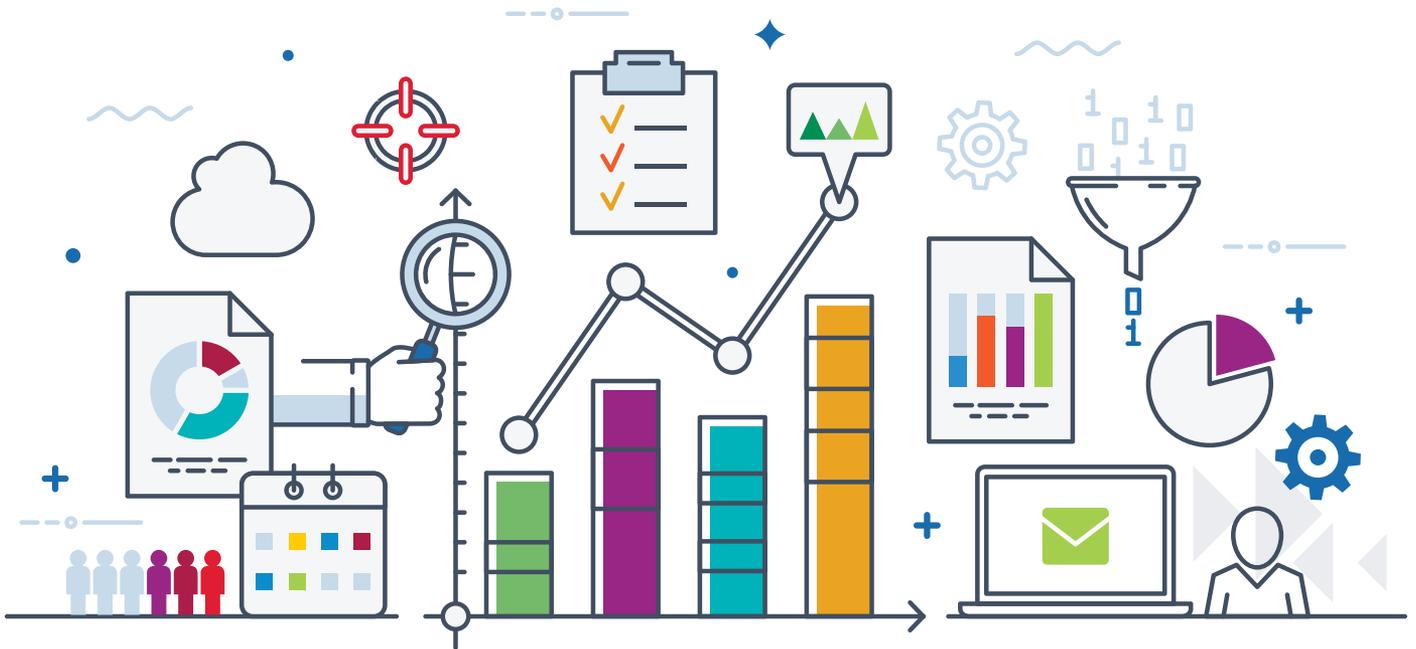


COMMUNITYMANAGER

JANUARY | FEBRUARY 2018



Invaluable Resource

The Foundation's research committee members work hard—and encourage feedback—to produce CAI's sought-after Salary Survey.

BY JULIE WARREN

"It's one of the most comprehensive surveys we've done to date," says Christine Isham about the recently released *Community Association Manager Compensation & Salary Survey 2017*. Research committee chair for the Foundation for Community Association Research, Isham adds that this newest survey in CAI's series "also is one of the strongest, most in-depth we've ever done."

Management companies and community associations rely on this important publication. "(They're) very interested in what the salary ranges are for management positions because (the community association management profession) is pretty competitive," Isham

says. "But it doesn't always come down to salary. It's what other compensation items are part of the package too," she adds.

"As a manager, if you have the right designation and some experience then there are a lot of choices of places where you can work. And employers want to make sure that they're offering the right compensation package; it means they get the folks they want to hire."

TIMING THE RELEASE

For those who were anticipating its arrival, the *Community Association Manager Compensation & Salary Survey 2017* was long in coming. The Foundation's five previous salary surveys were made »

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Even experienced managers are open to opportunity. Although more than half of respondents are older than age 50 and have at least a decade of experience, more than one-third have been at their current job for two years or less.

available during the summer on a two-to-three-year cycle.

The newest survey in the series was released in mid-November—and more than a year later than originally planned. There was good reason for the delay, according to Isham: feedback from several managers who use the Survey.

“They asked if we could try to get it out closer to the end of the calendar year when some (management company and association) financial decisions are made,” she says. “If the folks who need this information aren’t getting it when they need it, then we’re not providing a very good service.”

