

LEVERAGING ARTIFICIAL INTELLIGENCE FOR ENHANCED COMMUNITY ASSOCIATION MANAGEMENT

10.18.2024

A GUIDE FOR COMMUNITY ASSOCIATION MANAGERS

This white paper provides a comprehensive guide to adopting and maximizing Ai technology in community association management. It details Goodwin & Company's journey with Ai, the measurable impact on business operations, and strategies to enhance client services. By offering practical tools and insights, this guide equips firms to navigate the Ai enablement process, helping them stay competitive and deliver exceptional value.

**GOODWIN
& COMPANY**

Navigating Growth: Goodwin & Company's Journey to Embracing AI

In 2018, Goodwin & Company managed 400 communities from a single office in Austin, Texas. Over the next six years, driven by a combination of strong organic growth and strategic acquisitions, the firm expanded its reach, now managing over 1,900 communities and more than 450,000 units across multiple regions, including Houston, Dallas-Fort Worth, San Antonio, West Texas, Louisiana, and Colorado.

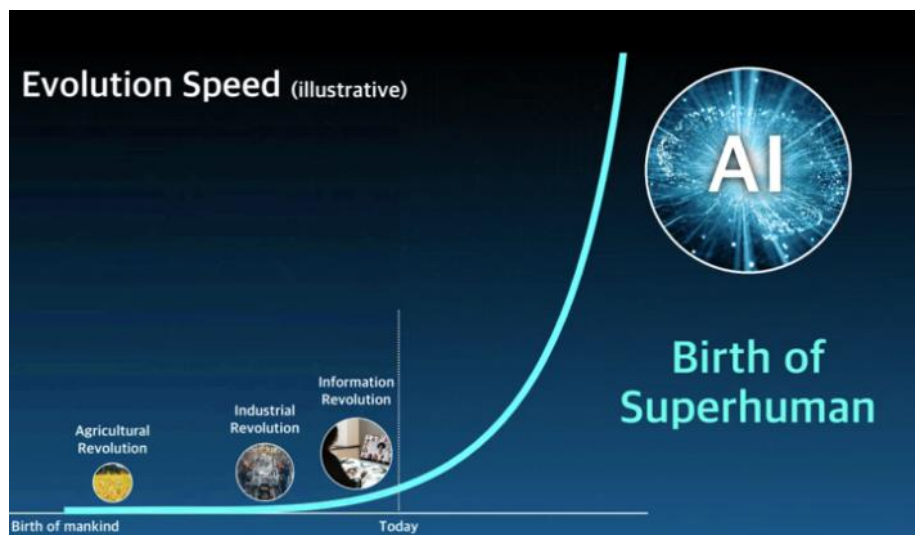
This rapid growth presented both exciting opportunities and significant challenges. Scaling our operations while maintaining service quality required us to re-evaluate traditional methods and embrace innovative technology. As client expectations grew, it became clear that relying on manual systems and fragmented technology could no longer support our expanding business needs.

Recognizing the transformative potential of Artificial Intelligence (AI), Goodwin & Company embarked on a journey to explore how this technology could streamline operations, improve efficiency, and enhance the client experience. What started as an experiment in automating basic tasks has evolved into a comprehensive AI strategy that is quickly transforming our business.

In this white paper, we outline the specific challenges we faced, the solutions we introduced, and the measurable impact AI has had on our business. Additionally, we enclose practical resources and tools designed to guide others in their journey toward AI enablement, providing actionable insights and strategies to facilitate successful AI adoption in community management firms.

The Power of AI and Its Relevance to Community Association Management

In a 2023 presentation, Masayoshi Son, Chairman and CEO of SoftBank, outlined a bold vision of the future driven by artificial intelligence. Son traced human evolution from the agricultural and industrial revolutions through the information revolution, emphasizing a sharp incline with the introduction of AI, which he called the "Birth of Superhuman." He predicted that AI, 10,000 times smarter than humans, could be a reality within the next decade.



Son's vision highlights AI's transformative potential, not just in business but across society. From enhancing operations to driving innovation, his outlook provides a strong context for understanding the critical role AI is already playing in community association management.

The Current State of AI in Business

AI is transforming industries across the globe, and community management firms are beginning to recognize its potential to automate customer service, generate detailed financial reports, and ensure compliance with regulations. The global AI market is projected to reach \$407 billion by 2027, reflecting the rapid pace at which businesses are integrating this technology into their operations. Commercially available tools, such as ChatGPT,

provide a straightforward way for firms to adopt Ai, offering immediate improvements in operational efficiency and accuracy.

Currently, about 42% of enterprise-scale companies have already deployed Ai, indicating that Ai is quickly becoming a mainstream technology, not just for large corporations but for businesses of all sizes. This widespread adoption underscores Ai's transformative impact, with studies showing that it has the potential to raise global GDP by 7% through productivity improvements. For community management, these gains translate into faster service delivery, more efficient financial management, and streamlined communication with boards and homeowners.

The speed and scale of Ai allow businesses to extract insights and perform tasks that would otherwise require significant time and manual effort. Firms using Ai report that it enhances existing products and services, with 56% of adopters agreeing that Ai has made their processes more efficient. In the community management sector, Ai enhances day-to-day operations by automating labor-intensive tasks, enabling quicker responses to inquiries, providing real-time financial analysis, and improving overall client service. As Ai continues to evolve, its role in helping firms maintain competitiveness and manage the increasing complexity of operations becomes even more critical.

Why Ai is Essential for Competitiveness

The community management industry is facing increasing pressure to deliver more while operating within tighter margins. Rising client expectations for faster, more personalized service are coupled with growing demands for real-time insights and data-driven decision-making. At the same time, community management firms are battling inflationary pressures that are driving up the costs of nearly every aspect of their business—from labor to technology infrastructure, insurance, and facility management. These pressures make it difficult to maintain profitability while continuing to meet the high service expectations of clients.

