

# Southwest Property Management HOA Sites

Don't forget...Ask us every question that comes to mind!

Attention homeowner associations and property managers.  
How is the internet helping you provide *better service and lower costs*?

Have you realized that a website can help reduce your printing, mailing and administrative costs plus provide residents 24 x 7 access to your neighborhood information? Communicate effectively with your fellow residents by posting your newsletters, meeting minutes, official documents and forms on your neighborhood website.

What makes HOA Sites *your complete solution*?

## Creative Supported Functional



**Creativity** is a very important element to our website designs. We do not create template driven, "cookie cutter" websites. Instead, each website is individually assembled based on your specifications ensuring they are flexible and useful for your residents. We accomplish this by assigning you a personal web designer for your website project.



**Ongoing Support** for your HOA website ensures you're never left to reinvent the wheel. Your personal web designer remains available for your project after you go live. They will provide you with insight and advice to make your website resident focused and help you keep it updated with fresh and important content.



**Functional Features** puts the information your homeowners need at their fingertips. You choose which features to include on your website and how they are organized. You can even change your mind after go live without incurring any additional costs.

"All I can say is "WOW"! The process of setting up the website for our HOA was the easiest thing we have ever done. The format is already there for you. We just told them what options we wanted, sent photos and "poof" it was done. The turn around time was amazing and the cost is minimal. We priced out several options and even looked at the possibility of creating our own. This is by far the best option."

- Charlene M., Ross Downs

## Pricing

**Website Setup Services**  
**\$1000**

**Features, Hosting & Domain Name**  
**\$500/yr**

**\$35 per update**

# Website Features

All features are included; you decide which to incorporate into your new website. Sorry our list is long! We've tried to show full details so that you can highlight key items for your board members.



## Positive Visitor Experience

- No template driven or cookie cutter websites. Our hands-on design services make your website flexible.
- "2 clicks to anywhere" ensures intuitive navigation on your website so visitors can find what they're looking for within 2 clicks.
- User friendly features for both visitors and administrators.



## Home Page

- Post important announcements, news and upcoming events.
- Homes for sale with contact information.
- Welcome new residents.
- Survey with real-time vote results.
- Local weather forecast.
- Other content that fits your needs.



## Neighborhood Information

- Commonly called "About Us."
- Post information and photos of your neighborhood, schools, homes, etc.
- Include Google Maps for aerial views.
- Include your own map of your neighborhood that shows the layout of your lots and roads.



## Board Member Details

- Include officer names and contact information and other details.
- Residents can contact the board directly and/or submit messages to a single point of contact such as the property manager.



## Committees & Special Reports

- Include committee contact information.
- Post special reports from each committee either on the committee page or create a separate page for each committee.
- Include the most important items on the home page under Neighborhood News.



## Robust Contact Us Forms

- Utilize common "Contact Us" fill-in forms but with even more robust features.
- Visitors choose the recipient type/category from a drop down and the message will be automatically emailed to the appropriate person or multiple people without revealing the email address to the resident.
- Customize the forms to better fit your needs including layout, required fields, check boxes, attachments and more.



## Property Manager Details

- List your property manager's contact information throughout the website.
- Direct fill-in forms and other items directly to the property manager for handling.



## Photos, Photos, Photos

- Have some great pictures that show off your neighborhood, residents or your green thumb? We'll create custom graphics out of your photos and add them throughout your website.
- You can also choose stock photography for your website from istockphoto.com. They have 2 million quality photos, so they're bound to have your perfect photo(s). We will purchase up to 5 photos for you.
- If you have photos from a neighborhood event you can easily create an online slideshow for them with descriptions for each photo.



## Online Forms & Documents

- An excellent way to ensure your residents always have the most current resources and information at their fingertips.
- Post bylaws, covenants, architectural review form and other important documents.
- Documents can be divided into categories on a documents page plus added to any page on your website. It's completely customizable to make sure your visitors get the documents they're looking for without the hassle.
- Restrict documents to board and/or committee members only or any other access level(s) you designate.



## Fill In Forms Online

- Want to give residents a method to instantly submit information to the board or property manager? We'll create web based fill-in forms modeled after your paper forms.
- Ability to make certain fields on the form required. If the visitor is logged into the website, common fields can be automatically populated (such as name, email, etc) on the form so that they don't have to retype them in.
- Allow residents to upload multiple documents and images along with the fill-in form.
- Data is instantly emailed to the person(s) you designate.



