestyle of every resident in the communities we manage. Thank you for the opportunity to serve you and your association. We are so grateful for the trust you have placed in us.

We will get through this together.



Mark Stoops

# Amazing Atlanta: Arts in Midtown



## Atlanta's Midtown is the city's art scene epicenter with the highest density of art and cultural institutions in the Southeastern United States.

The arts are an important part of life in Atlanta – and Midtown is the epicenter of the city's art scene for visual and performance art. Major venues, award-winning performances and constantly changing exhibits keep locals and visitors coming back time and again to explore this popular neighborhood. With so many options, it is no wonder Midtown is known as the "Heart of the Arts".

Home to museums and theatres as well as the Woodruff Arts Center, Midtown and these cultural institutions are within a short distance of one another and easily accessible via the MARTA Arts Center Station.

### **The Center for Puppetry Arts**

An experience at the Center for Puppetry Arts is like nothing else in the world. It is the largest organization dedicated to the art form of puppetry and focuses on

three areas: performance, education and museum exhibitions. For more than 40 years, this center has introduced millions of visitors to the wonder and art of puppetry. The collection includes an exhibit dedicated to Jim Henson and iconic puppets like Miss Piggy and Kermit the Frog. Its Global Collection celebrates puppetry

traditions from around the world. Plus, the center hosts regular performances, workshops and events for all ages.

### **The Michael C. Carlos Museum**

Looking for ancient art? Head to the Michael C. Carlos Museum located on Emory University's main campus. This museum has the largest ancient art collections in the Southeast, including objects from ancient Egypt, Greece, Rome, the Near East, Africa and the ancient Americas.

### William Breman Jewish Heritage Museum

It is important to remember the past or history will repeat itself. The William Breman Jewish Heritage Museum is a cultural center dedicated to Jewish history, culture and arts. Its collection has special emphasis on Georgia and the Holocaust.

### The Shakespeare Tavern Playhouse

Want to be transformed back to the time of the Bard? The Shakespeare Tavern Playhouse is the theater for you. It is a place out of time; a place of live music, hand-crafted period costumes and outrageous sword fights. The entire experience centers on passion and poetry. Shakespeare and the classics come to life in a casual tavern atmosphere.

### Fox Theatre

Originally planned as part of a large Shrine Temple, the Fox Theatre is now a performing arts venue. The Moorish style theater hosts over 250 performances each year, including touring Broadway shows, live performances and the Atlanta Ballet's annual holiday tradition, "The Nutcracker."



### Woodruff Arts Center

Opened in 1968, the Woodruff Arts Center is Atlanta's visual and performing arts center and houses three not-for-profit arts divisions – the Alliance Theatre, the Atlanta Symphony Orchestra and the High Museum of Art.



- **Alliance Theatre** is the Tony-award winning regional theater that has launched several Broadway hits, including "The Color Purple," Elton John and Tim Rice's "Aida" and Alfred Uhry's "The Last Night of Ballyhoo," as well as the world premieres of "Sister Act: The Musical" and "The Prom." The theater also hosts family-oriented programming, summer camps and acting workshops for all ages.
- **Atlanta Symphony Orchestra (ASO)** has won 28 Grammy awards. In addition to its season-long classical series, the orchestra has more than 150 annual events that cater to diverse music tastes ranging from pop to R&B to country and offers something for all music lovers.
- The family-friendly **High Museum** is the place to learn about civil and human rights and is dedicated to supporting and collecting works by Southern artists. The 15,000 works in its permanent collection range from European paintings to African-American art and 19th and 20th century decorative art to interactive outdoor exhibits. The High continues to grow its collection of African American art, modern and contemporary art, photography, folk and self-taught art and African art.



### An active contributor to Atlanta's Midtown community

FirstService Residential is proud of its active involvement in Atlanta's Midtown community and the contributions it makes to Midtown residents' quality of life. By providing exemplary property management, residents benefit by having the ability to enjoy their worry-free homes so they can get out and experience everything this vibrant neighborhood has to offer.