Ai offers a solution by helping firms reduce operating costs, streamline processes, and enhance service quality without proportionally increasing resources. By automating routine and time-consuming tasks, Ai allows teams to work more efficiently, delivering faster responses and more accurate insights to clients. This helps community management firms protect and even enhance their margins in an environment where inflation threatens to erode profitability.

Key benefits include:

- **Increased Efficiency:** Ai automates labor-intensive tasks such as financial reporting, homeowner inquiries, and document analysis. This allows firms to reduce manual effort, thereby controlling labor costs and improving operational efficiency.
- **Scalable Service:** Ai enables firms to scale their services without the need for a proportional increase in headcount. As costs rise due to inflation, Ai helps firms manage more clients and larger portfolios without sacrificing service quality or profitability.
- **Data-Driven Decision-Making:** Ai allows firms to deliver better insights and real-time data to boards, making them more effective in managing their communities. Clients benefit from more accurate reporting and faster decision-making, which enhances client satisfaction and retention.

- **Cost Control:** With inflation driving up the costs of labor, technology, and services, Ai helps firms reduce their reliance on manual processes, improving cost control and enabling them to do more with fewer resources.

By adopting Ai, community management firms can counteract inflationary pressures and increase their competitiveness by delivering enhanced services more efficiently. Firms that leverage Ai can protect their margins while continuing to meet—and exceed—client expectations in an increasingly demanding market.

The Journey to Ai Enablement: Goodwin & Company's Path

Goodwin & Company's exploration of Ai technology began when the firm was introduced to tools like ChatGPT and Claude. The potential of these tools to streamline operations became evident, sparking curiosity about how they could further improve processes. This curiosity led to deeper exploration, and the firm quickly recognized that Ai could significantly enhance daily operations, improving efficiency and enabling scalable growth.

The first step in this journey involved organizing data, which became a critical priority for establishing performance benchmarks and key performance indicators (KPIs). Dashboards were built using PowerBi across all functional areas, allowing the firm to track performance and identify areas for improvement. Once the data was organized, it became clear where the firm needed to focus its efforts. The analysis revealed several challenges.

Rapid growth meant that Goodwin & Company needed to expand its community manager ranks quickly, and the learning curve for new managers had to be shortened to ensure they were ready to perform efficiently. At the same time, the back office, particularly the customer care team, was struggling to keep up with the increasing volume of homeowner inquiries. The growth was outpacing capacity, leading to longer handling times and extended wait periods for customers. Siloed systems further complicated matters, and the decision was made to offshore certain roles to manage payroll costs and reduce turnover. However, it was clear that automation would be necessary to reduce inefficiencies and improve overall performance.

Boards of directors were also evolving, becoming more sophisticated in their expectations for insights into their community operations. Reporting requirements were becoming more complex, and younger, working professionals were replacing retirees on these boards. This shift brought higher expectations for data-driven insights similar to what these individuals experienced in their professional lives. Additionally, operational bottlenecks across departments created further inefficiencies that needed to be resolved to support the firm's scaling efforts.

These challenges made it clear that Goodwin & Company needed a comprehensive tool capable of addressing several critical needs. The firm required a solution that could:

- Aggregate data from siloed systems, including financial reports, governing documents, state statutes, compliance reporting, and frequently asked questions, to make this information more easily accessible to teams.
- Enable efficient research and response capabilities, allowing staff to quickly answer homeowner and board inquiries in a professional and consistent manner.
- Provide boards of directors with a centralized system where they could access information directly, eliminating the need for multiple logins and reducing delays in service delivery.

- Offer homeowners a self-service tool that provided instant answers to common inquiries, reducing the workload on customer care teams and community managers.
- Automate the client budgeting process, allowing for quicker, more accurate budget creation and timely billing.
- Protect client data by ensuring the solution adhered to the highest standards of data privacy and security, preventing sensitive information from being exposed to public models and maintaining confidentiality.

With these objectives defined, Goodwin & Company began assessing available options in the marketplace. It soon became clear that a solution had to be cost-effective, system-agnostic, and scalable to support the growing customer base. It also had to be flexible enough to adapt to the evolving needs of the organization. Unfortunately, existing suppliers did not offer the capabilities required, and the firm was unwilling to depend on a third-party development schedule to drive innovation.

Goodwin & Company selected an Ai provider due to their team's deep understanding of the community association management industry and their commitment to innovation. The development team did not aim to simply create basic tools, but continuously sought ways to meet the firm's evolving needs. This shared vision and dedication to advancing industry-specific solutions made them an easy choice.

Revolutionizing Community Management Operations

Ai has quickly evolved into a cornerstone of Goodwin & Company's operations, representing a dynamic leap forward in how we manage day-to-day tasks and long-term client needs. In the ever-changing landscape of community management, it's essential to have a tool that not only addresses current challenges but also adapts and grows alongside the business. This solution is designed with that mindset, allowing for continuous development and rapid innovation. This tool enables us to respond to the complex needs of our clients and teams with agility, while also unlocking new ways to streamline operations.

Financial Analysis

The Ai tool provides instant insights into financial reports, offering capabilities far beyond static reporting. Users can query financial data for customized insights, generate trending analyses with visualizations, draft treasurer or manager reports, and even create newsletter articles updating the members on the state of the association's finances—all within the same window. The tool also provides exportable reports and can translate documents into multiple languages.

Treasurer's Report for August 2024

Good evening, Board Members and Residents,

I am pleased to present the financial performance for the month of August 2024. Our financial activities for this period reflect both our ongoing commitments and the community's financial health.

Income Overview: For August, our total income amounted to \$15,003.18. The majority of this income, approximately 88.94%, was derived from assessments, totaling \$13,344.22. Other income sources, including interest income and late fees, contributed an additional \$1,658.96, representing 11.06% of our total income.

