

EBOOK

# The Role of the Community Manager

and Management Company in Your HOA

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# INTRODUCTION

Homeowners' associations (HOAs) rely on community managers and management companies to help their neighborhoods operate smoothly. These professionals serve as the bridge between the board of directors, residents, and service providers. Their work ensures that daily operations are handled efficiently and that the community remains a desirable place to live.



## WHO IS THE COMMUNITY MANAGER?

A community manager (CM) acts as the point of contact for an HOA, serving as the liaison between the board, residents, and third-party service providers. The CM's role is broad, focused on implementing board directives, performing property inspections, maintaining the community's aesthetic, and providing operational support. The CM helps maintain the community's standards and supports the board in carrying out its responsibilities.

# KEY DUTIES OF THE COMMUNITY MANAGER

Community managers wear many hats, with responsibilities ranging from administrative support to property oversight.

## Key duties include:

### Working closely with the board

- › Attending meetings
- › Executing decisions and policies
- › Implementing board directives

### Performing property inspections

- › Scheduling inspections based on the association's contract with the management company
- › Inspecting common areas for maintenance needs
- › Noting violations on private properties (e.g., uncut lawns)

### Facilitating day-to-day operations

- › Drafting budgets and financial reports
- › Coordinating with service providers
- › Addressing resident concerns

### Serving as a communication bridge

- › Connecting board members and residents
- › Sharing updates and notices



## WHAT COMMUNITY MANAGERS CANNOT DO

While community managers play a vital role, there are limits to their authority. They are not the decision makers and must act according to board directives.

### Here's what they're NOT allowed to do:

#### Make board decisions

- › The board is always the decision-making authority
- › CMs and management companies only provide recommendations

#### Change community rules

- › Any changes must be initiated and approved by the board

#### Decide on maintenance projects

- › The board approves timelines, scopes, and budgets

#### Determine the cost of assessments

- › Assessment amounts are set by the board based on community needs



## COMMON MISCONCEPTIONS

Misunderstandings about the community manager's role are common. Below are a few [frequently heard misconceptions](#), along with the facts:

### "The manager makes money off our fees"

- › Managers and management companies are paid according to their contracts, like any other service provider.

### "The manager knows everything"

- › CMs are knowledgeable but not all knowing. They may consult attorneys, accountants, or insurance professionals when specialized knowledge is needed.

### "The manager is available 24/7"

- › Managers typically work regular business hours. After-hours support is available for association-related emergencies through a designated emergency line.

### "Residents have no say in decisions"

- › Residents can [attend meetings, vote, and serve on committees](#) to shape the community's direction.

## THE ROLE OF THE MANAGEMENT COMPANY

While community managers handle the day-to-day operations, the management company provides the structure, tools, and resources to support both the manager and the board. The management company is hired by the board of directors and is contracted to provide a range of services:

### Administrative Support

- › Maintain records and send notices
- › Coordinate meetings and manage communication platforms

### Financial Management

- › Prepare regular financial reports
- › Process payments, collect assessments, and oversee accounts
- › Perform audits and account reviews when needed

### Operational Oversight

- › Ensure service providers are properly vetted\*
- › Support project planning and bid coordination\*\*
- › Monitor compliance with governing documents and legal obligations

The management company does not govern or set policy. Rather, it supports the board in making informed decisions and ensures that those decisions are implemented consistently and professionally.


\*Trusted Service Provider Program ([TSP](#))

\*\*Project Management Advantage Program ([PMAP](#))

## CONCLUSION

Community managers and management companies play essential roles in the operation of HOAs. Together, they provide structure, continuity, and professional expertise that help communities thrive. While neither makes final decisions, their support ensures that the board's vision becomes a reality. By understanding what CMs and management companies do (and what they don't), residents and board members can work together to foster a well-managed, vibrant community.





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