

Media Kit

CALIFORNIA ASSOCIATION OF COMMUNITY MANAGERS



Headquarters

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CALIFORNIA'S PREMIER RESOURCE FOR THE ENRICHMENT OF COMMUNITY MANAGERS, MANAGEMENT COMPANIES AND INDUSTRY PARTNERS

About CACM

CACM heightens the professionalism and success of California community association managers by promoting higher standards of practice and ethical behavior.

Founded in 1991, the California Association of Community Managers, Inc.(CACM) is a professional trade association focused on elevating the professionalism and success of the California-specific community management industry. CACM empowers a network of community management professionals working in large scale, portfolio, resort and high rise homeowners associations to share and apply California's most effective community management best practices.

Who We Serve

CACM is the only organization in California whose membership is comprised entirely of community association managers and industry partners. As such, it is the leading resource for California-specific education in compliance with California code offering certification, events, activities, products, services and networking opportunities to help managers and management companies achieve excellence in the industry.

CACM

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Mission

CACM exists so that members enjoy an environment necessary for professional success.

Vision

CACM will continue to be the best community management trade association by building a healthy and orderly industry, advancing professional standards and practices, advocating for a favorable business environment, building a body of knowledge, and offering products and services designed to continually enhance the contribution member businesses have on the management of residential Common Interest Developments, specifically within California and, in time, beyond its borders.

Core Values

- Best practices and ethics focused
- Unafraid of hard work
- Innovative and progressive
- Continuous improvement, continuous learning
- Self-direction, action oriented
- Value colleague contributions
- Honesty and integrity
- Transparency, openness

WHERE LEADERS OF THE CALIFORNIA COMMUNITY MANAGEMENT INDUSTRY NETWORK, COLLABORATE AND ELEVATE THEIR CAREERS

Membership

The California Association of Community Managers (CACM) is a statewide professional organization dedicated to the education and self-regulation of the community association management industry. CACM focuses strictly on the education, training, certification and professionalism of community association managers in California. The association is the first common interest development (CID) organization in the country whose voting membership is comprised entirely of community association managers. CACM members benefit from the organization's code of professional ethics and standards of practice, as well as industry-related programs, activities and educational opportunities which are structured to address a diverse array of topics and issues related to the CID industry. CACM's activities are tailored primarily to meet the needs of community association managers. Professionals applying for membership must agree to comply with CACM's Bylaws, Code of Professional Ethics and Standards of Practice.

Educational Programs & Membership Activities

CACM's annual calendar of events includes a diverse range of educational programs and membership activities for varying levels of management expertise. All programs are designed to provide California community management professionals with the information and expertise necessary for today's business and legislative climate. CACM is committed to helping community association managers meet the challenges of the industry and maintain an awareness of changes that may have a significant impact on the homeowners associations they manage.

Legislation and Government Regulation

Committed to Advocating on Behalf of California Community Managers



CACM is "the voice of reason" for legislation impacting the community association industry.

CACM plays an active role in Sacramento where new legislation and regulations are changing the way community association managers do business. It is commonplace for our organization to respond to legislative inquiries prior to legislation being introduced. These efforts ensure that legislation affecting the day-to-day work of community managers and the industry as a whole is closely monitored and addressed in a way that reflects good legislation and public policy. Members are kept informed and up-to-date on legislative activity as it occurs. Members are invited to support the CACM PAC, get in touch with their legislators, or attend a CACM function that connects them to the Capitol.

Political Action Committee

The CACM Political Action Committee (PAC) allows CACM to impact the state legislative process by supporting legislation that might otherwise negatively affect the practices, services and careers of community managers in California. The CACM PAC ensures that California's community managers and management companies can conduct business in an atmosphere that is not subject to undue regulation and overreach by government.



Fact Sheet

Established The California Association of Community Managers (CACM) was established in 1991 by industry leaders to self-regulate the community association management industry. The formation of CACM established standards of practice, the duties of care and industry values to govern how community managers perform business practices for their association clients. Our foundation is based on best practices, core values, collegial respect and ethical behavior to ensure public trust. CACM is a 501(c)6 not for profit organization.