## Newsletters & Meeting Minutes

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- Post your newsletters and meeting minutes online.
- No more excuses from residents that they were left out of the loop.
- Include unlimited archived editions.
- Easily convert your existing files into Adobe pdf format with our pdf tool.



## Crime Watch Information

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- Keep your residents informed by posting your crime watch captains with contact information plus special notices.
- Include a map of crime watch zones.
- Post special notices and alerts which can also be mass emailed to everybody's email addresses.



## Make Money From Sponsors

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- Charge realtors, landscapers, contractors and even your favorite house cleaner an annual fee to post their company information on your neighborhood website.
- We recommend \$40 per year, but you choose actual price. Sponsors pay your association directly. Money is 100% profit to your neighborhood and a great source of additional revenue.
- Sponsors can upload images and documents to be included in their ad.
- Configurable automatic expiration date based on number of days the ad has been displayed on the website.
- Optionally create unlimited categories to further group similar ads.
- Private administrator's notes for each ad. This helps keep track of payment history and other comments.



## Rotating Ads

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- Display ad blocks on your website that have text, images and links to websites/documents. Each time the web page reloads a different random ad will display in the ad block.
- The ad block can appear anywhere on your website including on one, multiple or all website pages.
- Set an individual automatic expiration date for each ad based on number of views or a specific date.
- Statistics for each ad showing how many times it has been viewed.
- Private administrator's notes for each ad. This helps keep track of payment history and other comments.



## Upcoming Events

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- List your neighborhood events with descriptions, time, place, etc. on the Upcoming Events page.
- Events are automatically removed from the website 24 hours after the event.
- Include images and links to documents/websites along with each event.
- Place events on hold which temporarily hides them from the website. This makes it easier to pre-populate tentative events prior to announcing it on your website.
- Choose how many of your next upcoming events to be automatically fed to your home page. Events can either display with full event details or only the event titles with dates.
- Private administrator's notes for each event.



## Other Sites of Interest

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- Offer residents additional resources by providing other websites they may find useful. This is easily customized to fit your needs.
- Link to schools, utility companies, government and tips on maintaining your home.
- Also provide contact details and other information.



## Additional Content Pages

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- You decide what pages you would like on your website and how they're organized.
- Examples: Contacts, Pool Rules, Notices, Property Manager Details, Monthly Request Stats, etc.



## Spam Blocking at the Source

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- Built-in features to help prevent spammers from finding your email address.
- Fill in web forms are specially coded to hide the recipient's email address.
- Optional image verification to make sure a human is submitting a web form.
- Web forms will not be submitted if common spam text appears in the message.
- Spam and virus filters included on each email account.



## Helpful Articles

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- Instant and informative content added to your website with articles from industry experts.
- Articles are automatically rotated so that there's something new for your visitors.
- Topics include: home improvement, family, decorating, money, health, technology, travel and real estate.



## Password Protected Pages

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- If you have certain pages you would like to restrict to only residents of your neighborhood, we'll set up a protected area they can log into with a username and password. Pages you choose not be password protected will be open for public viewing.
- You have full control over what pages or sections of a page are protected. If protecting a section of a page, the visitor will not see any of the text or content in the protected section unless they are logged in with the appropriate level of access.
- Ability to have unlimited levels of access to your website's pages. For example: pages for public vs members vs board officers vs the landscaping company.
- Website access can either be set up with a single login for all users or a unique login for each user.
- The "Remember Me" feature allows users to choose to be automatically logged in each time they visit the website.
- For the unique login method the person(s) you designate as the approver will be notified via email when somebody new is requesting access. The administrator's email will contain the new user's details and a "one click" link to immediately approve the user's access request without first needing to log into the Admin Panel. Or the approver can log into the Admin Panel to approve or decline the access request manually. Once approved, an email is instantly emailed to the user with their login details. The email includes their username and a randomly generated password which they can later change in their profile. You may also choose to have new users automatically approved.
- The administrator can run reports for any date range or specific users detailing when they: logged in, sent an email from the email publisher, forgot their password or modified their profile. Reports can also be exported into Excel.



## Email Publisher

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- Create email friendly newsletters and other announcements on the fly with our publisher and email it to your residents.
- Easily control the layout such as text color/size, tables, bullets. You can also upload images or link to documents & pages.
- Personalize each email on the fly with fields from the resident's profile. Example: "Hello Dave, don't forget our meeting this Monday."
- Preview your message to see how it will look to your residents.
- Spell check features including suggestions for misspelled words.



