

2024 CAI ANNUAL REPORT

A Year of Advocacy, Creativity, and Steady Growth



www.caionline.org

#WeAreCAI

#LoveWhereYouLive #LoveWhereYouWork

NOTES

From Our Leaders

WELCOME



TOM SKIBA

CAE

CEO

Standing Together

Looking back on 2024, I keep thinking about the concept of collective action. The efforts of individuals are important and necessary, but when we band together, so much more can be accomplished.

Perhaps the best example of the value of collective action is CAI's historic lawsuit challenging the Corporate Transparency Act. The suit seeks to protect community associations nationwide against burdensome and potentially unconstitutional filing requirements that force board members to divulge personal information to the federal government. It also has the potential to curb volunteerism in community associations and hamper effective governance at the local level.

Considering these issues, CAI decided to fight the act that is intended to combat money laundering and terrorist activities. Together, I believe board members, community managers, and business partners who comprise CAI's membership have the power to bring about positive change that will benefit common interest communities.

CAI membership can be a potent mechanism to accomplish more than any one person or group can individually. Through our classes, advocacy efforts, events, and new website, CAI can help industry professionals and volunteers gain the knowledge to make informed decisions that build community, maintain safety, and preserve property values.

Another cooperative effort I want to acknowledge is the teamwork behind CAI's redesigned website. I want to recognize CAI staff who worked diligently to conceptualize and build out our new online home. The revamped site will increase engagement and boost the image of homeowners associations through relevant content. I am incredibly proud of the final product.

Both the website and the lawsuit represent the fruits of collective action. CAI is positioned well to continue to bring people together to share ideas, resources, and information that boost individual careers while promoting and safeguarding the interests of community associations.



JEEVAN D'MELLO

CMCA, AMS, LSM, PCAM

2024 President

Staying Ahead: The Importance of Conferences and Workshops

I've had the privilege of attending numerous CAI conferences and workshops in the U.S. and around the world. I strongly believe in the value of participating in these events. They are essential for community association professionals and volunteers seeking to enhance their skills and expand their networks. These events provide a unique platform for learning, sharing best practices, and staying informed about the latest trends in community management and governance.

CAI's Annual Conference, the High-Rise Workshop, the Large-Scale Managers Workshop, and local chapter events offer invaluable networking opportunities. Managers and board members can connect with peers, industry leaders, and vendors. They can build relationships that often lead to collaborative solutions for common challenges. These interactions frequently result in the exchange of innovative strategies.

Educational sessions at these events cover critical topics such as risk management, financial strategies, and community governance. Subjects like the role of technology and artificial

intelligence, leadership soft skills, managing difficult individuals, and avoiding burnout are invaluable and equip industry professionals and volunteers with the knowledge and tools necessary for effective leadership.

The community association landscape is constantly evolving due to legislative changes and technological advancements. Managers and boards must stay informed about developments to ensure they remain compliant and proactive. Information on CAI's efforts and the work of legislative action committees is invaluable.

Participating in these events also fosters professional development that can enhance career and leadership prospects. This commitment to continuing education reflects a dedication to excellence in community management.

Attending conferences and workshops is essential for managers who want to succeed in an ever-changing environment. Embracing these opportunities leads to stronger communities and more effective management and governance practices.



CAI IN 2024

A Year of Growth

Throughout 2024, CAI enjoyed a notable year of consistent growth and progress toward enhancing the organization's ultimate purpose — the success of members. CAI continues to pursue and refine what it does best — educate, promote, support, and advocate for the professionals and volunteers working and living in community associations worldwide.

CAI took a bold new step to safeguard the interests of community associations nationwide in 2024. After much deliberation and research, CAI initiated an historic lawsuit challenging the Corporate Transparency Act to protect community associations from obligations that may discourage volunteerism and unduly burden board members by forcing them to file personal information with the federal government.

In *Community Associations Institute v. U.S. Department of Treasury*, CAI seeks an exemption for community associations, arguing that these unique volunteer entities do not pose a risk to federal efforts to combat money laundering and terrorist financing activities.

The lawsuit is just one of CAI's efforts to combat the Corporate Transparency Act. CAI also has been advocating for legislative relief in Congress and has been discussing updates with the Treasury Department. Go to www.caionline.org/CTA for the latest.

The launch of a redesigned website represents another significant milestone for CAI this year. A massive two-year effort, the new website's fresh, modern, and professional look undoubtedly will increase engagement and boost the image of homeowners associations. The project included the review, assessment, and updating of over 15,000 pages of content. A user-friendly platform makes it easier to navigate and puts pertinent information, support, and resources at the fingertips of members and the general public.