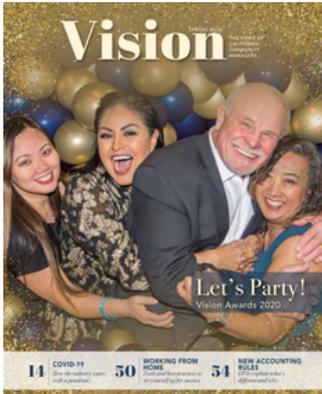
Representation CACM is represented statewide by more than 3,000 members from the common interest development (CID) industry. Comprised of community association management professionals and industry partner members, CACM's constituency is divided among 15 regions throughout California.

Leadership Tom Freeley, President & CEO
who reports to CACM's Board of Directors

Educational Programs CACM was the first community association management organization to offer a state-specific certification program. From this participants can obtain the certification of Certified Community Association Manager (CCAM), a Specialty Certificate in Large Scale, High Rise, Portfolio or New Development Management, or the advanced designation of Master of Community Association Management (MCAM). Certification is achieved by completing CACM's specified requirements and qualifications in compliance with California state statutes. CCAM and MCAM certificants must be recertified every three years by completing continuing education requirements.

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Publications



VISION MAGAZINE

The Voice Of The California Community Management Industry

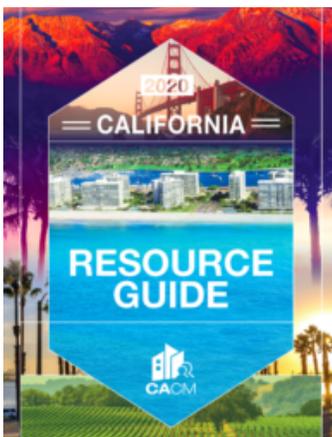
Published by CACM four times annually (all digital issues) and delivered to all members (managers, management companies and industry partners), this industry trade magazine offers insight, tips, trends and statistics involving the California community association industry.



THE LAW JOURNAL

A Practical Review of Community Management Law

Published digitally by CACM four times annually to members (managers, management companies and industry partners), this publication offers updates on California law and its impact on the community management industry.



THE RESOURCE GUIDE

California's Most Comprehensive Directory Of The Community Management Industry

Published by CACM annually and delivered to all members, this digital directory showcases the leaders in the industry providing readers with detailed contact information on individual managers, management companies and industry partners.



Milestones

- 1991** The California Association of Community Managers (CACM) was established in 1991 by industry leaders to self-regulate the California community association management industry.
- 1992** Karen Conlon joins CACM as president and chief executive officer.
- CACM holds its first Statewide Expo & Conference, designed to create unity in the industry and educate members on best practices. Clark Wallace, the Commissioner at the California Department of Real Estate was the keynote speaker and shared his support of self-regulation for our industry. CACM's new certification program for managers, the Certified Community Association Manager (CCAM), is also unveiled at the event, which hosts approximately 200 managers.
- 1993** First CCAM class is sworn in at CACM's inaugural Oath Ceremony.
- The Professional Standards Committee is established to oversee the development and enforcement of CACM's Code of Ethics and Standards of Practice.
- The Vision Awards are introduced to recognize professionals who demonstrate high standards of practice in community management, certification and training.
- 1994** CACM debuts its annual Law Seminar for management professionals.
- 1997** The first Certified Management Firm (CMF) credential is awarded. The designation is awarded to management firms that adhere to the highest state-specific industry standards. An internal audit review – a key component of the program – requires that an independent CPA audit the companies to verify that strict standards for risk management practices and internal financial controls are being met.
- 1999** The first CEO Business Forum is held in Lake Tahoe. The annual CEO Business Forum provides owners and executives of management firms in California the chance to network, share ideas and learn new tools and strategies for running their companies.



