

## 2023 CAI ANNUAL REPORT



## 2023 Highlights

- CAI surpassed a membership milestone of 45,000—its highest level ever.
- Events such as Annual Conference, Law Seminar, and CEO-MC Retreat measured record attendance.
- CAI and its legislative action committees and advocates tracked more than 2,000 pieces of federal, state, and local legislation, helping to secure significant legislative victories and defeat bills detrimental to communities.
- Participation in education programs for managers, board leaders, and business partners increased.
- Members added more than 200 new professional credentials, designations, and accreditations.
- CAI expanded condo safety information, updated public policies, and delivered a comprehensive revision to the Reserve Study Standards.



It's been a banner year for CAI. Our organization celebrated its 50th anniversary with record event participation and membership growth, but the ultimate test of CAI's value is the success of our members. By working to create a more favorable business environment and provide appropriate tools and education, CAI can assist homeowner leaders, professional community association managers, and business partners achieve personal and professional goals. We also can strengthen communities and support the common interest housing model.

The community association industry has grown dramatically in the past several decades. CAI continues to be a trusted and credible resource for members, policymakers, and media alike by offering valuable tools and resources for community association residents, board members, and managers.

When community associations operate efficiently and effectively, everyone benefits. CAI assesses member needs, develops relevant training programs, and delivers professional development and networking opportunities to community association stakeholders around the world. »

### 50TH ANNIVERSARY

The CAI Annual Conference and Exposition: Community NOW in Dallas represented a cornerstone event marking CAI's 50th anniversary celebration. The conference set overall attendance records and highlighted CAI's history and progress throughout its first half century. More than 20 past presidents attended the event; there also was a strong international presence. The 2023 event also set a record for first-time conference attendance.

### NEW RESOURCES

CAI continues to develop important materials and provide mechanisms to distribute timely and valuable information. This year, [www.condosafety.com](http://www.condosafety.com) was updated, offering a centralized location for community association stakeholders to access information related to aging infrastructure, reserve studies and funding, building inspections, maintenance, owner responsibilities, policy positions, and more.

Following a handful of tragedies related to violence in community associations, CAI also produced a new community safety guide, a one-page download to support and assist communities facing similar situations. This guide has now been expanded into a larger and more comprehensive publication, *Safety First*.

Electric vehicle charging represents a growing challenge in communities. CAI is focused on protecting community association covenants and ensuring appropriate safeguards are implemented. CAI published *Is Your State EV Ready? An Electric Vehicle Issue Brief* that covers incentive programs, state limitations on communities' prohibitions on EV charging stations, and other federal and state legislation related to EVs.

CAI also released updated *Reserve Study Standards* to provide communities with an improved framework for effective reserve planning. Key changes and benefits offered by the 2023 update include an emphasis on structural inspections and maintenance.

Finally, CAI Press rolled out a new edition of *Building Community*. The concept of how community associations should prioritize service and community building over the day-to-day efforts on rules enforcement, facilities maintenance, and assessment collection was introduced 25 years ago. The new edition reintroduces and furthers the "building community" philosophy for the next generation of managers, board members, and business partners.

### PUBLIC OUTREACH

CAI strives to ensure the industry is fairly and favorably perceived. CAI engaged with reporters, editors, and producers across the country. Our subject matter experts conducted dozens of interviews and supplied relevant research and industry data to major news outlets such as *The Wall Street Journal*, *CNBC*, *Bloomberg*, *The Boston Globe*, *South Florida Sun-Sentinel*, and *Habitat* magazine.



AS I REFLECT on CAI's 50th anniversary, I am incredibly proud of all our accomplishments and growth. CAI began as a small but visionary local group of professionals in the Washington, D.C., area who were navigating a new type of housing model growing in the area. In 1973, no one foresaw the global nature of common interest housing. Since then, the concept has matured and evolved worldwide. Clearly, the founders were on to something.

Since CAI was founded, we've seen over and over that the skills and attributes CAI members bring to the table are valuable and transferable across borders. It doesn't matter where you call home, CAI offers a warm and welcoming community to share information, ideas, and support. Whether in Dallas, Detroit, or Dubai, the expertise community association professionals and volunteers employ around the world are the same.

I can't think of a better example of the global connections and network CAI has developed and nurtured than the ascension of the organization's first non-U.S. based president. In 2024, Jeevan D'Mello, CMCA, AMS, LSM, PCAM, chief executive of Zenesis Corp., in the United Arab Emirates, takes the leadership reins of a truly global entity. I am confident we will see more international leaders and collaboration emerge in the future.

As CAI extends its influence around the world, the international reach of the industry is more apparent than ever. I am excited by the prospect of professionals and volunteers exchanging ideas and learning from each other on a global scale to advance the common interest housing model. I am delighted to share the 2023 annual report documenting CAI's many achievements and activities over the past year and look forward to continued success in the future.

**TOM SKIBA, CAE | CHIEF EXECUTIVE OFFICER**

CAI's publications also continue to be popular and relevant resources for members. Some of the topics that generated the most interest and response included mental health and community safety, Fannie Mae and Freddie Mac lending requirements, and condo safety.

The CAI Exchange has become one of the most popular and valued member benefits since its inception.

The Exchange enables members to connect and communicate with each other. It also sees dozens of new discussions and hundreds of comments and responses every week. It is a critical



tool for members to share knowledge, problem solve, or just have someone acknowledge the challenges they face.

Several improvements and changes made to the Exchange in 2023 include the ability to post questions anonymously, improved search and keyword processing, and the ability to tag discussions by topic. This year, Community Champions was launched to increase engagement in the platform. CAI members volunteer to serve as the welcoming, friendly face of the platform, answering questions, greeting new members, and providing feedback to help shape the direction of the community.