Through education, advocacy, and media relations efforts, CAI is proud to continue to create an environment that supports the development of healthy and strong communities, knowledgeable and effective boards, and a cadre of trained professionals to serve and support them.

46

States and the federal government in session

1,200+

Pieces of legislation tracked and advocated on behalf of CAI members

92,406

CAI advocates

9,855

People contacted their legislators about community association issues

335

Advocacy ambassadors

NEARLY

600

Volunteers serve on legislative action committees

77,511

total Advocacy blog post visits

* Figures are current as of October 2024



ADVOCACY

Advocating for the community association housing model on the state and federal levels continues to be an important and valuable component of CAI efforts.

CAI focused its federal advocacy activity on addressing issues with the Corporate Transparency Act, affordable housing, and disaster assistance.

CAI also maintained its commitment to building safety and maintenance by highlighting the third anniversary of the Surfside, Fla., condominium collapse.

CAI’s efforts focused attention on needed legislative and programmatic reforms required to ensure building safety. Reserves, maintenance, and structural integrity continue to be critical issues and important discussion topics worldwide.

Key state legislative initiatives discussed throughout the year include:

■ Condominium safety, structural integrity, reserve funds and funding. California, Connecticut, Florida, Georgia, Hawaii, Illinois, Maryland, Massachusetts, Michigan, Missouri, New Jersey, South Carolina, and Virginia introduced legislation.

■ Board member education and training. Florida, Hawaii, Maryland, New Jersey, and Washington state introduced legislation mandating board member education for

association leaders. The CAI Board of Trustees approved an updated public policy that encourages board members to obtain education without state mandates. In states considering mandated board member education, CAI recommends legislatures work with CAI’s state legislative action committees to establish a minimum set of requirements.

■ Fining authority and foreclosures. Arizona, Colorado, Georgia, Minnesota, North Carolina, South Carolina, and Virginia introduced legislation to limit the ability of associations to fine, collect unpaid assessments, and ultimately file liens and foreclose in the most egregious cases.

■ Dispute resolution. Florida, Georgia, Hawaii, Illinois, Maryland, Massachusetts, Minnesota, Missouri, New Hampshire, New Jersey, New York, and Washington state introduced legislation to create an ombudsman office or require alternative dispute resolution practices by associations. CAI urges communities to adopt policies offering dispute resolution for housing-related conflicts.

■ Environmental sustainability. Most recently, associations have been faced with questions related to the installation and placement of solar panels and electric vehicle charging stations. More than 20 states introduced bills addressing how associations can regulate these systems.

Financials as of June 30, 2024

\$18,778,712
Revenue

\$18,249,611
Expense

\$529,101
Net Income

\$7,951,057
Net Assets

Membership

CAI surpassed **20,000 homeowner** leaders in 2024.

Total membership is nearing **48,000**.

Adding **1,000 new members** per month.

CHAPTERS

CAI chapters continue to represent the backbone of membership. Members spent more than 4.2 million minutes on Zoom in 2024 through chapter programs. More than 1,000 attendees joined *Community Conversations Live*, a live quarterly webinar series providing opportunities to discuss critical issues in the industry.



CAI chapters collectively held:



EDUCATION

Education remains at the heart of CAI. This year, we engaged more than 14,000 members — more than ever before — with direct educational opportunities through classes, webinars, conferences, and other learning opportunities. Live virtual classes delivered by a CAI faculty member using established curriculum and online learning continue to be the principal modes of education delivery.

Other education highlights include:

- More than 1,000 managers participated in online self-study courses.
- CAI now recognizes over 2,350 community board members who have successfully completed the Board Leadership Development Workshop program.
- Educated Business Partner programs also continue to demonstrate strong performance.
- More than 748 members registered for a webinar presentation on the Corporate Transparency Act, representing the largest monthly webinar attendance ever.
- CAI updated the curriculum for M-206: Financial Management.



MEDIA RELATIONS

In 2024, CAI achieved significant milestones to enhance visibility, shape the narrative surrounding community associations, and successfully position itself as a trusted voice in the industry.

CAI expanded its media network by adding **400 new contacts**, resulting in over **6,500 media mentions** across prominent publications such as *Yahoo News*, *The Wall Street Journal*, *Forbes*, *AP News*, and *Axios*. The overall approach emphasized clear, positive messaging that resonated with audiences and fostered favorable sentiment toward CAI.

Media relations countered negative narratives about community associations by highlighting resident satisfaction and showcasing the benefits of well-managed community associations. The strategy focused on solidifying CAI's influence and expertise and positioning it as a thought leader on trending topics such as reserve studies, insurance, sustainability, and regulatory changes.

