



Doing "Your Part" When You're

## New To The Industry

### **Regularly attend industry functions.**

Always come away from a function with new relationships formed.

**Don't be afraid to ask questions.** Seek out multiple opinions to situations you are encountering. You'll discover a great deal about how to handle those situations and who within the industry is open to supporting others.

**Seek out "the best" companies in the industry to work for.** They are the ones who believe in training their employees well and ensuring they are well-represented in the communities they serve. Working with the best will always challenge you to be your personal best.

**Get educated!** In addition to industry certifications, read the trade magazines, attend industry functions, and get involved in making an impact in the industry as a whole. You'll quickly watch yourself move from "newbie" to "veteran."

**Don't be afraid to ask for advice.** What many new managers don't realize is that more experienced managers welcome the opportunity to share what they know. The biggest mistake is in not asking the question.

# Doing Your Industry

A little over 40 years ago, the community management industry was created by a dedicated group of individuals committed to ensuring the industry developed with the highest standards of professionalism and education possible. They worked together identifying areas of opportunity and challenge while shaping the future of the industry. The sky was (and still is) the limit and their desire to create and mold a new industry has forever given them the title of "industry veterans." Although these individuals are, in many cases, still working within the field, many are reaching retirement age and (whether they will actively admit it or not) are thinking about the next chapter of their lives. Will they sell their business? Dissolve their business? Pass it on to a loved one? Train up a younger manager to take over the business?

As veterans retire, more and more managers are branching off and beginning their own companies with a desire to make an impact in the lives of those they serve. Soon, the industry will have new leadership. The question is, are these future leaders ready? Have they developed the necessary relationships and mentors



BY EMILY YOST

# Part for the You Serve

to guide them? Do they feel comfortable reaching out to industry veterans to ask questions or seek wise counsel without fear?

CACM hopes the answer to these questions is YES! Every day, new individuals enter our industry's workforce and are either met with assistance from quality mentors or rely on instincts and certifications to see them through their daily tasks. Although instincts are important, they can also lead to mistakes that cost homeowners time and money. These future industry leaders deserve proper guidance on how to build and protect the communities they serve, in addition to how to build a long lasting career.

Whether you are new to the industry or have been working successfully for much of its existence, there is an opportunity to positively impact the community management industry. CACM thanks you in advance for leading by example.

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Doing "Your Part" as an

## Industry Veteran

**Regularly attend industry functions.** While continuing your own education, remember you are a resource to others.

**Seek out new managers.** Be the first to introduce yourself to them. You were new too, once. Share what you know and engage with those new to the industry. You stand in a unique position to be an asset to the industry as a whole.

**If an owner/executive, build a reputation as the best company in the industry to work for!** Train and treat your employees well. Be the example of "industry professionalism." This leadership defines how community management companies should operate. Leave a legacy in our growing industry that reaches far beyond yourself.

**Commit to educating others.** As an industry expert, offer advice to others. Look for opportunities to mentor those within your sphere of influence. Let them know you welcome the opportunity to assist them should they need it.

**Be available and open for support.** As a veteran, you are a wealth of knowledge. Be the kind of individual that answers questions when asked. It's an honor and privilege to be asked – it says a lot about who you are within the industry.