Expense Overview: Our total expenses for the month were \$26,533.23. The largest portion of our expenses, 74.78%, was attributed to property expenses, which include landscape maintenance and repairs. Administrative expenses accounted for 21.70% of our total expenses, with management fees and legal expenses being significant contributors.

Net Fund Change: The community experienced a net fund change of negative \$11,530.05 for the month. This reflects the difference between our total income and expenses, highlighting the need for continued financial vigilance.

Year-to-Date Performance: Year-to-date, our total income stands at \$297,049.37, with total expenses amounting to \$271,601.50. This results in a positive fund change of \$25,447.87, indicating a strong financial position as we progress through the year.

In conclusion, while August presented some challenges with higher expenses, our year-to-date performance remains robust. We will continue to monitor our financial activities closely to ensure financial stability and growth.

Send a message.

For support, contact hoai@goodwinix.com. Verify legal matters with counsel.

Income Statement - Aug 2024

Income Statement

Period 8/1/2024 To 8/31/2024 11:59:00 PM

ITEM	MONTH TO DATE	%	YEAR TO DATE	%
Operating Income				
Assessments				
Assessments	13,344.22	88.94%	280,683.93	94.49%
Total Assessments	13,344.22	88.94%	280,683.93	94.49%
Other Income				
Interest Income	1,123.96	7.49%	8,644.44	2.91%
Late Fee	310.00	2.07%	2,154.00	0.73%
AR Fee Income	225.00	1.50%	4,258.00	1.43%
Legal Expense Reimb	0.00	0.00%	150.00	0.05%
NSF Fees	0.00	0.00%	125.00	0.04%
Violation Fine	0.00	0.00%	1,034.00	0.35%
Total Other Income	1,658.96	11.06%	16,365.44	5.51%
Total Income	15,003.18	100.00%	297,049.37	100.00%

Budget Automation

The budgeting tool uses historical data and forecasting models to streamline budget creation. It guides users through the process by asking a series of questions related to the association's goals and conditions for the upcoming budget period. The tool also reviews governing documents and reserve studies to ensure compliance and automatically generates a draft budget in Excel with formulas for easy modification.

I've created a draft budget for the fiscal year 2025 based on the current year's performance, with no changes as per your instructions. Here's an executive summary of the key points:

Notable Budget Line Items

- Clubhouse Rental:** The income significantly exceeded expectations, projecting \$5,580 for 2024, which is 106.67% above budget. A conservative 10% increase for 2025 is recommended to \$2,970.
- Legal Expense:** Projected at \$27,833 for 2024, 371% above the current budget. A 100% increase for 2025 to \$15,000 is recommended due to ongoing high legal costs.
- Landscape-Maint:** Trending 33.4% higher than the 2024 budget, projecting \$71,978 by year-end. A 10% increase for 2025 is recommended to account for potentially higher service costs.
- Pool-Repairs:** Expenses are significantly higher than the current year budget, projecting \$17,459 by year-end, 249% above budget. A 10% increase for 2025 is recommended.
- Reserve Transfers:** Aligned with the reserve study recommendation for 2025, with a significant increase from the current \$0 budget to \$33,562, reflecting proactive funding needs.

Governing Document Rules

- Assessment increases are limited to a maximum of 10% above the previous year's assessment without a membership vote. Increases above this require a two-thirds vote of the membership.

Send a message.

For support, contact hoai@goodwinix.com. Verify legal matters with counsel.

2025 Budget

Overview		Current Year Projection			Next Year Breakdown			Reserve Plan		
Budget Item	Jan	Feb	Mar	Apr	May	June	July	Aug		
INCOME										
OPERATING INCOME										
ASSESSMENTS										
Assessments	38,238.06	38,238.06	38,238.06	38,238.06	38,238.06	38,238.06	38,238.06	38,238.06		
TOTAL ASSESSMENTS	38,238.06	38,238.06	38,238.06	38,238.06	38,238.06	38,238.06	38,238.06	38,238.06		
OTHER INCOME										
Clubhouse Rental	247.50	247.50	247.50	247.50	247.50	247.50	247.50	247.50		
Interest Income	14.00	14.00	14.00	14.00	14.00	14.00	14.00	14.00		
Late Fee	137.50	137.50	137.50	137.50	137.50	137.50	137.50	137.50		
AR Fee Income	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00		
NSF Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		

Governing Document Research

The tool reviews governing documents and provides detailed answers to inquiries by referencing specific sections, page numbers, and links. It allows staff to conduct detailed research quickly and respond to homeowner queries with precise, documented answers.

Can you explain what the governing documents reference about homeowner maintenance responsibilities versus those of the condominium association?

Searched in Governing Docs. ▾

In the governing documents for 5916 Hudson Condominium, the responsibilities for maintenance and repair are divided between the condominium association and the individual unit owners as follows:

- The condominium association is responsible for the maintenance, repair, and replacement of common elements such as exterior walls (excluding windows and balcony doors), mailboxes, entry gates, security systems, fencing, roofs, foundations, landscaped areas, and parking and driveway areas. Additionally, the association handles maintenance for pipes, wires, conduits, and utility lines that serve two or more units. These costs are considered common expenses unless caused by negligence or willful misconduct by a unit owner or their guests, in which case the responsible unit owner bears the cost [1].
- Unit owners are responsible for the maintenance, repair, and replacement of their individual units, including windows, doors, and any pipes, wires, and conduits that service only their unit. This also includes air conditioning compressors and columns supporting the balcony of a single unit. If a unit owner fails to perform necessary maintenance or repairs that could affect common elements or other units, the association has the right to perform the work and charge the unit owner for the costs incurred [2].
- Any maintenance or repair work must conform to the original materials, style, and color [3].

Send a message.

For support, contact hoai@goodwinix.com. Verify legal matters with counsel.