## Resident Profiles

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- If using the unique resident login method, residents are able to create and update their own profile.
- If using the single resident login method, the administrator can either input the resident's details into the database or residents can input their own details based on a web form they submit via the website.
- To initially load your residents, ability to input their details into our Excel file which we will import into your user's database for you.
- 30 standard fields are included such as: phone numbers, employers, hobbies, children, pets, emergency contact and more.
- 10 custom fields are available to gather additional details on your residents.
- "Forgot Password" feature automatically emails the resident their login details if using the unique login method. Or resident passwords can be reset by the administrator and automatically emailed from the Admin Panel.
- Administrator can filter and export resident profile data into Excel for other uses such as mailing labels.
- Use the administrator's notes field, which is only viewable by the administrator, to store private comments on each resident.



## Personalized Pages

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- Have a special area on any of your pages (including your home page) that will automatically populate with any standard or custom data fields from the resident's profile when they visit the page. The page can also be customized to have whatever text and structure you need. A great example is a Dues Section that shows them the dollar amount they have outstanding and instructions for making a payment.
- You can also have any of the fields from the resident's profile you've chosen to display on the page be editable by the resident instead of view only. This can be helpful if you would like the resident to indicate their preference or fill in missing information.



## Resident Directory

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- Resident profiles can be included in the online Resident Directory. This requires the unique login method.
- You choose to include any or all of the standard and custom fields from the resident's profile.
- Resident Directory is searchable and can be filtered by up to 2 fields.
- Residents can update their own profile in real time and choose which information (if any) they would like shown in the directory.



## Scheduled News Articles

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- Post news articles/announcements on your home page or any other page on your website. Set a start and end date for each article.
- Shows a short text version of long articles along with a "Read More" link to view the long version of the article.
- Automatic RSS feed for news articles.
- Set a start and expiration date for each news article. Expired articles are automatically archived and organized by month on the news archives page of your website.
- Include images and links to websites/documents along with each article.
- Optionally allow users to leave a comment for each article. Comments are displayed along with the article for other visitors to read. The administrator receives an email with the details of each comment posted.



## Surveys

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- Surveys are more than just a poll. If enabled on a survey, residents can also include a comment to further explain their vote. The administrator can edit and delete comments.
- Have one or multiple surveys/questions open for voting at one time. There's no limit on the number of surveys you have active, on hold or archived.
- Up to 10 fields are available for each survey that you define as possible responses for your survey.
- Closed surveys are archived for view only.
- See graphical results in real time.
- The administrator will be able to export the details to Excel for documentation. The export file will contain: unique user ID, vote date and time, name, address, question and vote.



## Message Board

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- Message boards allow residents to share thoughts and post questions for other residents to respond.
- Posts are organized into categories and are searchable.
- Utilize categories to create more interaction between residents such as recipe exchange and vendor reviews.
- The newest topic(s) and/or comment(s) can be listed on any page of your website such as the home page.
- The editor(s) is automatically notified via email of new posts so that they can monitor and edit/delete inappropriate posts.
- Editor(s) can create new categories and move posts between categories.



## Board Only Features

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- Give board and committee members access to special features to help keep your association running smoothly.
- Board Organizer - Tools to store your vendor contacts, appointments, favorite bookmarks and project notes in a central location.
- File Cabinet - Upload documents to your website for online sharing with your fellow board/committee members only. Great for tracking document revisions for group projects.
- Private Message Board - Create categories and topics for online discussion or to document association matters.



## Photo Albums

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- Create albums/groups to display photos of neighborhood events such as the annual barbeque or pool party.
- Large photos are automatically resized to be "web friendly" as they are uploaded to the website. So, you can easily upload photos from your digital camera without worrying about manually resizing or file size settings.
- Optional slideshow presentation for viewing photos.
- Control which album appears first to your visitors and reorder photos how you wish them to appear within each album.
- Include descriptions for each album and individual photos which will also appear with the photo during the slideshow.
- Choose to allow residents to upload their own photos. The administrator is immediately notified via email when a new photo has been uploaded along with the person's contact information.



## Frequently Asked Questions

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- Help visitors find answers quick with a frequently asked questions page. Include images and links to websites/documents within each answer.
- Each question is a link that when clicked will slide open to display the answer. This helps save space on your website and allows visitors to more quickly find the answer they're looking for.
- Optionally create categories to group like items.
- Set a stop date for individual FAQ's to be automatically hidden on the website. This is great for seasonal or special event items.
- Individual FAQ's can be set to show or hide status.
- Configurable "New" and "Updated" indicators can appear next to questions. The administrator can disable or set the number of days each indicator will appear.