WELL-QUALIFIED COMMITTEE

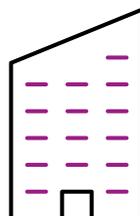
Isham works in a family run homebuilding and development business and has a substantial background in project management. Because of her professional history, she admits she “kind of volunteered to do this.” Through her many years as a CAI member and Foundation volunteer, she also had accumulated plenty of background to qualify for chairing the research committee.

“I’ve already chaired two other Foundation committees, and I was the organization’s president last year,” Isham says. “The Foundation decided to take advantage of that and asked me if I would serve as the research committee chair.”

Other committee members are attorneys, managers, insurance and communications specialists,

homeowner leaders, and business partners. “The volunteer members of the Foundation’s research committee are incredibly committed to the greater good of this profession,” says David Jennings, CAE, SPHR, executive director of the Foundation and CAI’s vice president of education.

One of the Foundation’s goals for the newest survey was to enrich and upgrade the research itself. “We wanted it to be more useful and practical for CAI members,” Isham says. “And that meant learning to do a lot of things differently than we had in the past.”



INSIDE AND OUTSIDE THE INDUSTRY

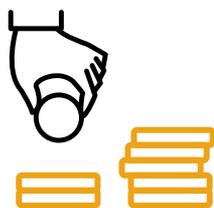
Isham points out that while management companies and associations are naturally very interested in the Salary Survey’s findings, particularly the salary ranges it puts forth, the document—along with CAI’s annual Statistical Review—has a wide following outside of CAI and the Foundation that gives the organizations a lot of credibility.

“When we get inquiries from people in the government agencies who work on housing policy, that’s the first place we send them. When we get academic researchers who are writing papers on these topics, again, the Salary Survey and the Statistical Review

are the first resources that we give them,” she says.

Once the committee has preliminary results, managers and management company executives are asked to review and comment on the findings’ usefulness and relevance.

More than two-thirds of respondents work for a management company—significantly more than previous surveys.



Management company executives who have achieved a PCAM or Large-Scale Manager designation earn as much as 20 percent more than others with similar positions. This indicates a clear link between earning designations and higher salaries.

More than three-quarters of respondents have earned the CMCA credential; nearly half have earned the AMS designation; more than 20 percent have earned a PCAM.



NO BIG NEWS

More women responded to this year's Salary Survey, and a larger portion of managers work for a management company than directly for an association. While both statistics are notable, the changes are slight.

"Sometimes the 'news' is that there are no earth-shattering changes in these

More women are managing larger communities.



Nearly two-thirds of survey respondents were women.

kinds of reports from year to year," Jennings says. "For example, CAI's Homeowner Satisfaction Survey and Salary Survey both demonstrate some consistent themes over time. Although the profession continues to evolve and improve, the basics are still in place—credentialed managers earn more, and most homeowners are satisfied with their community."

TRACKING DOWN RESPONDENTS

"One of the challenges of this kind of survey is to make sure we get a reasonable response—and not just geographically," says Isham, who looks for responses from a variety of communities.

"We can track responses so we know geographically where they come from and whether it's an urban or suburban community," she says. "And we do make judgements based on region."

When survey recipients in a specific area are slow to respond to the survey, Isham says that research committee members get on the phone and call

individuals to encourage them to do so. The committee also recruits chapters to urge respondents to complete the survey.

"Personal contact tends to really make a difference to people," she says.

THANKING PARTICIPANTS

"We certainly want to recognize and thank everyone who responded to the survey," Isham says. "The large number of people—all of CAI's more than 14,000 manager members—who are asked to respond ensures that the survey results are really useful to people no matter where they work."

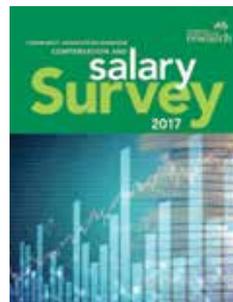
Isham and others on the research committee encourage those who use the survey results to continue to "provide us feedback about how they use it, and let us know what's missing or could be added. It would certainly help the Foundation improve the survey and its results as we go forward."

Julie Warren is CAI's manager of news and content.

Research Committee Members

CAI homeowner leaders, attorneys, communications and insurance specialists, association managers, and management company executives comprise the Research Committee of the Foundation for Community Association Research. This committee has many responsibilities, including preparing and sending the survey and writing the results.

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|------------------------------------|-----------------------------------|
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| Lynn Boergerhoff | Brenda Harrington |
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| Skip Daum | Heather J. Paton, CMCA, AMS, PCAM |
| Matthew C. Dozier, CMCA, AMS, PCAM | Clifford J. Treese, CIRMS |



The *Community Association Manager Compensation & Salary Survey 2017* is the most comprehensive collection of data on community association manager and management companies compiled to date. Containing more statistical and industry analyses than previous salary surveys, the *2017 Salary Survey* includes information about all association employees,

particularly on-site personnel, as well as managers and CEOs by region and community association and management company size. Get your copy at www.caionline.org/shop. Member price: \$59.