/Governing Docs/DECLARATION I

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**ARTICLE X
THE CONDOMINIUM PROPERTY – USE, OPERATION
PRESERVATION, MAINTENANCE AND REPAIR**

Section 10.01. Repairs and Maintenance Which Are the Responsibility of the Association. All maintenance, repairs and replacement to the following Common Elements of the Property: exterior walls except windows and balcony doors, mailboxes, entry gate, security system, entry gates, fencing, roof and roof members, foundations, landscaped areas, except those within a courtyard which is a limited common element and parking and driveway areas (including those within the Owner's Garage Entrance), and all maintenance, repairs and replacements to any pipes, wires, conduits, and utility lines which serve two or more Units shall be made by the Association. The cost of all such maintenance, repairs and replacements shall be common expense unless occasioned by a negligent or willful act or omission as provided in Section 10.02 below.

Section 10.02. Repairs and Maintenance Which Are the Responsibility of Unit Owners. All maintenance (including painting and decorating of the Units), repairs and replacements to the Units, including windows, (including all glass breakage), doors and repairs to pipes, wires and conduits which service only one Unit, air conditioning compressors servicing only one Unit and columns supporting the Balcony of only one Unit, shall be made by the respective Unit Owners at their own expense.

Any maintenance, repair or replacement necessary to preserve the appearance and value of the Property made pursuant to Section 10.01 above but which is occasioned by a negligent or willful act or omission of (1) a Unit Owner, or (2) any employee, family member, guest or tenant of such Unit Owner, or (3) an employee, family member or guest of the tenant of such Unit Owner, or (4) a guest of (i) any member of such Unit Owner's family or (ii) any family member or employee of the tenant of such Unit Owner; shall be made at the cost and expense of such Unit Owner. If such maintenance, repair or replacement is the responsibility of the Board of Directors, it shall not be regarded as a common expense, but shall rather be considered a special expense allocable to the specific Unit and such cost shall be added to that Unit Owner's common charges and, as part of those common charges, shall constitute a lien on the Unit to secure the payment thereof.

In the event that a Unit Owner fails to make any maintenance or repair which maintenance or repair is necessary to protect any of the Common Elements or any other Unit, the Board of Directors shall have the right to make such maintenance or repair (after the failure of the Unit Owner to do so, weather permitting, after 10 days written notice, or written or oral notice of a shorter duration in the event of an emergency situation) and to charge the Unit Owner for the cost thereof.

Ai-Facilitated Responses to Homeowner Requests

To streamline customer service, the tool generates responses to homeowner inquiries through the "Help Me Solve It" function. It reviews requests straight from the management portal, generates a professional response, and updates the portal automatically. Users can attach downloadable account statements or other documents, and the tool enables responses via multiple channels, all within seconds.

HOAi / Goodwin & Company ▾

Shed Installation Request For Architectural Review

Description

To Architectural Review Board, I am writing to request approval for the installation of a storage shed in my backyard to help accommodate items from our home and garage as we prepare for the arrival of our baby. The shed will be designed to complement the existing aesthetic of our property, with a maximum height of 10 feet. It will match the house's exterior in color and style, using Sherwin Williams Extra White with brown trim, and will measure approximately 16x5 feet (80 sq. ft.). The roofing material will also match that of our home for a cohesive look. The shed will be constructed from wood and anchored securely. It will be placed near the fence, though not directly against it, ensuring an appropriate distance while taking into consideration the smaller parcel sizes in the neighborhood. The foundation will consist of a drainable gravel base, which allows for proper drainage and avoids the need for concrete. Thank you for considering this request.

Attachments

Help me solve it Open in TownSq

The request for the shed installation by Brigette Nelson-Tuck & Joshua Tuck has been submitted for architectural review. Here are the key details and steps to address this request:

Request Details:

Send a message.

For support, contact hoai@goodwinix.com. Verify legal matters with counsel.

/Governing Docs/Community Rules and Regulations.pdf

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COMMUNITY RULES AND REGULATIONS

These Community Rules and Regulations (these "Rules") have been adopted for the benefit of the Blanco Vista Residential Owners Association, Inc., a Texas nonprofit corporation (the "Association") which governs that certain master planned community more commonly known as Blanco Vista in Hays County, Texas (the "Community"). These Rules are in addition to the provisions of the Blanco Vista Amended and Restated Master Covenant, recorded under Document No. 25090384 in the Official Public Records of Hays County, Texas (the "Master Covenant") and the Certificate, Bylaws, Policy Manual, Community Enhancement Covenant, Design Guidelines, any applicable Development Area Declaration, any applicable Notice of Annulment as each may be amended from time to time, and any other Rules promulgated by the Association pursuant to the Master Covenant or any Development Area Declaration, as adopted and amended from time to time (collectively referred to as the "Documents"). By owning a Residential Lot (as defined in the Master Covenant), each Owner and Occupant agrees to abide by these Rules and to comply with the obligations of Owners and Occupants under the Documents.

Words and phrases defined in the Master Covenant have the same meaning when used in these Rules. For the purposes of these Rules, the "Area of Common Responsibility" includes all of the Common Area and "Special Common Area, and may also include lots or portions of lots and property dedicated to the public or other District (such as a municipal utility district), such as parkland, access roads or rights-of-way. The Area of Common Responsibility may include, but is not limited to:

- all Common Area and related facilities including but not limited to all landscaping and other flora, parks, ponds, signage, site furnishings and other improvements, including any private streets, and bike and pedestrian pathway/trails, situated upon the Common Area;
- landscaping within parkland, access roads or rights-of-way within or adjacent to the Community;
- such portions of any additional property as may be included within the Area of Common Responsibility as Designated by the Board or the Declarant (during the Development Period) or any easement or agreement for maintenance entered into by, or otherwise binding on the Association; and
- any property and facilities that the Declarant owns and makes available, on a temporary or permanent basis, for the primary use and enjoyment of the Association and some or all of its Members. Any such property or facilities shall be identified by Declarant by written notice to the Association, and they shall remain part of the Area of Common Responsibility and be maintained by the Association until the Declarant revokes such privilege of use and enjoyment by written notice to the Association.