You can always count on FirstService Residential to provide proven solutions and exceptional service that add value, enhance lifestyles and make a difference, every day, for every resident and community it manages.

## AMAZING ASSOCIATES



*Carlos Pimentel, Front Desk Supervisor*

**It isn't just one thing that sets Carlos Pimentel apart. It's everything. As the front desk supervisor at 1010 Midtown in Atlanta, Carlos consistently demonstrates total professionalism while exhibiting genuine care for the residents he serves.**

Paul Blackwell, the community association manager at 1010 Midtown and Carlos' supervisor, considers his positive attitude to be the main thing that makes Carlos shine. "Probably the hardest thing to do consistently is to keep a smile on your face and have the right attitude,"

he explained. "As we all have our bad days, Carlos understands that it's not necessarily dishonest to be pleasant when you are having one of those lousy days. It is, in fact, thoughtful to care about how your attitude affects those with whom you interact."



Another way he believes Carlos demonstrates professionalism is by always putting customer satisfaction first.” Carlos realizes that even if the resident isn’t always right, the resident is always the resident.”

Being a true people person, Carlos’ skill seems to come naturally. “I don’t think Carlos has ever met a stranger,” said Jorge Dominguez, regional director. “It isn’t easy to

be as friendly as he is while still maintaining such a high level of professionalism.”

Reid Schermer, vice president in Georgia, agrees. “Carlos creates a premier front desk experience for residents. He’s knowledgeable, engaging and has earned their trust. He’ll take the time to build great relationships and even know the name of their dog.”

Now that’s service! Great job, Carlos!





# NAVIGATING THROUGH THE CHALLENGES OF COVID-19

**When COVID-19 began to impact the United States, it raised concerns among many association boards on how to best handle, prepare for, and react to the virus within their communities. Associations were faced with unique challenges regarding governing their communities. Boards began to ask: What should we do to protect the association and its members? What is our responsibility for amenities such as the clubhouse, pool, fitness center and playground? What if a resident is diagnosed with COVID-19?**

At the onset of the pandemic, FirstService Residential responded to these concerns by creating tools and resources to help our communities navigate through constant changes and safeguard the wellbeing of more than 1 million residents in the trusted care of our team in the South region.

The FirstService leadership team implemented a COVID-19 task force to address the needs of our communities, create new or adapt existing protocols and processes and monitor the latest guidance from city, state and national health organizations and other authorities. “This pandemic has brought new meaning to our mission to deliver exceptional service and solutions,” said David Diestel, president, South Region. I am so proud of how our amazing associates have rallied around our mission to keep our communities running smoothly and our residents safe, healthy and informed.”

## **Health & Safety**

Our community association managers worked directly with their board members and third-party providers to

implement enhanced cleaning and sanitizing procedures and to develop preparedness plans for a variety of scenarios. All FirstService on-site staff was adequately trained and prepared with the right personal protective equipment (PPE) per CDC recommendations to ensure the health and safety of all residents and staff. Procedures included:

- Installing hand washing or sanitizing stations throughout the community for residents, staff and visitors to use
- Supplying masks and face coverings
- Enhanced cleaning and disinfecting products and equipment
- Regular, cleaning and disinfecting of high-traffic areas such as elevators, lobbies, entrances and stairways
- Education communication and signage throughout the community





### Operational Guidelines

To provide further guidance to our managed condos and HOAs and assist association boards of communities not managed by the company, FirstService Residential publicly published its COVID-19 Operational Guidelines, outlining

- Board emergency procedures
- Conducting board and committee meetings
- Restricting guest/visitor access
- Staffing
- Energy-Saving Recommendations
- Finances under state of emergency
- Insurance claims management
- Confirmed case reporting protocols

The FirstService Operational Guidelines were recognized as the industry’s only comprehensive guide to navigating through the unprecedented pandemic.

