

Presidential Perspectives: The Importance of Proper Communication Processes between Boards of Directors and Property Managers

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Team and communication are two “almost-coexistent” words.

A team can hardly attain its success without communication. It is crucial in any type of organization. When it comes to achieving success in any endeavor, communication is the most vital aspect. A team, when you think about it, cannot perform as a successful unit unless there is candid, in-depth communication. It is crucial in any organization or association.

In an association, a group of people are elected and their major roles are to manage the physical, financial, and legal matters within the organization. Because of the extent of the role of the Board of Directors, some associations hire a property management company to effectively implement policy and procedures. The major roles delegated to them are to maintain the property and to ensure that it is up to current standards, communicate with homeowners about non-compliance, manage finances, and handle the questions and the concerns of the homeowners.

The role of the board that cannot be delegated to the property management company is creating policy. This is the responsibility of the board, along with enforcing the policies. The nature of the communication between boards and management becomes critical. Each side must be vigilant in their understanding of what the policy is and how it will be “managed.”

Translating the communication mechanisms into reality would seem easy enough – meetings, emails, phone calls, etc. There has to be written - and verbal - back and forth processes of dialogue.



This kind of communication is essential to the relaying of information in the decision-making process. It helps identify problems - and quickly resolving them with alternative actions.

For instance, property managers may come up with some suggestions that, in their opinion, would be helpful for the well-being of the property.

However, the board may have different priorities. If both sides are speaking and writing to one another often, communication is open and ongoing, and effective plans can be created.

Both verbal and follow-up written communication keeps all parties apprised and on the same page. It helps promote an environment of harmony, understanding, and peace. When conducted properly, it also helps resolve any differences between residents and the board.

Most importantly, when communication is valued, it is key to achieving common goals by giving clarity to what should be done by the property manager, how it should be done, when it should be done, and whether the property manager is performing its task, according to the standards of the community. In short, peace can reign.

Editor's Note: Carmelo Milio is in his second term as President of The Builders Institute (BI)/Building and Realty Institute (BRI) of Westchester and The Mid-Hudson Region. He is also President and Director of Property Management for Trion Real Estate Management. Milio will contribute his perspectives on issues affecting the building, realty and construction industry in this new feature of Impact, "Presidential Perspectives."