Milestones

- 2000** The first Northern California Law Seminar & Trade Show is held.
- 2001** CACM celebrates its 10th anniversary.
- Assembly Bill 555, sponsored by CACM, is introduced. The bill advocates standards of education for certification by an organization. It is designed to protect homeowners in community associations from unethical and uneducated managers. The bill represents a monumental step toward self-regulation and enforcement in the field of community association management.
- 2002** Governor Gray Davis signs AB555. The CCAM designation is now recognized by the state of California.
- 2003** CACM adopts a new standardized management agreement that follows the retainer agreement concept. The base management fee provides for a defined number of man hours per month for the management firm to assist the homeowners association. It also provides for an hourly fee for every hour spent in excess of the defined monthly hours. This is a profound change to traditional standard operating procedure.
- 2004** CACM membership exceeds 1,300 managers, 350 affiliates and 50 Management Firm Council (MFC) members.
- CACM certification program is modeled by other states across the nation including Arizona, Washington, Oregon and Nevada.
- 2005** CACM's Council of Affiliate Members introduces the first Facilities Management Conference to provide ongoing maintenance education to community managers.
- 2006** The California Assembly honors CACM with a formal resolution "for its important role in the enhancement of professionalism among community association managers and the common interest development community-at-large." A similar Senate resolution follows in 2007.



Milestones

- 2008** CACM hires the Forbes Group to conduct an environmental study analyzing economic factors that will impact the community management market in California in the future. CACM publishes the booklet “Common Interest Developments: The Growing Lifestyle Choice for Californians” as a result of the study findings. The booklet is available free to California homeowners and covers the state’s CID history, structure and management, and public policy enacted.
- 2009** Career Network is launched on CACM’s website, offering free résumé and job posting services.
- 2010** CACM grows to nearly 3,000 members statewide. More than 80% of the membership is composed of managers and management firms. The remaining members provide products and services to homeowners associations.
- More than 1,200 industry professionals attend the Statewide Expo & Conference.
- 2011** CACM introduces specialty certificate programs in High Rise Community Management and Large Scale Community Management.
- The Certified Management Firm (CMF) program is transformed into the Accredited Community Management Firm (ACMF) program to offer a higher standard of accreditation for community management firms in California.
- 2012** CACM adds two new specialty certificate programs for managers: Portfolio Management and Active Adult Community Management.
- CACM also introduces its Master Certified Association Manager (MCAM) program, the highest level of community management certification in the state of California.



Milestones

2013 CACM membership grows to more than 3,000 statewide, while the number of homeowners associations in California reaches 50,200. Nearly one-third of all homeowners in California now live in a homeowners association.

CACM launches a statewide consumer campaign to promote the value of community management professionals and positive aspects of living in a homeowners association. The campaign is expected to reach more than 14 million Californians.

2014 After 23 years, Karen Conlon announces planned retirement as CEO at year-end 2014.

2016 CACM transitions the CEO Business Forum to an Executive Leadership Summit designed for management company decision makers to collaborate--finding creative and collective solves for the future of the industry.

2018 CACM launches Reimagining Education Campaign.

Board of Directors appoints Tom Freeley, CAMEx, CCAM as CACM's President & CEO.

The Acting Commissioner of the California Department of Real Estate is the keynote speaker at CACM's Legislative Summit sharing the Department's continued support of self-regulation for our industry.



Milestones

2019 CACM launches new website focused on the members' user experience.

CACM receives resolution from CA legislature sponsored by Honorable Patricia C. Bates, 36th Senatorial District; and the Honorable William P. Brough, 73rd Assembly District to commend CACM on consistently providing superior education, training and certification to community managers across the State of California that is in compliance of California Business and Professions Code Section 11502, thereby heightening professionalism and standards of practice in common interest development community management.

Tom Freeley, CAMEx, CCAM

"CACM is dedicated to educating and promoting CID management best practices and the highest ethical standards."