Finally, CAI is embarking on a far-reaching website redesign. CAI's website hosted more than 185,000 visitors, and social media efforts continue to expand with more than 25,000 followers on a regular basis.

A more robust and user-friendly site will allow CAI to engage visitors more effectively. One critical new feature will be navigation by member type. Homeowner leaders, managers, and business partners will see webpages specifically targeted to them. This fundamental change will make the web experience more effective.

## ADVOCACY

Through its legislative and regulatory efforts, CAI supports the development of healthy and strong communities, knowledgeable and effective boards, and a cadre of trained professionals who serve and support them. Key legislative and regulatory topics include condominium safety, building maintenance and structural integrity, affordable housing, solar panels, electric vehicle charging, and reserve studies and funding.

Grassroots efforts allow thousands of CAI members to advocate for public policy priorities on the state level. CAI's Advocacy Ambassadors program has grown across 36 states. Ambassadors receive monthly advocacy challenges to engage their personal contacts in the industry and state and local legislatures.

On the federal level, CAI continues to pursue several ongoing initiatives of critical importance such as disaster assistance, condo safety financing, and the Amateur Radio Parity Act. For the first time in three years, CAI hosted an



in-person federal Advocacy Summit in Washington, D.C. More than 120 advocates from 25 states and the District of Columbia participated in more than 110 meetings with 67 representatives and 46 senators.

## EDUCATION AND TRAINING

Education remains at the heart of CAI. Our education programs continue to attract strong attendance across the U.S. and around the world. CAI's webinars, online self-study courses, board leadership development, and educated business partner programs continue to demonstrate very strong performance. In addition, international education programming included classes in Colombia, Bahrain, South Africa, and the United Arab Emirates.

New monthly webinars were developed and recorded on a wide array of topics. CAI continued its support of the Residential Property Management program at Virginia Tech and is in discussions with several other colleges and universities to incorporate CAI education into existing programs and develop new curricula.

## A GLOBAL NETWORK

One of CAI's key benefits is its network of personal and professional support. Members derive tremendous value from these relationships. This has become especially pertinent as our membership becomes more global. CAI is committed to providing mechanisms to enable and grow those relationships regardless of geography. The more opportunities for members to meet, interact, and communicate, the stronger the network becomes. CAI events provide an unparalleled opportunity to connect with peers and develop lifelong relationships.

CAI provides a wide variety of ways for members to expand their networks, skills, and professional development. Whether it is serving in a leadership role on a board, membership representation group or committee, as a subject matter expert in developing a new course or webinar, as a faculty member, or as a speaker at an international, national, or chapter event, every single opportunity to be active within CAI provides members with opportunities to make new connections and expand potential professional opportunities.

An important aspect of building relationships is the continued expansion of CAI's international footprint. Throughout 2023, CAI held events and programs in Brazil, Australia, Ecuador, and Colombia. CAI held its first-ever, live Spanish language M-100 program in Bogota, Colombia.

## RECOGNITION

CAI continues to be a trusted and credible resource for members, policymakers, and media alike.

CAI continually updates tools and resources on issues confronting community association residents, boards, and managers. CAI's publications are popular and relevant resources. In addition to regular periodicals, CAI also provides current information and resources digitally via the Ungated blog and HOAresources.com.

Some of the topics generating the most interest and responses included:

■ *Common Ground*'s 50th anniversary issue (May/June 2023), which showcased CAI past presidents, highlighted the issues that have shaped CAI, and introduced the next generation of CAI leaders.

■ The Ungated blog addressed a variety of topics including condo safety, a daily recap of Annual Conference, condo lending blacklists, insurance challenges, and mental illness in communities.

In 2023, CAI received four EXCEL Awards by Association Media and Publishing, a membership organization serving association publishers, communications professionals, and designers. *Community Manager* newsletter received a gold award for general excellence, *Ungated* won bronze for best overall blog site, and *Common Ground* won two bronze awards—one for feature article design and one for single-topic issue.

## FINANCIALS

Total operating revenue was \$17,620,306, expenses were \$16,856,427, and net income was \$763,879. Net assets were \$7,421,956. **CG**



CAI HAS BEEN BLESSED with growth and celebration over the past year. At the same time, there has been unimaginable grief, confusion, and instability worldwide. The turmoil caused by these external factors can seep into daily lives and create a sense of discomfort. It feels like there is so much we cannot control.

This unease also can creep into the communities where we live and work. It adds to already daunting financial pressures and general frustrations faced by managers and boards in homeowners associations, condominiums, and cooperatives.

If ever there was a time for civility, community, and loyalty, it is now. Industry professionals and volunteers must continue to lead by example by listening, showing empathy, and being a voice of calm and reason.

The beauty of CAI and being part of a 45,000-member-strong family is we always have someone to reach out to, someone who has our back, and is in our corner rooting for us. CAI is family, friendship, and community. Being part of the CAI family means we have resources to teach and lead communities and focus on an incredibly positive future. Working together, we can dampen the external noise that can be so negative and damaging.

I believe the future is bursting with opportunities to improve our ability to communicate effectively and reduce tension, misunderstanding, and hostility. CAI will continue to expand and carry its important messages to countries around the world. With CAI at our backs, our futures are bright.

It has been my honor and privilege to serve as CAI president in 2023. I warmly welcome Jeevan D'Mello as CAI's 2024 president and look forward to working with him and CAI to continue to educate, support and strengthen our profession as well as defend and protect the common interest housing model.

**VISHNU SHARMA, CPA, CFE | 2023 PRESIDENT**

