

FIRST IMPRESSIONS

The newsletter for FirstService Residential customers
2020/VOLUME 2

*Fabulous
Florida:*
SARASOTA



FirstService
RESIDENTIAL



TABLE OF CONTENTS

- 1** Message from David Diestel
- 2** Fabulous Florida: Sarasota
- 4** Property Spotlight: Biscayne Beach
- 5** Associate Spotlight: Suzanna Pazos
- 6** Navigating Through the Challenges of COVID-19
- 10** Legislative Update
- 12** In The News



Message from David Diestel

President, South Region

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 Suzanna Pazos, who embodies our core values every day as the community association manager at Mosaic Miami Beach. Knowing that we’re helping our communities is what keeps us going.

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.



David Diestel

FABULOUS FLORIDA: SARASOTA



More than a circus town

Located in southwest Florida on the Gulf coast and about an hour north of Fort Myers, Sarasota is a mid-sized city with plenty to offer. Sarasota, with theaters, a professional symphony, a ballet company, an opera, museums and art galleries, has earned the name “Florida’s Cultural Coast.” The rich art scene entices residents and visitors alike as do the glorious white-sand beaches. Sarasota is also home to golf courses, private clubs and several exclusive neighborhoods.

Sarasota was once the winter home of the Ringling Brothers Circus, which had a significant influence on the area – Sarasota even used the circus elephants to build its first bridge. The circus is gone but the town’s history is intricately linked to it, and now welcomes visitors to the John & Mable Ringling Museum of Art. Here you’ll see old

European masterpieces by Rubens, Bernini, and Duchamp, among others, as well as admire modern art. You can also visit the Ringling’s Ca’ d’Zan mansion located adjacent to the museum, the Gothic-style palatial mansion that served as the home of the circus king and his wife.

Sarasota is known for more than just the art and culture scene and its glorious beaches; it is also known for nature. The Myakka River State Park, the Oscar Scherer State Park and the Marie Selby Botanical Gardens provide residents with excellent opportunities to enjoy the great outdoors. Visit the Mote Marine Laboratory & Aquarium, dive or fish the clear gulf waters, or venture over to Sarasota Jungle Gardens where you can observe a host of birds and animals in their natural habitats. In other words, there is so much to do in this beautiful area.

The key is the keys

Sarasota includes Sarasota Bay and multiple barrier islands. Think of it as the gateway to miles and miles of beaches covered with white sands fronting clear, shallow waters. Those choosing not to live in the city itself can enjoy the island life on one of the many beautiful keys: Bid Key, Coon Key, Lido Key, Longboat Key, Otter Key, Siesta Key and St. Armands Key.

A great place to live

According to recent estimates, the city's population is nearly 58,000, reflecting a significant population growth. It is one of the best places to live in Florida, offering its residents an urban-suburban mix feel. In addition to all the museums and beaches, there are many restaurants, bars, coffee shops and parks. For families, its public schools are highly rated. The economy is mostly a service-oriented one, driven by tourism and the migration of retirees. The major industries include health care, retail and hospitality.

Great neighborhoods

From opera to beach sandals, there is a neighborhood to satisfy every need and dream.

- Head downtown if you're searching for cultural delights. This is the civic and artistic epicenter of the city. Setting out on foot, the Sarasota Opera, the Florida Studio Theatre, and the Marie Selby Botanical Gardens are easily accessible.
- The Laurel Park Historic District offers a look at what life was like in the 1920s. Oak trees covered with Spanish moss and colonial revivals line the red-brick streets.
- Need some retail therapy? Head to St. Armands Circle, called "the Circle" by locals. You'll find more than 150 shops offering everything from homemade fudge to designer fashions.

- Lido Beach is the place to go for boutique hotels, seafood restaurants and a plethora of sailing and dolphin-watching adventures.

The city of Sarasota is seeing a rise in news developments, especially in and around the downtown area. FirstService Residential is proud to manage some of the most notable residential buildings in the downtown Sarasota, bringing a wealth of experience and local market expertise. Here are some of the new developments where FirstService Residential is providing consulting and property management solutions:

- **Mark Sarasota**, a new, 12-story mixed-use development by Kolter, features resort-style amenities, a state-of-the-art fitness center, secured residential parking garage and 11,000 square feet of Executive Office Suites.
- **VUE Sarasota Bay**, an iconic 18-story condominium tower developed by Kolter, features 141 luxurious residences overlooking the Sarasota waterfront and marina.
- **101 Condominium**, a historic 16-story building in the heart of Downtown Sarasota featuring 116 residences.
- **Sansara**, a beautifully designed 10-story mixed-use condominium development featuring 17 exclusive residences, all of which boast a sleek and elegant charm.
- **The Jewel**, a luxury high-rise standing at 236 feet, one of the tallest buildings in the city. This condominium features 18 residences ranging from two-story lofts to a full floor penthouse.
- **Condominium on the Bay**, home to two 18-story towers and 20 marina suites, and features unique amenities including a fishing pier, deep-water boat docks, kayak racks and lifts.