A. COMPLIANCE

A-1. **Compliance.** Each Owner will comply with the provisions of these Rules, the other Documents, and policies adopted by the Board to supplement these Rules, as any of these may be revised from time to time. Each Owner, additionally, is responsible for compliance with all of the Documents by the Occupants of the Owner's Residential Lot, and any respective relatives, invitees, tenants, agents, employees, or contractors. If a Rule requires or prohibits conduct by an "Owner" or "Occupant", each of those terms are deemed to include the other, and applies to all persons for whom an Owner or Occupant is responsible. Any question regarding these Rules should be referred to the Association. The Association has the right to enforce these Rules against any person. All Owners are subject to the Association's Fine and Enforcement Policy set forth in the Policy Manual in regard to enforcement of these Rules and all Documents of the Association.

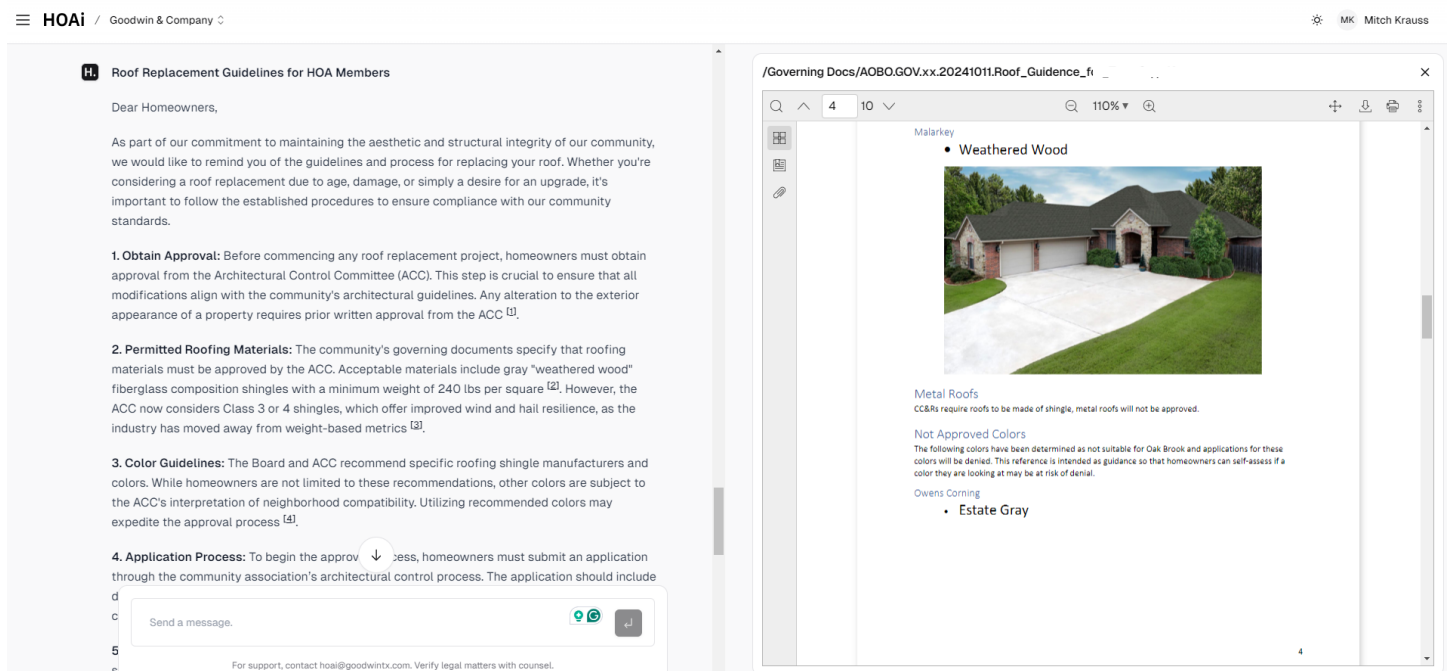
A-2. **Additional Rules.** Each Owner and Occupant must comply with any rules and signs posted from time to time by the Association. Each Owner and Occupant must comply with notices communicated by the Association.

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Streamlining Everyday Tasks and Enhancing Communication Efficiency

Ai empowers managers and board members by automating a broad range of tasks, streamlining everyday responsibilities with precision and ease. Whether it is drafting community announcements, summarizing complex discussions from board meetings, or preparing professional documents like RFPs, Ai enhances productivity by handling these tasks quickly and efficiently. For example, it can help create detailed maintenance checklists, ensuring that routine and seasonal upkeep is well-organized and consistently completed.

Additionally, Ai simplifies other crucial tasks such as drafting newsletter articles to keep residents informed or translating important communications into multiple languages to cater to diverse communities. The tool's versatility in automating routine administrative duties—from organizing project timelines to drafting formal communications—ensures that managers and board members can save time, maintain clear communication, and focus on more strategic initiatives that enhance the community experience.

