



Business Partner Prospectus

Introduction to the Association of Residential Communities (ARC)

The Association of Residential Communities (ARC) was established in 2008 to **proactively support the volunteers/members of Homeowners Associations (HOAs) and Bodies Corporate**, and their management teams in the achievement of their vision which is to establish, maintain and enhance the value of the properties as well as the lifestyles of their residents.

ARC's support services are aimed at all **organised residential communities** such as golf, lifestyle, wildlife, eco, equestrian, marina, retirement villages, leisure estates and cluster developments. ARC is a unique organisation which goes way beyond the traditional 'association' that is typically just a clearing house of information and a member listing, to one that **engages with members** on a practical level and offers a wide range of support services, dynamic networking opportunities, access to best practices and provision of policies, procedures, tools and templates for the effective management and leadership of the communities they serve.

Research shows that there are over 3000 registered Homeowners Associations and over 56000 Sectional Title Schemes containing around 2 million properties in South Africa. Each of these is represented by a Homeowners Association (HOA) or Body Corporate, consisting of elected volunteers who are members of the HOA. It is also the responsibility of the HOA to put in place a management team to manage the estate/community. ARC believes that since **80% of HOAs share similar issues and challenges** there is a great opportunity for increasing efficiencies through **sharing information and collective networking**.

Directors and trustees are normally **elected because of their passion, commitment and willingness** to serve as volunteers and **not necessarily because of their expertise in residential estate affairs**. These directors and trustees are seldom fully aware of best practice and experiences outside of their community. This inevitably affects the performance and effectiveness of these office bearers who **have a responsibility to fulfil not only their legal obligations, but also to meet their member's aspirations and objectives**. ARC exists to **provide the support** required to provide good governance and effective management.

ARC is also the driving force for **common interest community research and development** and is committed to identifying trends in residential community living as well as to research and **identify best practices**. We aim to serve as the catalyst for positive change in the community association industry by making information available to our members.

ARC strives to adapt to change and we continually revisit our priorities, services and structure. We are **committed not only to benchmarking SA best practice but also to benchmarking internationally**. As ONE organisation, we strive to meet the needs of our members and the industry.



The Residential Community Industry

Industry research has shown that in South Africa:

- There are over 3 000 Homeowners Associations (HOAs)
- There are over 56 000 Sectional Title Schemes
- There are over 1.9 million homes in residential communities
- Over 5 million people currently reside in residential communities
- Organised communities take up around 9% of developed land
- Property value in residential communities makes up 27% of total residential property
- The industry has in excess of R 800 billion assets under management

Other research conducted by The Association of Residential Communities on its members has shown that:

- Our members currently have over R 1 billion in financial reserves combined
- Our members work with an average monthly operating budget of over R 1 million
- An average of around 32% of our members' operating budget is spent on security

- An average of around 23% of our members' operating budget is spent on maintaining common areas
- There is an average of 540 levy payers on each of our member's communities who each pay an average monthly levy of over R 2 000
- Each of our members employ an average of 2.8 people in management positions, 3.2 people in administration positions, 17.2 people in operations positions and 2.1 people as retained external consultants managing the lifestyle, security, well-being and property value of its residents



Industry Partners

ARC's goal is to drive unification and representation of all Homeowners Associations and Bodies Corporate, as well as drive professionalism and best practice for all residential communities throughout South Africa. Through our services to members, project management, consulting services, professional memberships and with the partnerships we develop with our strategic business

partners, ARC strives to create harmonious, safe, well maintained and financially sound communities that provide them with a quality of life that enhances their well-being and financial investment. Through the provision of strategic support and optimisation of estate leadership, ARC's mission is to enhance the lifestyle and property value of homeowners in organised residential communities.

ARC has established the following bodies in order to assist us in achieving our mission and objectives:

- **The Residential Community Council (RCC)**, is a voluntary body. The Council is governed by a ratified constitution and will function through its network of regional working structures and a national decision-making forum. It has a set of defined objectives, functions and powers, aimed at establishing an effective consultative and representative industry body with the resources and mandate to act on the industry's behalf. The RCC will facilitate the process of industry consolidation and self-regulation in the ultimate interests of the individual HOA member.
- **The Community Associations Institute of South Africa (CAISA)**, who provide training and development that culminates in qualifications and professional designations for community managers, service providers and directors who form part of the current membership. This is done through the Professional Management Development Programme (PMDP) and includes the *Certified Manager of Community Associations (CMCA)*, *Association Management Specialist (AMS)* and *Professional Community Association Manager (PCAM)* qualifications, along with other designations.