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.

Enjoy the sunshine and the sunshine state...that's what living in Sarasota is all about.



Biscayne Beach



Biscayne Beach offers a resort-style waterfront lifestyle in the heart of the desirable Edgewater neighborhood of Miami.

As the first beach club condominium in Miami, Biscayne Beach takes waterside living to the next level with its man-made beach of fine white sand and featuring swimming platforms and watersports, wrap-around pool, outdoor furniture, cabanas, towel service and weekend food and beverage service. A fitness center, dog park, tennis and basketball courts, 24-hour security, spa, massage rooms, concierge service and valet parking round out the spectacular array of amenities. All 391 residences at Biscayne Beach, a 51-story luxury high-rise overlooking Biscayne Bay, including the 3 live-work units, feature floor-to-ceiling windows, large balconies and panoramic views of the water.

Biscayne Beach premiered in May 2017 with FirstService Residential as its management company. When the developer turned over the building to homeowners, the new board chose to continue that partnership. Today, the on-site team consists of 37 FirstService Residential associates including management, front-desk, concierge, housekeeping, pool and beach attendants, and operations staff. “Our staffing and the service level this team provides are aspects that really set us apart,” said Jeff Lehman, regional director.

The board’s commitment to maintaining a sense of community is another factor that plays a big part in the

association's success. "Even though Biscayne Beach is home to many residents, the board doesn't want the building to feel large and impersonal," noted Lehman. "It's really great that they are clear on their vision for the building and collaborate with us to achieve that vision."

One way that the board and FirstService Residential have worked together has been in creating a customized Residential Hospitality Program to meet the specific needs of Biscayne Beach residents. The program, which was developed by FirstService Residential to exceed the expectations of the most discerning and sophisticated residents, is tailored for each property. As part of the program at Biscayne Beach, General Manager Sean Esteves and his team participate in weekly hospitality training and staff meetings. "Hospitality training never stops," Lehman explained. "Everyone from every department is there so that the entire staff is fully

trained on providing the highest level of service. And we're constantly raising the bar."

Lehman, who earned a distinguished reputation in the hospitality industry, believes that the goal should be to constantly surprise and delight residents. At Biscayne Beach, that means serving Cuban coffee every day at 3:05 (Miami's world-famous area code), serving frozen fruit poolside, providing towel service and placing water bowls in common areas for residents' pets. Lehman credits the concierge staff with driving these extra touches, and for putting together memorable events that residents love to attend.

"Edgewater offers many residential options; our team works very hard to make Biscayne Beach stand out from the rest. From a warm greeting when you first walk in to the array of amenities, you know you are somewhere special and different here."

AMAZING ASSOCIATES

Suzanna Pazos

Suzanna Pazos, Susy to those who know her, is the community association manager at Mosaic Miami Beach.

Susy began her career in the hospitality industry, working for several hotel chains. "I enjoy working with people, solving problems and developing teams. I thrive on making people feel at home and comfortable," she added. When she realized the best place to help people feel at home was in their own home, she transitioned to property management.

She has held various positions with FirstService Residential, including corporate trainer. Since 2011, Susy has been the community association manager for Mosaic, a condominium on Miami Beach.

Her biggest thrill involves anticipating residents' needs – and then exceeding their expectations while following the rules and adhering to budgetary constraints. Striking the right balance between containing association costs



and maintaining the desired lifestyle of her residents is one of the most challenging property managers face. Another one is keeping up with technology, security systems and software procedures to remain safe and secure. This need to stay current attracted Susy to continue her professional development.

In 2019, the Florida Community Association Professionals (FCAP) certified her for successfully completing the professional and educational requirements and recognized Susy as a CFCAM (Certified Florida Community Association Manager).

In her spare time, Susy enjoys watching her sons play baseball, spending time with her family, rooting for the Pittsburgh Steelers and following most sports.

Thank you, Susy, for all you do. You're a shining example of why FirstService Residential leads the way in the property management industry.



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.





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.



2020 FLORIDA LEGISLATIVE SESSION

What You Need to Know

On March 19, the Florida legislature adjourned, passing 5 community association-related bills. FirstService Residential collaborated with legislators, an industry coalition of property management companies and other stakeholders to advocate for the passage of positive policy changes that protect community associations.

The following bills passed both the House and Senate, and became effective on July 1, 2020.