## Classified Ads

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- Residents can submit items and services they would like to sell. Up to 5 photos, which will be displayed as a slideshow, can also be submitted along with each ad. Large photo files will be automatically resized to be web friendly.
- Allow residents to edit their own ads.
- New submissions can either be immediately added to the website or first require an administrator's approval. The administrator receives an email with the details of every new and updated classified ad.
- The resident receives a customizable email when their ad has been approved.
- Configurable automatic expiration date based on number of days the ad has been displayed on the website.
- Optionally create unlimited categories to further group similar ads.
- A "New" indicator will appear next to newly submitted ads. The administrator can disable or set the number of days the indicator will appear.



## Language Translation

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- Visitors can easily translate the text of your public pages into a variety of available languages including: Chinese, Dutch, Spanish, French, German, Greek, Italian, Japanese, Korean, and Portuguese.



## Private Email for Board and Committee Members

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- Separate work from pleasure with your own branded email addresses such as sally@yourwebaddress.com or president@yourwebaddress.com.
- Ability to automatically forward emails to the person's regular email account and/or to multiple people.
- Create email groups such as board@yourwebaddress.com which will automatically forward all incoming emails to each board member's email address.
- Active virus and spam filters for every email account.



## Full Managed Hosting

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- We take care of everything related to hosting your website.
- 300MB of storage space allocated to each website for website files and email. Additional space is available if needed.
- Physical hosting is handled at a world class datacenter in Dallas, Texas. Datacenters are huge, secure warehouses for computer equipment. They have their own power generators, security force, air/water supply and many levels of redundancy to help ensure websites are available to the internet. Support technicians monitor the web servers 24 hours a day to ensure they're operating at peak performance.



## Your Own Domain Name

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- All websites include their own unique domain name which we purchase and manage for you.
- If you already own a domain name you can either transfer it over to us or keep it with your current provider.
- Your website will be hosted directly on your domain name.
- Your primary domain name is included in the annual hosting fee. Additional domain names are \$15 per year. For example, if you wanted to purchase both .com and .org, then you would only pay an additional \$15 each year.
- Free private domain registration for all domain names. This hides your contact information from spammers and marketing companies.
- When you signup we will suggest some

# Sample of Our Creative Designs

Keep in mind that each website is assembled specifically for each client. So, all of our designs can be customized to better fit your neighborhood or we can design you something unique.



# Neighborhood Branded Printing Solutions

To help you advertise your new website to your residents we've developed custom-designed postcards and refrigerator magnets that are specially branded to match the look of your website. Also, if you are using a single password on your website this is a perfect way to notify and help residents remember the login.

## Postcards, Refrigerator Magnets, Letterhead, Envelopes, Note Pads

- Professionally printed in full color
- Designed to match your website
- Quality paper
- You choose the text and layout



# Common Questions

## **Why don't you charge different rates based on the number of homes?**

We don't see a need to. From the website design and hosting perspective it doesn't cost us more money just because a neighborhood has more residents. So, it isn't right to charge more for the same service.

## **Are there any long-term contracts?**

No, you may cancel at any time. Refunds are not issued for the months you have paid in advance.

## **How does the money-back guarantee work?**

If within 60 days following your signup you are not satisfied for any reason you will be refunded the money you have paid minus a \$15 domain registration fee if applicable.

## **How does my HOA make money from the sponsors section?**

Other companies pay you directly to advertise their services on your website. We create a special section on your website for these advertisements. We recommend \$40 per year for each company. It is also a good idea to include your sponsors in your newsletters.

## **Do I really get a personal web designer for my site?**

Absolutely! Your web designer will find out about your neighborhood and your ideas to create a design that reflects your neighborhood's image. This extra touch means you can be proud of the end result because your HOA website was made specifically for you.

## **Will our website be driven by a template?**

No. Template driven websites are pre-built websites that are mass produced and require all websites running on the template to have a uniform structure. These are also known as "cookie cutter" websites. Because many layout and design aspects of template driven websites must remain uniform, they restrict the ability to be customized beyond swapping out a header graphic, page content and navigation. The end result is often a very "flat" website.

Because our background is in designing custom websites, we take a more personal approach. Our website designs are custom coded for each client and they stand alone from our other clients' websites. This means we can completely customize every aspect of your design and layout to better fit your unique needs and preferences. Our clients have found that this flexibility gives their website its own personality and "WOW!" factor.

## **How much work do I have to do on the website?**

Initially, your involvement will include: input on the look of the website, text for the pages and documents/photos you wish to incorporate into the website. We take care of the design, building of the pages, hosting for the website, registering the domain name and providing support.