Future goals include increasing outreach to major publications and local outlets to promote community association best practices by leveraging human interest stories and data-driven insights.



RESOURCES

The CAI Exchange

Launched in 2018, the CAI Exchange continues to grow and provide members with a valuable platform to exchange information, ask questions, problem solve, and communicate with each other. The Exchange sees dozens of new discussions and hundreds of comments and responses every week.

This year, CAI implemented a significant upgrade to the Exchange platform that includes more in-depth profile options, additional marketing and communications tools, and automated campaigns.

A team of peer moderators responds to member needs and ensures civil discourse on the platform. In addition to the main CAI Exchange, there are separate areas for specialized groups such as chapter presidents, chapter executive directors, large-scale managers, and management company CEOs.

The top five most engaging Exchange topics this year were: rental restrictions, board transitions, management assessments, committees, and meeting minutes. Discussions increased by 12%, with a 10% rise in new topics.

37%
TOTAL INCREASE
IN SOCIAL
ENGAGEMENTS

146%
INCREASE IN VIDEO
VIEWS

9%
INCREASE IN NEW
SOCIAL MEDIA
FOLLOWERS

40K
YOUTUBE VIEWS

422K
IMPRESSIONS ON
SOCIAL MEDIA

*FIGURES COMPARED TO 2023

PRINT AND DIGITAL RESOURCES



In addition to the two-year website redesign project, CAI's periodicals continue to be popular and relevant resources for members that are gaining strength in both the print and digital realms.

Common Ground and *Community Manager* continued working with its editorial advisory boards to provide editors and the broader team valuable input on content and offer members an opportunity to share their expertise.

The *Ungated* blog focused on positive stories and activities in community associations as well as news, tips, and trends important to members and nonmembers. HOAresources.com also extended CAI's reach by offering critical discussions of key issues for homebuyers, homeowners, and association leaders.

Thanks to the efforts of several member contributors and reviewers, **CAI Press rolled out four new books over 2024:**

- A new edition of *Drafting Rules: How Community Associations Maintain Peace & Harmony*.
- *Capital Projects: A Case Study*, a new publication that helps community association leaders understand the connection between financing, communication, meetings, bids, the project team, and more.
- A new edition of *Reserve Studies and Funds: How and Why Community Associations Invest Their Assets*.
- A new edition of *Selecting Management: How to Find the Right Community Association Management Company*.

Each of these new titles are available in print and digital formats. CAI Press also continues to add new titles into its digital platform, allowing members and nonmembers easy access to these resources on phones, tablets, and computers. Look for a full lineup of new and updated print and digital books in 2025 on www.caionline.org/shop.

Digital Engagement Highlights

COMMON GROUND

20,337
ACTIVE USERS
ACROSS ALL ISSUES

3,742
JAN/FEB 2024
ISSUE VISITS

54,716
JAN/FEB 2024
ISSUE PAGE VIEWS

HIGHEST METRICS
OF THE YEAR

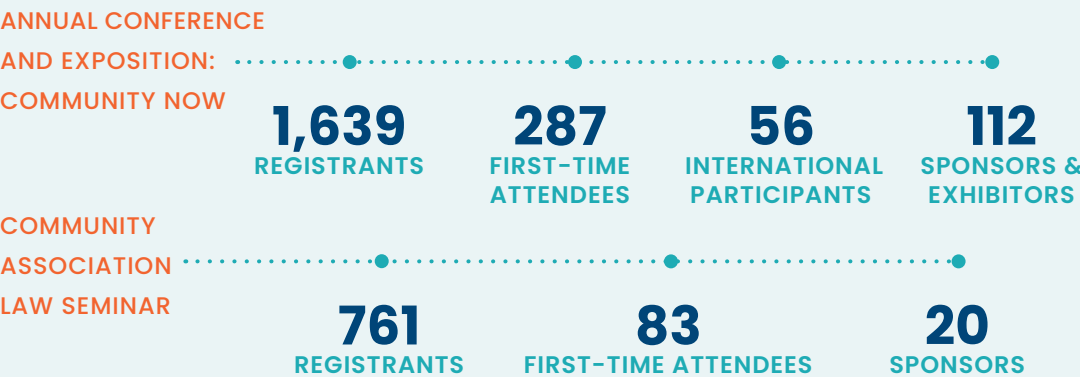
COMMUNITY MANAGER

6,243
ACTIVE USERS
ACROSS ALL ISSUES

3,620
JAN/FEB 2024
ISSUE VISITS

32,417
JAN/FEB 2024
PAGE VIEWS

Event Highlights



285
CEO-MC
RETREAT
ATTENDEES

109
LARGE-SCALE
MANAGERS
WORKSHOP
ATTENDEES