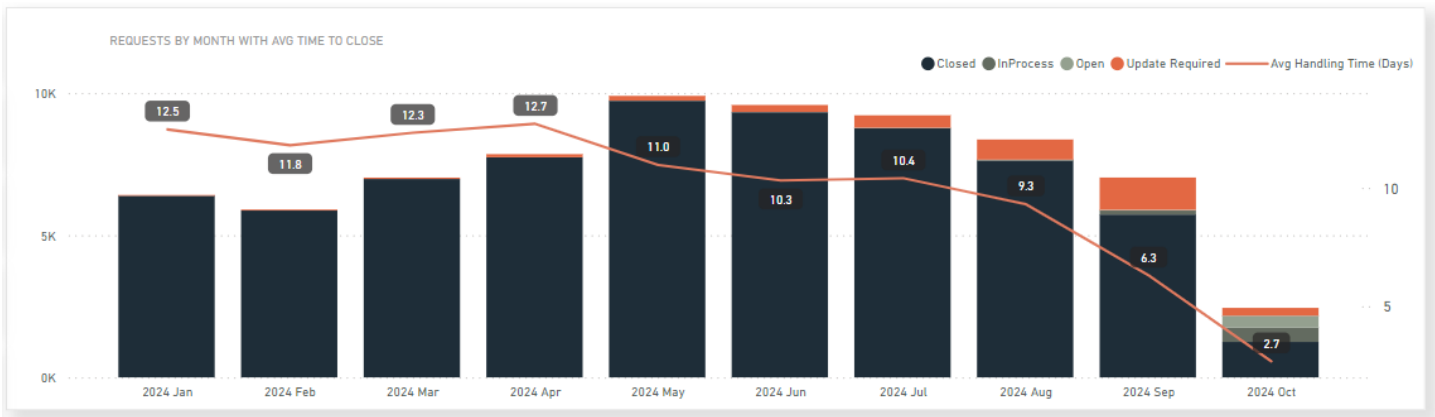


The screenshot shows an email interface on the left and a PDF viewer on the right. The email, titled "Roof Replacement Guidelines for HOA Members", is addressed to "Dear Homeowners" and contains four numbered sections: "1. Obtain Approval", "2. Permitted Roofing Materials", "3. Color Guidelines", and "4. Application Process". The PDF viewer on the right displays a document titled "Weathered Wood" with a photograph of a house and text regarding roofing materials and colors.

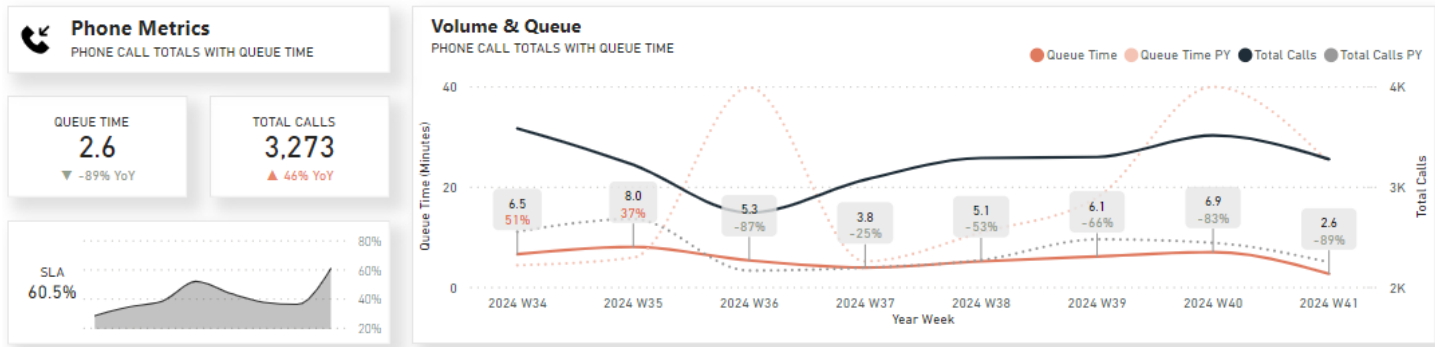
Early Impact of Ai on Goodwin & Company's Operations

Since integrating Ai into our operations, Goodwin & Company has experienced substantial tangible and intangible improvements across all facets of the business. The impact of Ai has been transformative, helping us streamline operations, boost efficiency, and significantly enhance our client and customer experience. Here are the key results:

- **Reduced response times to homeowner portal requests:** Prior to implementing Ai, the average time to close homeowner requests was **12.5 days**. With the automation and data aggregation that Ai provides, this has been reduced to just **2.7 days**, representing a dramatic improvement in service delivery.



- Enhanced customer care efficiency:** Despite a **46% increase in call volume YoY**, Ai allowed us to streamline workflows, **reducing our average hold times by 89%** over the same period last year. Even with the increased workload, we maintained high service standards, improving customer satisfaction and the ability to handle more inquiries with fewer delays.



- Improved budget creation process:** Where the average community manager previously spent two or more hours drafting a budget, this technology now completes the same task in less than two minutes. This efficiency has turned what used to be a stressful and time-consuming season of activity into a much easier one for our managers. As a result, we can turn around budgets to clients for review more quickly and efficiently, which has also improved the speed of homeowner billing.

For our board members, the impact has been profound. Early users of this Ai solution were particularly struck by the "wow" factor—Ai allowed them to access real-time answers and insights in a matter of seconds. This instant accessibility has not only made their work more efficient but has also strengthened their trust in our services.