## **How long does it take to create an HOA website?**

Normally the design for your website is assembled within 1 - 3 days. This depends on how much you would like your design customized. After that, we stay on top of your change requests until you're happy with the layout. Once we present you with the initial design for the website, you can immediately start adding the text and documents you wish to include. Then, once you're happy with the website you'll be ready to announce it to your association.

## **How does our website get updated after go-live?**

You will be able to maintain your own content, documents and features through the Admin Panel. We will also continue to assist you as much as you need to maintain your website.

## **Am I able to send you photos to include in the design?**

Absolutely! We'll use them to create custom graphics for your website. This is a great way to add a personal touch to your website for your residents and visitors from of your local community.

## **Can we create forms that are filled out and submitted online?**

Yes. Online forms can be configured to match your current paper forms. Residents fill them out online and the responses are automatically emailed to the person you indicate. Fields can also be required to ensure you receive the data you need.

## **Can I restrict access to certain pages or documents?**

Yes. We've found some associations wish to hide their financials and other resident documents from public view. Therefore, we set up a username and password that residents can use to access these types of items. There are also multiple levels of security for each page. This is helpful if there is a page you only wish board members to access.

## **How does our association benefit from your printing services?**

The key benefits are improved communication with your residents and value for your association's brand. If your website was recently launched, now is a perfect time to get the word out to your residents and build the excitement. The more your residents know about the features of your website, the more they will visit which in turn helps you benefit even more from your new website.

#### **What is a domain name?**

This is the same thing as a web address which is what you type in to pull up a website in your internet browser. (www.hoa-sites.com).

#### **Will our website be viewed on our domain name?**

Yes. You may find with some providers that when you type in your domain name it is redirected back to their domain name for your website's hosting. So, instead of seeing your website on www.yourdomain.com you'll see www.theirwebsitename.com/yourname. Not only does this result in neighborhood branding issues, but this can also be confusing to visitors and more difficult for you to direct people to a specific page when your website isn't hosted on your own domain name.

#### **What if I don't have a domain name?**

We'll register one for you. The price for this is already built into the annual hosting fee. So, you don't need to worry about maintaining your domain name at all. We will suggest an available domain name that matches the name of your community. Then you'll get to choose the domain name you feel is best.

#### **Should we purchase our domain name(s) before we signup?**

No. It's much easier and quicker if you allow us to purchase your domain name(s) for you. Otherwise, you'll need to go through the process of transferring your domain over to HOA Sites after the 60-day waiting period for new domain registrations. Plus, we'll have to pay a fee to transfer your domain.

#### **If I wish to leave HOA Sites, can I still use the domain name?**

Yes. The domain name we register and maintain for you is always the property of your homeowners association. If you decide to leave HOA Sites, we will release your domain name to the registrar you indicate. This will enable you to still use the domain name to create a new website. We will not charge you a fee to transfer your domain name.

#### **Where is my HOA website hosted?**

We utilize the security and expertise of a datacenter in Dallas, Texas to host HOA Sites' web servers. A datacenter is a state-of-the-art facility designed to house and protect computer equipment. It's sort of like a Fort Knox for technical folks. Datacenters have their own power generators, security force, air/water supply and many levels of redundancy to help ensure websites are available to the internet. Support technicians monitor the web servers 24 hours a day to ensure they're operating at peak performance.

#### **What is your hosting uptime guarantee?**

We design and staff our hosting systems with one objective: To keep your website live 24 hours a day, 7 days a week. If we fail to maintain 99.9% availability of your website during any month, please contact us and request a credit of 5% off a month's prorated hosting fee.

#### **How much server space is included?**

We allocate 300MB of server space for your website and email accounts. If the situation arises where you need additional space we can certainly increase your limit. Visit our pricing page for details.

#### **Do we also get our own email? If so, how do we access it?**

Yes. Included in the annual hosting price are 20 POP3 email accounts that match your domain name. POP3 means you can use email software such as Microsoft Outlook to send and receive your email. We also include user friendly webmail which enables you to send and receive email via any computer with internet access...no software required. If you would prefer your email to be automatically forwarded to your regular email address, we will take care of that for you as well.

#### **Can we have email groups?**

Yes. Set up email groups such as board@yourwebaddress.com, which will automatically forward all incoming emails to each board member's email address.

#### **Do you offer virus and spam protection?**

Yes. Both virus and spam protection are already included on all email accounts. However, this is not a substitute for virus protection software you need to have installed on your own PC. Not all viruses come through email.