

Page: Entry Information
Chapter CAI Minnesota Chapter
Chapter Size Very Large (761-1200)
Category Public Affairs
Program Name 2024 Condo & Homeowners Association Summit
<p>Each question is worth 20 points and will be scored using the following rubric:</p> <p>(1-5) Poor Didn't effectively answer the question</p> <p>(6-1) Fair Answered the question</p> <p>(11-15) Good Answered the question with more detail</p> <p>(16-20) Excellent Went above and beyond with proven results and visible data</p>
<p>Describe the program and why it fits the category. (20pts)</p> <p>In 2024, the Minnesota chapter of CAI (CAI-MN) collaborated with the Minnesota Real Estate Journal, a local trade publication, on its annual Condo Summit event. With CAI-MN's involvement, the 2024 event was expanded to include all types of homeowner associations to help appeal to a larger audience. In addition to sponsoring the Summit, CAI-MN's Executive Director, Tim Broms, served as the moderator for the event, which also featured several CAI-MN members as panelists. Held on November 20th, the full morning event featured four panel discussions: Condo Market Update; Homeowners Association (HOA) Management Update; Insurance, Property Protections & Legal Concerns; and Navigating Insurance Claims and How They Affect the Real Estate Market.</p> <p>The Condo & Homeowners Association Summit provided another continuing education opportunity for members of CAI-MN. It also broadened CAI-MN's exposure within a new segment of the Twin Cities real estate community, including condominium developers and real estate agents active in the Twin Cities market.</p> <p>CAI-MN's participation in the 2024 Condo & Homeowners Association Summit aligns with the Public Affairs award category because it presented an excellent opportunity to gain no-cost brand exposure across the Minnesota Real Estate Journal's circulation of 7,500+ readers. It also positioned the chapter's executive director and participating member panelists as industry experts, enhancing CAI-MN's reputation as an invaluable resource in the community association management space.</p>
<p>How did this program meet the mission and vision of the chapter and CAI as a whole including fostering an inclusive environment that reflects and serves our diverse community? (20pts)</p> <p>Furthering CAI and the Minnesota chapter's commitment to delivering quality education programming, the 2024 Condo & Homeowners Association Summit provided a unique learning opportunity for members of CAI-MN as well as an expanded audience of real estate professionals, including developers and residential realtors. Attendees were able to earn four hours of CAI continuing education credits as well as Minnesota real estate licensing credits.</p>
<p>What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20 pts)</p> <p>CAI-MN has developed a reputation as an active network of members who connect to enhance their careers and communities through meaningful education. CAI-MN's collaboration on the 2024 Condo & Homeowners Association Summit delivered on that value proposition by providing another learning opportunity for members from a broader perspective – at a discounted member ticket price. Managers and homeowners alike were able to gain insights on market trends, including investment and sales activity; urban vs. suburban demand; development and new construction opportunities; regulatory challenges; and technology trends in new construction – expanding beyond their typical management-centric focus.</p>
<p>Provide quantifiable data supporting the rationale for success. Include why this data is significant. (20pts)</p> <p>The 2024 Condo & Homeowners Association Summit attracted more than 120 attendees, including 24 individuals that earned CAI continuing education credits. Through CAI-MN's collaboration with the Minnesota Real Estate Journal, CAI-MN was able to recommend a number of members as expert panelists. In addition to CED Tim Broms serving as the moderator, 15 individuals from CAI member firms served across three of the panels. Additionally, six CAI-MN member firms also sponsored the event.</p> <p>The Condo Summit provided a new platform for CAI-MN and its members to gain exposure to a broader audience and provide insightful content regarding the unique challenges facing homeowner associations in today's marketplace.</p>
<p>What are your plans to maintain the momentum of this program moving forward? (20 pts)</p> <p>CAI-MN is in discussions to partner with the Minnesota Real Estate Journal on programs in 2025 and beyond, including a repeat of the Condo & Homeowners Association Summit event. The Chapter will also continue to seek opportunities to partner with other news media and real estate organizations to help build awareness and promote CAI as the resource for educational opportunities.</p> <p>Underway for 2025, CAI-MN has collaborated with the Minnesota Real Estate Journal to expand its prestigious annual real estate awards program to include the community association industry. Traditionally focused on commercial and multifamily real estate, the Real Estate Journal's 2025 awards program will feature two new award categories: Association Manager of the Year and Association Management Company of the Year. The motivation for these new awards is twofold: they will build further brand awareness for CAI-MN and garner additional recognition for our very deserving members within the greater Twin Cities real estate community.</p> <p>Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.</p>

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