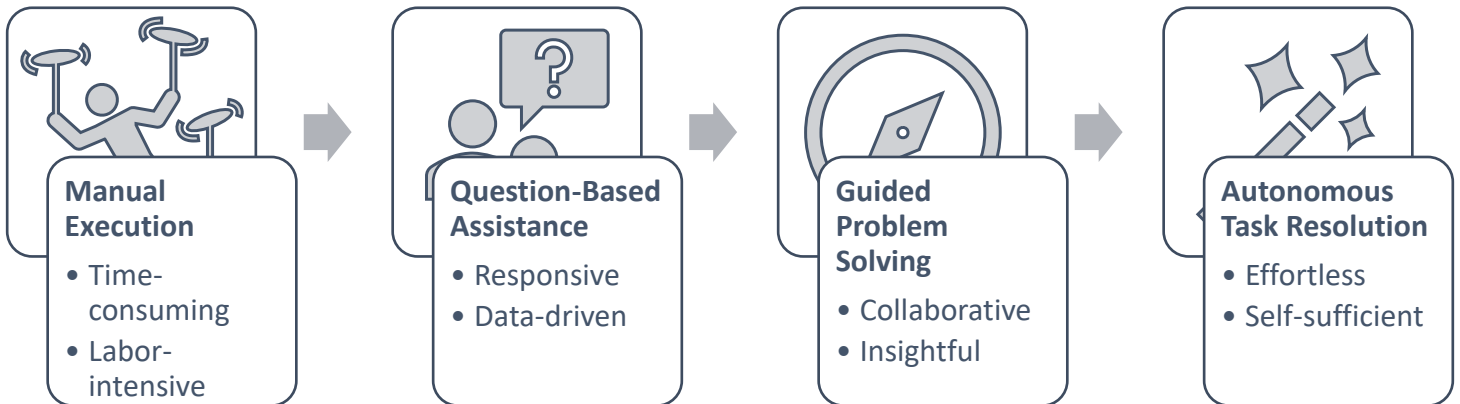
This Ai-powered tool has also given us a **competitive advantage in business development**. Our sales team now highlights the efficiency by which Ai allows board members to get answers to questions almost instantaneously, compared to the frustrations they may have faced with prior managers who either struggled to find the right answers or failed to follow up appropriately. This efficiency resonates with potential clients, positioning Goodwin & Company as a forward-thinking, client-centered management firm that can outperform traditional management models.

Beyond these measurable results, the **intangible benefits** of Ai are equally impactful. Internally, Ai has alleviated the administrative burden on our teams, allowing them to focus on higher-level, strategic initiatives. By automating routine and repetitive tasks, we've improved both productivity and employee morale, as staff can

now devote more time to meaningful work. This not only drives better outcomes for our clients but also fosters a more innovative and dynamic workplace culture.

The Rapid Evolution of Work with Ai: From Manual Solutions to Autonomous Problem Solving

The journey to Ai enablement at Goodwin & Company has been a transformational process, reshaping the way we approach daily operations. This evolution can be broken down into distinct stages, each representing a significant leap forward in how we handle problems, serve clients, and manage communities.



1. Pre Ai - Manually Solving Problems

Before the introduction of Ai, employees were solely responsible for addressing problems manually. Every task, whether it involved responding to homeowner inquiries, analyzing financial data, or preparing reports, required employees to sift through information, navigate complex systems, and rely on their own expertise. This process was often time-consuming and heavily dependent on individual knowledge, making it difficult to scale or improve efficiency in a meaningful way.

2. Intro to Ai - Asking Questions

With the introduction of these Ai tools, our employees began to shift their approach. Instead of manually searching for answers, they could now ask Ai questions and receive quick, accurate, and data-backed responses. Ai became a tool that simplified and sped up the information-gathering process, allowing employees to focus more on analyzing solutions rather than spending time hunting for data. This initial phase marked the beginning of a new way of working, where Ai provided immediate access to information, significantly improving response times and operational efficiency.

3. Current Stage - Ai is Guiding the Employee through Problem Solving

Today, we find ourselves in a stage where Ai has moved beyond simply answering questions—it is now actively guiding our employees through the problem-solving process. Ai not only retrieves data but also analyzes situations, provides suggestions, and highlights potential solutions. For tasks like preparing reports, resolving compliance issues, or responding to homeowner concerns, Ai offers intelligent guidance that helps employees make more informed decisions. This collaborative relationship between Ai and employees has enhanced the quality of our problem-solving and elevated the overall efficiency of our operations.

4. Future Stage - Ai Autonomously Solving Tasks

The future stage of Ai development is not a distant reality—it is already being tested in a beta environment. We are rapidly approaching the point where Ai will be capable of autonomously solving routine tasks without human

intervention. Tasks such as processing homeowner requests, generating complex reports, and addressing frequently asked questions will be managed entirely by Ai.

HOAi Recommendation #1782

Proceed Modify Show Logic

Sunnyvale Condo - Garage door does not open

Maintenance Request workflow

I've completed:

- Verified HOA responsibility based on [CC&R for Sunnyvale Scan.pdf](#).
- Found insurance coverage on [2024 Traveler's Insurance Coverage.pdf](#).
- No bids needed below \$2,000 based on [2019 Board Resolution.pdf](#).
- Identified service provider: [QuickFix Garage Services LLC](#).

I need your approval to:

Create work order

Property: 123 Oak Street
Vendor: QuickFix Garage Services LLC
Estimated completion: July 20, 2024
Scope: Repair or replace garage door opener mechanism, including motor and track...

Pre-approved vendor

Notify homeowner

Subject: Garage Door Repair Scheduled
To: Homeowner
CC: Board members
Message: Dear Homeowner, We have scheduled a repair for your garage door with...

SLA - 2 days left

This next phase will allow our employees to focus on higher-level strategic work, such as cultivating and strengthening relationships with clients. By automating routine tasks, Ai will empower our teams to dedicate more time to proactive initiatives that enhance client experience and support the growth of our communities. This shift in focus will foster innovation, drive new service offerings, and allow us to scale our operations while maintaining the high standards of personal service that define our business. The future of Ai at Goodwin & Company is not just about operational efficiency—it's about enabling our teams to build deeper, more meaningful connections with the clients and communities we serve.

Lessons Learned: Maximizing Success in Ai Adoption

The journey to Ai enablement at Goodwin & Company was not without its challenges. However, each obstacle provided invaluable lessons that helped shape our approach to successfully implementing Ai across the organization. The success of Ai integration hinges on not just the technology itself but also on the people who use it. Ensuring that employees understand the potential of Ai and feel empowered to leverage it in their daily workflows is critical to maximizing its impact. Based on our experience, here are key lessons learned that can help other organizations on their own Ai journey.