President and CEO Tom Freeley, CAMEx, CCAM has more than 27 years of experience in commercial, condominium and homeowner association management. Tom is also an experienced veteran in customer service, managing and leading management teams in high-end luxury associations. Additionally, he has extensive hands-on experience in leading the management of small to extra-large homeowner associations and luxury high-rise condominiums in Manhattan, NY, Washington, DC, Northern Virginia and San Diego, CA.

His industry experience includes CEO positions for management firms, Senior High-Rise Manager for luxury high-rise condominiums, Executive Director/CEO of a large master planned community association set on 4,700 acres with 7,600 units and roughly 30,000 residents. Tom has held leadership roles on several industry boards of directors and legislative committees across the US. Further, Tom's experience includes disaster planning, emergency response, warranty reconstruction and major loss restoration.



Communications

Connecting the California community management industry



myCommunity E-Newsletter

Launched monthly and developed to serve the needs of our individual membership types, these newsletters offer updates on legislation, membership benefits, professional development opportunities and so much more!

Social Media

CACM is actively involved on LinkedIn, Facebook, Twitter and Instagram! We invite you to follow us!

LinkedIn: [linkedin.com/company/cacm/](https://www.linkedin.com/company/cacm/)

Facebook: [facebook.com/CACMchat](https://www.facebook.com/CACMchat)

Twitter: twitter.com/CACMchat

Instagram: [instagram.com/cacmchat/](https://www.instagram.com/cacmchat/)

Vimeo: <https://vimeo.com/user98746961>

YouTube: <https://www.youtube.com/user/CACMchannel>

CACM.org

The hub of all information, CACM's website allows members to log on and take advantage of a plethora of resources.

CACM App

In 2019, CACM is launching an app that will bring the power of CACM's online resources to members' fingertips!

CALIFORNIA

CID STATS & FIGURES

While development has slowed, the community management industry continues to expand year-over-year with 2019 seeing 1% growth in California CIDs. Southern California continues to represent 66% of the overall associations, while Northern California remains at 34%. The state of California represents nearly 20% of the entire HOA industry across the United States. California is a central hub for the industry.

Millions of Californians enjoy the many benefits of CID living including the life enhancing amenities, a sense of community and preservation of their investment. Though small, the increase in associations means that there is still a need for qualified, professional community managers.

CACM has been committed to educating and supporting community managers for the past 28 years. Founded on the philosophy that managers need a safe, professional place to network and share with other industry professionals, CACM continues to build on that philosophy providing relevant educational opportunities that address what managers face in a fast-paced, ever-changing industry.

By taking advantage of the professional growth opportunities CACM has to offer, you are setting yourself up for success as an industry leader who is ready for growth! This 2019 industry snapshot proves just how indispensable you and your expertise are to millions of Californians.

58 (100%)
CALIFORNIA COUNTIES WITH COMMUNITY ASSOCIATIONS

\$13.3 BILLION
AGGREGATE ANNUAL REVENUE ESTIMATED FOR CALIFORNIA ASSOCIATIONS

21 years
AVERAGE AGE OF A CALIFORNIA CID

NORTHERN CALIFORNIA REPRESENTS 34% OF OVERALL ASSOCIATIONS
34%

2019 SAW A 1% GROWTH IN CALIFORNIA CIDS
1%

66%
SOUTHERN CALIFORNIA CONTINUES TO REPRESENT 66% OF THE OVERALL ASSOCIATIONS

93 units
AVERAGE SIZE OF HOA COMMUNITY

TOTAL NUMBER OF COMMUNITY ASSOCIATIONS IN CALIFORNIA
54,065

CONDOMINIUMS ARE THE LEADING TYPE OF DEVELOPMENTS

\$244,000

AVERAGE ANNUAL REVENUES AT A CALIFORNIA ASSOCIATION

35%
35% OF CALIFORNIA HOUSING UNITS REPRESENTED BY HOAS

Source: 2019 California Community Association Statistics by Levy, Erlanger & Company LLP.