Emotional Support Animals – HB 209/SB 1084

This piece of legislation protects individuals who need an emotional support animal (ESA) and penalizes providers who provide false documentation to verify the need for one. The bill clarifies and specifies the type of documentation used to verify an ESA, helping to eliminate gaming the system through online certificates.

The bill also:

- Updates the definition of an ESA to reflect the same terminology used by the Department of Housing

and Urban Development (HUD) in its new guidance publication.

- Expands the type of allowable documentation that can be used to verify the need for an ESA to include determination of a disability or proof of disability services, as required by the new HUD guidelines.
- Adds language to allow telemedicine providers and similarly licensed providers in other states to provide ESA documentation as long as they are acting within their scope of practice and have knowledge of an individual's disability.
- Allows providers who present false documentation to be punished under Florida law.

Florida Insurance Guaranty Association – HB 529/SB 898

Since its inception almost 50 years ago, the Florida Insurance Guaranty Association (FIGA) limit for condominium units has been \$100,000 per unit in a building. HB 529 was passed after years of effort, raising the limit from \$100,000 to \$200,000 per unit. In Florida, if there was a major storm and the insurance company is unable to pay claims, FIGA steps in to pay them. In the very unlikely and unfortunate case there was a total loss, FIGA would multiply the \$100,000 times the number of building units to calculate the total limit paid. In the current economy, that would likely leave associations significantly short. HB 529 raises that limit from \$100,000 to \$200,000 per unit. Again, this would only be triggered by a loss event that leaves an association's insurance carrier unable to pay claims and requires FIGA's involvement.

Discriminatory Association Language – SB 374

This piece of legislation contains a provision which clarifies that discriminatory language on covenants is not enforceable and is declared null and void. It also helps remove outdated, unenforceable discriminatory housing language in some community association documents by board action alone. This bill has not yet been approved by the governor and takes effect immediately upon becoming law.

Law Enforcement Vehicles – SB 476

This bill prohibits associations from restricting law enforcement officers from parking their vehicles in a community. An association cannot deny a law enforcement officer from parking their vehicle in their assigned space or at their home. The bill defines what a law enforcement vehicle is so as not to be overly broad. It is not intended to allow vehicles such as equipment

trailers and trucks. This bill was signed by the governor and has become law.

Fireworks – SB 140

This bill allows for the use of fireworks on 3 designated holidays – New Year's Eve, New Year's Day and the Fourth of July. There is a provision that states a homeowners association may restrict or deny the use of fireworks, including on these designated holidays, only if there is a properly approved and executed restriction found in a declaration of covenants and not merely through a rule created by the Board of Directors. This bill does not apply to condominiums or cooperatives. This bill was signed by the governor.

BILL TO WATCH!

Vacation Rentals – HB 1011/SB 1128

While neither of the bills pertaining to vacation rentals passed, FirstService Residential, with the engagement of many associations, was instrumental in amending language in both bills to protect community associations' rights to shape their own short-term rental policies. As a result of our collective efforts, we were able to secure the protection of community associations even if the bill passed. Moving forward, we will be in a stronger place to tackle the legislation if the bill is refiled.

As your trusted property management partner, we are here to support you during this unprecedented time. We strive to provide you with the most up-to-date information on all matters that could impact your association operations and the lives of your residents, including federal legislation in response to the COVID-19 pandemic. We will continue to work with industry stakeholders on important legislative matters concerning the communities in our care.



FirstService Residential *Earns Highest Honors*



For the sixth consecutive year, FirstService Residential received a Diamond Readers' Choice Award from the Florida Community Association Journal.

The Diamond Award is the highest recognition level for elite property management providers that

demonstrate service excellence to the community associations they serve.

“What makes FirstService Residential unique is our passion and commitment to make a difference, every day, in the communities we manage,” said David Diestel, South Region president. “We’ve built a reputation of delivering exceptional service that enhances property values and resident lifestyles, and to be recognized for those efforts by the board members we serve is a tremendous honor.”

Thank you to our associates for their hard work to ensure that our residents live in communities they’re proud to call home.

On the Move

The FirstService Residential Miami office has relocated its offices to allow us to expand our presence in the



market and continue delivering the level of service and local expertise our clients expect.

Just steps away from its previous location, the 13,000-square-foot office is located at 5200 Blue Lagoon Drive, Suite 1000, Miami, FL 33216. The new offices feature an open layout to ensure safe social distancing environment for associates..

“We are extremely excited about moving to a location that allows us to continue providing exceptional customer service and solutions with a local touch – which FirstService Residential is known for, while supporting our company’s growth,” said Hector Vargas, president of FirstService Residential’s South Florida High-Rise Division.



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Making a Difference. *Every Day.*

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