Start Small and Scale Gradually

One of the most important lessons was the value of starting with small, manageable use cases. Early in our Ai implementation, we selected specific, straightforward tasks that could benefit from automation. For example, we began by using Ai to automate simple homeowner inquiries and basic financial analysis. This allowed teams to become familiar with Ai's capabilities without overwhelming them. By achieving quick wins, we were able to demonstrate the immediate value of the technology, which helped build momentum for broader adoption.

Starting small also minimized the risk of disruption. Rather than attempting to implement Ai across the entire organization at once, we allowed teams to integrate the tools into their workflows incrementally. As Ai proved its value in these initial use cases, it became easier to scale its use across more complex tasks and additional departments.

Engage and Train Employees Regularly

Engaging the team is one of the most crucial factors in Ai adoption. Without buy-in from across the organization, Ai implementation can falter. From the outset, it was essential to provide comprehensive training to all employees—not just on how to use the technology, but on how Ai could enhance their work and improve efficiency. This training wasn't a one-off event; we ensured that regular training sessions were offered, especially as the technology evolved.

It became clear that fostering a culture of curiosity and innovation was key to Ai's success. Encouraging employees to experiment with the technology helped to break down resistance to change and sparked creativity in how the tools could be used. Teams were encouraged to share ways they were using Ai during internal meetings, and we created platforms where employees could exchange ideas and experiences. This cross-team sharing allowed others to see the practical benefits of Ai in real time, promoting further experimentation and adoption.

To further incentivize innovation, we implemented a rewards program where employees could submit creative ideas for using Ai to solve new challenges. Those who developed innovative solutions were recognized and rewarded. This not only motivated individuals but also demonstrated how Ai could be a versatile tool for overcoming obstacles in different areas of the business. Engaging employees at every level, from management to customer care, helped ensure widespread adoption and continuous improvement.

Identify a Lead or Team to Support Users

A successful Ai implementation requires ongoing support to ensure that both internal teams and external clients are getting the most out of the technology. Identifying a lead or creating a dedicated team to support users is essential for long-term success. This team should serve as the first point of contact for any questions, troubleshooting needs, or feedback related to Ai tools. Internally, they can help employees understand new features, provide refresher training sessions, and guide teams in integrating Ai into their daily workflows. Externally, this team can support clients as they adapt to Ai-driven services, ensuring a smooth transition and positive user experience. A dedicated support team not only empowers users but also plays a critical role in continuously improving the technology by gathering feedback and identifying new use cases.

Continuous Monitoring and Adaptation

Ai implementation is not a "set it and forget it" process. Once the initial rollout is complete, ongoing monitoring and optimization are essential to ensure that Ai continues to meet the evolving needs of the business. At

Goodwin & Company, we learned that Ai tools need to be regularly evaluated, with updates and improvements made as required. As our business grew and our client demands changed, Ai had to evolve to remain relevant and useful.

We established regular check-ins to assess how well the Ai tools were performing and where improvements could be made. This included gathering feedback from employees who used Ai daily, as well as monitoring key metrics like response times and customer satisfaction. By continuously refining how Ai is used and integrated into workflows, we were able to optimize its effectiveness and ensure that it delivered maximum value.

Monitor Engagement and Use with Data Dashboards

Monitoring Ai usage and engagement is critical to understanding how well the tools are being adopted and where adjustments are needed. A robust data dashboard should be in place to track activities by user, types of tasks being accomplished, and overall engagement levels. These dashboards provide valuable insights into how teams are using Ai, highlighting areas where more training or support may be needed.

Additionally, incorporating feedback mechanisms, such as thumbs up/thumbs down buttons, allows users to provide real-time feedback on whether the Ai successfully resolved an issue or presented challenges. This feedback loop is essential for continuous improvement, as it helps the Ai development team address any limitations and refine the tool to better serve users. With accurate data on user engagement, organizations can ensure that Ai is being effectively integrated into workflows and that employees are getting the full benefit of the technology.

Encourage Experimentation and Foster a Culture of Innovation

Perhaps one of the most important takeaways from our Ai journey is the need to foster a culture of experimentation and innovation. Ai, by its very nature, is a tool that thrives in environments where creativity and forward-thinking are encouraged. At Goodwin & Company, we learned that employees need to feel comfortable trying new things without fear of failure. We actively encouraged experimentation with Ai, whether it was finding new ways to automate a task or applying Ai insights to different areas of the business.

To nurture this mindset, we made it a point to publicly recognize those who pushed the boundaries of what Ai could do, and we highlighted the successes that came from those efforts. Employees who found novel ways to leverage Ai were celebrated, creating an atmosphere where people were excited to engage with the technology. This not only advanced Ai adoption but also positioned Goodwin & Company as a leader in Ai innovation within our industry.

The Future of Community Management is Here – Embrace Ai to Stay Ahead

The rapid evolution of Ai technology is reshaping the landscape of community association management, allowing firms to streamline operations, improve decision-making, and enhance client experiences. At Goodwin & Company, our journey toward Ai enablement has provided transformative results, empowering our teams to operate more efficiently and focus on higher-level strategic initiatives. As we continue to innovate, the capabilities of Ai will only grow, providing even greater opportunities to scale our business and deliver unmatched service to our clients.

The time to act is now. Ai is no longer an option but a necessity for firms looking to stay competitive and deliver superior value to their clients. Start by evaluating your current operations and identifying areas where Ai can

create immediate impact. Whether it's automating repetitive tasks, improving client communication, or enhancing decision-making, Ai has the potential to transform your business.

Goodwin & Company's experience serves as a blueprint for what's possible with Ai. We encourage you to take the first steps toward Ai adoption, experiment with small use cases, and foster a culture of innovation within your organization. The future of community management is here—are you ready to embrace it?