

AMBER KORODY

WITH PERNICANO REALTY & MANAGEMENT

By Laura Todd



I had the opportunity to interview Amber Korody, Community Manager for Pernicano Realty & Management and this year's Chair of the Community Outreach Committee for CAI San Diego. She had a lot of enthusiasm for what CAI has to offer, particularly in the realm of education.

I have learned so much in this industry. There are things I knew nothing about before I started with CAI. To be able to bring that professionalism into a board meeting where the board members aren't necessarily coming from a background that would prepare them to run successful board meetings -- being able to learn that, and teach that, means a lot.

Education is the most valuable thing CAI offers. Going back to a board meeting after somebody's been to one of the CAI educational sessions, I can see that. It helps the dynamics. The more people are educated, the more they

understand the why of what we do -- It can take the emotional charge out of the decision-making process. It helps connect them and get them into a space where we can get things done.

What has been the most valuable education you've received through CAI?

The luncheon where we discussed personalities. That's something we all deal with. We all work in high-stress environments. There are a lot of personalities we deal with, some aggressive. Knowing how to deal with these different types of people -- that is so valuable.

Whether we volunteer to support our communities, or we do it for pay, none of us is in it to make a lot of money. We're all in it to bring communities together. CAI gives us the opportunity to sit at those round tables and get other views on those situations we all deal with. I like hearing from other people what's going on in their communities, what

they've tried that's working for them.

Aside from education, how have you benefitted from your CAI membership?

The essence, the spirit of CAI is those relationships that are built through events, through conversations, and through working together on projects. I love having people come in and talk to boards; I'm not going to know your trade the way you do. CAI gives that platform. It gives me, and it gives board members, the opportunity to talk with all sorts of people in our industry.

Relationships are key in this industry, I agree.

I really value the relationships I've grown, and a lot of them have come through CAI. I am super blessed to work at a company that is relationship oriented and leads by example. Sometimes when I'm meeting others and I see that that's not happening industry-wide, it definitely reminds me to be grateful.

Can you give me an example of what you believe is different about your company?

One rule we have is we always answer the phone, no matter what. If we're in the office and we're not on the phone, we answer it every time. There are people who call me every day -- I can greet them by name when I see the caller ID, and I can hear the smile through the phone.

What changes have you seen in CAI in recent years?

I'm on the PR committee, and I see that we're moving in the direction the industry needs us too. We're

offering the classes that are in demand, people are talking about us. If we can get board members engaged, we can change the image of community associations. They're not the Bid Bad Wolf. Homeowners want things fixed, and they don't want to spend money. There's education for them, too, on how things work and how things are.

Is there anything about CAI you would change?

I would make it easier for people to connect before an event, to coordinate going together. I wouldn't go alone to these events. In the beginning, when I didn't know anyone, I would ask friends if they were going. If not, I just wouldn't go. People are connecting beforehand now. I think a lot of people don't want to go to an event like that, to sit at a table with 10 people, not knowing anyone.

Thank you Amber, for everything that you bring to CAI San Diego. 🍷



Laura Todd, CAI San Diego's Rising Star of the year, is the Membership & Retention Committee Chair and Marketing Director for Southern Cross Property Consultants. When Laura is not coordinating marketing, education, and outreach for this construction management firm, she is usually singing.

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