ARC is represented on the following bodies:

- **The World Congress of Community Association Management (TWCCAM)**, who brings an international focus to the profession of managing community associations, as well as establishing international standards of management excellence and developing international education criteria. Ultimately, TWCCAM provides a voice to universal ethical management values and is made up of members from the USA, Dubai, Australia and South Africa
- **The International Foundation of Community Management Research (IRF)** who conduct community management research across the globe and distribute the outcomes of this research to all members in each participating country.

The benefits of becoming an ARC business partner

The following industry trends outline the vast opportunities that exist for service providers to have direct access to residential communities, their management teams as well as their members:

- **Community living continues to be a sought-after lifestyle** which is driven by a number of factors of which security is normally the primary motivator. In addition, benefits such as investment returns and quality of life ensure the continuance of

existing estates and the entry of new estates which will ensure the potential for new members of ARC is secured.

- **Technology will continue to play a part in improving communication** between home owners, HOAs, and providers. Services to residential communities will be more automated and provide personalised information to each owner. ARC is technologically enabled to provide services and resources effectively and efficiently.
- **Energy management and associated issues** will be more prevalent and ARC will meet this by providing best practice guidelines as well as continuing education to members.
- **Communities are becoming more eco-friendly** and we see legislation being introduced to apply this requirement more directly, as with any of these trends, we provide our members and influence legislation on behalf of the industry as well as members.



ARC provides the following benefits for service providers in the property law, security, landscaping, waste management, real estate, construction, finance, estate management, energy, estate infrastructure, architecture and many more industries:

- Branding on our website (www.hoasupport.co.za) and member portal, including banners on all e-mail correspondence to our members
- Access to the member portal for representatives of your company
- Publishing of articles in our newsletter with a distribution to over 500 residential communities around the country
- Presentations and/or attendance at our Chapter Meetings around the country
- Sponsorship opportunities at our workshops throughout the year, annual national conference and annual golf day

- Personal introductions to our members where you wish to offer your products and services
- Publication of your company's events on our events calendar available to our members
- Become a part of our "panel of experts" in your area of expertise when it comes to answering queries from our members



Price Structure

Anyone who provides products or services to community associations and their residents e.g. attorneys, insurance providers, security providers, waste management, builders/developers, estate agents, software providers, landscapers, bond originators, architects, energy, telecommunications, auditors etc. will be directly connected to their target market. You will have the opportunity to promote yourself and gain recognition and visibility among thousands of potential clients. There are various options available:

Exclusive Business Partnership

Our exclusive partnership provides service providers with exclusive positioning of their products and services through our electronic marketing and member communications. In addition to the benefits mentioned in section 4, an exclusive partnership with ARC means that you will be the only service provider in your field and allows you right of first refusal to sponsor at our events such as chapter meetings, workshops, annual conference and annual golf day. Partners in this category will be able to join our "Panel of Experts" and provide input and expertise in producing our "Best Practice" documents available to our members.

The cost of the Exclusive Business Partnership option is **R 65, 000 per annum excl. VAT.**

Non-Exclusive Business Partnership

A non-exclusive membership provides service providers with all of the benefits mentioned in section 4, although there may be more than 1 service provider in your category of expertise. This means that there may be instances where sponsorship at our events may not be possible, but we will ensure that a fair and equitable cycle for opportunities exists for categories with more than 1 partner.

The cost of the Non-Exclusive Business Partnership option is **R 35, 000 per annum excl. VAT.**

Service Provider Listing

ARC also offers the opportunity to list their company's product and service offering on our member portal. This option does not provide service providers with the benefits mentioned in section 4, it is merely a listing where a company logo, brief description of your company, product and service offering and contact details are listed and available to our members.

The cost of the Service Provider Listing option is **R 4, 500 per annum excl. VAT.**

The Association of Residential Communities reserves the right to refuse partner and listing applications at its sole discretion. We undertake to encourage our members to support our business partners so that you receive a positive return on investment.

For more information, please email

jono@hoasupport.co.za or call us on 0861 462 463 / 083 286 5939.



Business Partner Registration Form



Please fax to 086 659 3158 or email to sandy@hoasupport.co.za.

We guarantee that if you use the resources and actively participate in the structures of ARC your benefits will far exceed your membership fees. If you do this and are still not happy then you may cancel your membership. This information is strictly confidential and will not be passed onto other parties without your consent.

Company Name:	
Contact Person/s:	
Landline No:	
Cell Phone No:	
Fax No:	
Email Address:	
Website address:	
Brief description of your core business:	
Physical Address:	
Postal Address:	
Company VAT No:	
Comments:	
Membership: (please select)	Exclusive Partnership: R 65, 000 per annum excl. VAT
	Non-Exclusive Partnership: R 35, 000 per annum excl. VAT
	Service Provider Listing: R 4, 500 per annum excl. VAT