



PCAM[®]

The Highest Level of Professionalism
in Community Management



community
ASSOCIATIONS INSTITUTE

HOW CAN A PCAM DESIGNEE HELP MY ASSOCIATION?



Through advanced education and training, the PCAM designation helps ensure that the manager has the knowledge, experience, and integrity to provide the best possible service to your association.

KNOWLEDGE

A Professional Community Association Manager has achieved a specialized level of expertise to help your association run smoothly by:

- developing association budgets and financial reports to ensure your association prepares for future expenses and communicates to homeowners how their assessment dollars are spent;
- performing site inspections to evaluate your association's grounds and common elements and ensure proper upkeep;
- enforcing community association rules and restrictions fairly, equitably, and reasonably;

- assisting board members in selecting contractors and professionals who can provide top-notch services for your association;
- overseeing and authorizing payment for services to ensure financial safeguards;
- directing any association personnel; and
- promoting open communication, fruitful collaboration, and community spirit within the association.

EXPERIENCE

A community association manager is often called upon to perform or oversee a wide variety of jobs. An effective manager must have a solid understanding of the principles of human resources, contracting, accounting and finance, insurance, physical plant maintenance, government relations, board management, basic construction, and law.

A PCAM designee has gained an understanding of all aspects of community association management by fulfilling the designation's extensive requirements, which include:

- a minimum of five years of comprehensive experience in financial, administrative, and facilities management for a community association;
- more than 80 hours of intensive instruction in law, communications, operations, and asset protection, and completion of a challenging Case Study program; and

- continued educational development and volunteer service to the profession.

INTEGRITY

A Professional Community Association Manager commits to upholding the highest ethical standards. He or she must abide by the strict rules of conduct outlined by Community Associations Institute's Professional Code of Ethics, which states that the manager shall:

- comply with all standards established by CAI and the state(s) in which the manager practices;
- disclose in writing to the client any actual, potential, or perceived conflict of interest;
- not provide inaccurate or misleading information to a prospective or current client;
- refuse any compensation from parties who act or may act on behalf of the client;
- see that the client's funds are held in separate accounts, are not misappropriated, and are returned to the client at the end of the manager's engagement;
- recognize that all records, files, and books are the property of the client; and
- participate in continuing professional education.

"We always look for a PCAM designee when hiring new managers." —Charles Jacobi, President, Southampton Condominium, Tamarac, FL

**AS A BOARD MEMBER, TRUSTEE, OR
VOLUNTEER LEADER WORKING WITH
YOUR HOMEOWNER ASSOCIATION,
CONDOMINIUM ASSOCIATION, OR
COOPERATIVE, YOU HAVE FIDUCIARY
RESPONSIBILITIES.**

Such responsibilities compel you to make decisions that can have profound financial and social impact on you and your neighbors. Receiving professional and accurate advice can make the difference between prosperity and distress.

To help ensure that you have the expert guidance you need to manage your community's assets, look for managers who have earned the PCAM designation.

WHAT IS THE PCAM DESIGNATION?

The Professional Community Association Manager® (PCAM) designation is the highest level of recognition awarded by Community Associations Institute (CAI).

BY HIRING A PCAM DESIGNEE, you can be confident that your community manager understands their obligation to your community and is dedicated to their profession—just the kind of person you need to protect your biggest investment.

COMMUNITY ASSOCIATIONS INSTITUTE

America's advocate for responsible communities

Founded in 1973 as a multidisciplinary, nonprofit alliance serving all stakeholders in community associations, Community Associations Institute (CAI) is the only national organization dedicated to fostering vibrant, responsive, competent community associations. More than 28,000 members in close to 60 chapters throughout the United States and in several foreign countries look to CAI for information about new products, educational opportunities, technologies, and better ways to run their communities.

CAI is regarded as the national expert in educational programs and publications about community association governance, operations, and management.

For more information on how CAI can benefit your association, visit our website at www.caionline.org or call 703-548-8600.



www.caionline.org