### Education

Equipping our boards with resources that empower them to make the best decisions for their community is a top priority at FirstService Residential. Our COVID-19 webinar series was created to keep our board members engaged and informed. Throughout the series, our team of industry experts have addressed topics related to association operations during the pandemic, from board and committee meetings to legal and financial considerations. Additional content is also available via an



online resource center to help community associations adapt and respond to issues surrounding COVID-19 and the unique decisions and solutions. To access FirstService Residential’s COVID-19 resource center, visit <https://bit.ly/3hBDydJ>.

### Lifestyle

As residents adhered to stay-at-home orders and communities were forced to close amenities such as pools and fitness centers, we launched the FirstService Residential Lifestyle@Home program. Our goal was to provide virtual experiences our residents could enjoy from the comfort of their homes. “It was important that we made it easy for our residents to maintain some sense of normalcy during the pandemic,” said Hector Vargas, president of FirstService Residential’s South Florida High-Rise Division. “With Lifestyle@Home, we were able to impact our residents’ physical and emotional wellbeing and keep up with their active and healthy lifestyles while they stayed at home.” To access virtual experiences from the Lifestyle@Home program, visit our YouTube channel at [www.youtube.com/FSRFlorida](http://www.youtube.com/FSRFlorida).



### Communication

As we continue through the course of this pandemic, it is more important than ever for our teams to communicate with our boards and residents as the situation evolves. We want to make sure that you and your fellow board members are up to date with the latest information and learn about actions you may need to take. In order to do that, we make sure that community managers remain in constant contact with residents through a variety of channels to communicate the efforts that the board and management are making to maintain a safe environment. Our FirstService Residential Connect™ platform provides a communications tool that allows your management team to deliver messages to residents quickly whether through automated phone calls, emails or texts.

Most likely, the uncertainty of this pandemic will be with us for a while. We’d like to reassure you that FirstService Residential is working alongside our boards to bring you creative solutions to get us through. Thank you for your trust in FirstService Residential and for allowing us to serve you and your residents during this difficult time.

## Setting the Bar in Lifestyle Programming

Cresswind Peachtree City, a FirstService Residential community, recently received a silver award in the Lifestyle Program category at the 2020 Best of 55+ Housing Award.

Each year, the National Association of Home Builders (NAHB) hosts the Best of 55+ Housing Awards to honor the people, companies, projects and programs that have contributed to innovative marketing, industry-leading design and construction and community lifestyle features that appeal to all life stages.

Cresswind Peachtree City is a resort-style, active adult community located 25 minutes south of Atlanta. Congratulations to FirstService Residential Lifestyle Director, Nicole Jurovics, who was instrumental in helping the community achieve this national recognition.



## Welcome to the FirstService Family

We are excited to welcome Cresswind Twin Lakes to the FirstService Residential family.

Cresswind Twin Lakes is located in historic Hoschton, Georgia, just 40 miles northeast of Atlanta. The community, developed by Kolter Homes, is built based on the Cresswind pillars of Fitness, Nutrition and Relationships.

Residents of the community can enjoy a variety of amenities across the property's 940+ acres, including a large pickleball complex, walking trails, outdoor pool, event lawn with amphitheater, tennis and bocce courts, a state-of-the-art clubhouse featuring fitness center, aerobics, arts and crafts room, ballroom and a host of clubs and activities led by their onsite lifestyle director.

We look forward to exceeding the expectations of every resident at Cresswind Twin Lakes.

## Making a Difference

At FirstService Residential, we are driven by our strong desire to deliver exceptional service and solutions to your community, and by our compassion for others.

FirstService Residential associates, in partnership with Floor Coverings International, recently volunteered at the Central Night Shelter in downtown Atlanta. Together, they served dinner and dessert to the area's homeless community.







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Making a Difference. *Every Day.*

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