



How to Create the Perfect Welcome Packet



Let us know!
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Buying a home is exciting—new neighbors, a new community, and a new start. A home is a significant investment, so you can imagine the disappointment when the first communication a new resident typically receives from their homeowners' association (HOA) is a notice of a maintenance assessment, violation letter, or even a past-due statement.

Show new homeowners you care and make a good first impression by greeting them with a welcome packet. The welcome packet should have all the helpful information a new owner needs about the association, as well as details about additional resources.

Here's what you should include inside your community's welcome packet to set the tone for a trusting relationship.

Welcome Letter

The first page of the packet should be a greeting, officially welcoming the new owner as a member of the community.

QUICK TIPS TO MAKE YOUR WELCOME LETTER STAND OUT

1. Make sure it's signed on behalf of the association, the board of directors, or the management company.
2. Include the time, date, and location of association meetings, names of current board members, and meeting conduct information.

Table of Contents

At the front of the packet, explain what's within the guide: maintenance, association responsibilities, unit owner responsibilities, important phone numbers, and answers to frequently asked questions.

Volunteer Opportunities

Provide a list of committees and upcoming association events and activities to **encourage participation** (<https://hub.associaonline.com/blog/5-ways-to-increase-homeowner-participation-in-your-community>).

A Who's Who

Outline the **key players in the association** (<https://hub.associaonline.com/blog/hoa-101-who-s-who-in-community-associations>), their responsibilities, and contact information. This should include:

1. The name and number of the management company.
2. Management office hours.
3. Phone number to call in case of emergencies.

Contact Information for Front-Door Personnel

Consider providing gatehouse numbers, as well as how to reach the doorman or concierge if applicable.

General Outline of Owner Vs. HOA Responsibilities

Homeowners will appreciate an explanation of the obligations. They may identify that the responsibility for the lawn and common area maintenance, lake maintenance, security, and cable television are all included in the monthly or quarterly assessments.

Amenities & Facilities Information

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Include hours of operation for amenities like the pool and recreation center, as well as where an owner can obtain access passes, keys, and parking permits.

Services & Utilities

Phone numbers and contact information for electricity, telephone, cable, water and sewer, garbage pick-up, mail delivery, and newspapers are necessary for the startup of any new household.

Local Shopping & Entertainment Destinations

Knowing where the closest supermarkets, malls, movie theaters, dry cleaners, and locksmiths are located will be helpful. This list may also include hospitals, pharmacies, and houses of worship.

Rules & Regulations

Detail where and when deliveries may be made, pet restrictions, parking requirements, structural issues, and other important requirements.

Governing Documents

Include architectural guidelines and the necessary forms used to operate the community. Some forms may include:

1. Unit owner access authorization forms
2. Emergency information forms
3. Pet registration forms
4. Architectural request forms

Pamphlets & Maps

Check your local chamber of commerce, city or county office, and fire and police departments for free information that may be useful to a new homeowner.

More Ways to Get Homeowners Involved

A quality welcome packet will provide a new homeowner with the tools needed to quickly become a productive member of the community and will help ease their transition into a new beginning. For more ways to engage your homeowners, check out our ebook “**A Guide to**

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Getting Homeowners Involved in Your Community (<https://hub.associaonline.com/ebooks/a-guide-to-getting-homeowners-involved-in-your-community>).

PREVIOUS ARTICLE

(<https://hub.associaonline.com/blog/partner-post-this-earth-day-protect-trees-so-they-protect-us-in-the-future>)

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(<https://www.cominghomemag.com/features/10-winter-maintenance-to-dos-for-your-home>)

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FIVE NEW YEAR'S
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COMMUNITY TYPES

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ASSOCIA NETWORK

- Associa Advantage
(<https://www.associaadvantage.com/>)
- Associa OnCall
(<https://www.associaonline.com/maintenance-services>)
- Associations Insurance Agency, Inc. (AIAI)
(<http://www.associationsinsuranceagency.com/>)
- Community Archives
(<http://www.communityarchives.com/>)
- First National Bank of Kemp
(<https://www.fnbkemp.com/>)
- HOA Collection Services (HCS)
(<http://hoacollectionservices.com/>)

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