



# ASSOCIATION MANAGEMENT SERVICES, LLC

## OUR MISSION

*To be the local leader  
in association management  
by providing the highest level of service  
to all of our associations and their members.*

## Newsletter - Issue 5, February 2023

### WHAT'S THE DIFFERENCE BETWEEN CAMS AND PROPERTY MANAGERS?

At AMS, we provide association management, not property management services. As a result, one of the most common questions we receive is “What’s the difference between a Community Association Manager (CAM) and a Property Manager?”

There are some important differences between the two positions. Both are involved closely with the upkeep and management of property, but property managers generally handle rental properties and community association managers are typically hired by a homeowners association Board of Directors.

At AMS, one CAM is assigned to handle or coordinate the needs of an association, and he or she responds timely and accurately to the requirements of the assigned association. Additionally, our CAMs are all licensed in the State of Florida by the Department of Business & Professional Regulation.

Our CAMs manage associations and work with the members of an association as a whole, along with their Board of Directors. With this service, we provide either on-site association management or off-site association management. For us, no association is too large and none are too small – we just do not manage rentals.

Conversely, Property Managers work with tenants and are responsible for the day-to-day operations of individual units, including maintenance and the collection of payments. To summarize, a Property Manager is responsible for the physical assets that are the main income generating source for the property, which is the individual units.

We understand it can be confusing for homeowners associations, condo associations, and cooperatives to understand the difference between association management and property management. We’re here to help further explain this topic and answer any other association management questions you may have. Feel free to reach out to our office at (850) 231-6004 or contact your assigned CAM via phone or email.

### READY TO GO DIGITAL?

Have you ever wanted to receive your association’s information from AMS electronically, instead of by mail? If so, there is good news!

You can elect to receive your communication from us electronically on our Online Portal, called AppFolio. Members can login by using their email and individually created password. You can access your Online Portal from any mobile device by downloading the AppFolio mobile app or visiting our website at this link.

### DO CAMS NEED A LICENSE?

Yes, CAMs are licensed. In fact, Florida Statutes require CAMs to be licensed due to the legal restrictions and the differences between homeowners associations, condo associations, and cooperatives.

Florida is one of the most restrictive states regarding these laws because knowledge of the appropriate statutes is imperative to effectively manage associations. Board of Directors can rely on Association Management Services’ licensed CAMs to supply them with knowledgeable and professional assistance.

If you would like to do an online search, the State of Florida has an online tool to verify licenses. The site is: <http://www.myfloridalicense.com/dbpr/>. You can use the search button labeled “Verify a License” to search by name, license number, city or county, or license type.

## EMPLOYEE SPOTLIGHT

At Association Management Services, we have a family-like atmosphere. To help readers get to know our staff, we periodically spotlight our team members. In this issue, we're introducing you to Heather McDonald, Portfolio Manager, who has been with AMS for three years.

*What are the top three things you enjoy most about working at AMS?*

1. I enjoy the people I work with the most.
2. Every day is different.
3. Coming up with creative ideas to help my Associations become the best they can be.

*Do you have a favorite quote that you use in professional settings?*

"Today is a new beginning."

*Can you briefly describe what your job as a Portfolio Manager entails at AMS?*

I manage the day-to-day operations of multiple Homeowner's and Condominium Associations. I visit and inspect each property weekly and communicate any issues with the Board of Directors. I also speak to multiple owners each day to help with any issues they may have.



**Heather McDonald,**  
Portfolio Manager



## GIVING BACK TO OUR COMMUNITY

This holiday season, Association Management Services was proud to give back to our community by participating in a local toy drive. Our staff pooled together to provide toys to Lakeview Center.

## WE PRIDE OURSELVES ON:

- Timely & Accurate Reports
- Word-of-Mouth Referrals
- 24/7/365 Emergency Service
- High Staff Tenure
- Timely Telephone Response
- Being Proactive, Rather than Reactive
- Certified Knowledge of Florida Statutes
- Locally Owned & Operated

