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CACM LAUNCHES NEW WEBSITE TO BETTER SERVE CALIFORNIA'S COMMUNITY MANAGEMENT INDUSTRY

LAGUNA HILLS, Calif. (June 3, 2019) – The California Association of Community Managers (CACM) has stepped up their game launching a new, updated website. The only California-specific resource for the community management industry, the website features an entirely new design that harnesses the latest technology to respond to the needs of its growing membership.

Optimized for smart phones and tablets, the new website is built from the ground up to adapt to today's digital landscape. Members will find a modern design and interface that's easy to navigate. Re-organized content makes it quick to get to the information that matters most. Members will still be able to register to attend CACM's events; sign up for educational courses; browse industry directories and job boards; and read the latest industry news.

Through an integrated member portal, members gain access to exclusive resources including Vision Magazine's digital editions with live links, as well as Law Journal and myCommunity newsletters. Today, California community management professionals can update their profile, view their account history, event registrations and credentialing status. Members can also download a plethora of resources including toolkits, legislative resources and ethics documents.

The new site links to CACM's social channels, which have also grown since January of this year, and features video content to better communicate and interact with members.

"We have invested significant resources into our online presence to provide our members with an essential tool for learning, networking and advancing their careers, with special attention to our members' experience," said president and CEO Tom Freeley. "This was an extensive project for our team and we are excited to bring this to life after so many weeks of work."

Next on CACM's agenda for 2019 will be the launch of the CACM app, bringing the power of the new website to members' mobile devices.

In addition to more information and improved navigation, the redesigned website offers more promotional opportunities for industry partners including banner advertising on the highest ranking pages within the site in addition to the home page. CACM.org attracts the leaders of the California community management industry with more than 26,000 visitors in 2018 and nearly 200,000 page views.

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About CACM: With nearly 3,000 members, CACM is the only community association management organization to offer California-specific programs leading to a state-recognized designation of Certified Community Association Manager (CCAM®). The association trains community managers to understand and have a working knowledge of more than 1,200 laws and statutes regulating homeowners associations for the benefit of homeowners throughout California. For more information about CACM, our programs or services, please contact Emily Yost, Director of Marketing & Communications, at (949) 340-6629 or eyost@cacm.org.