

FCAP

*Training, Equipping,
and Advocating for
Florida's Community
Association
Professionals*



The Florida community association industry consists of managers, board members, and service providers engaged in serving the thousands of condominiums, homeowner associations, and other community associations in the state. While there are dozens of local organizations that provide different levels of services to local members, until now there has been no statewide membership organization bringing the three components together with the intention of serving each group in a unique and individual way.

FCAP, Florida Community Association Professionals, is a member-based professional organization dedicated to raising the level and awareness of

professionalism of managers, service providers, and community volunteer leaders. FCAP offers Florida-specific training in all levels of the community association industry. There are three paths, each independent of the others but linked in the sharing of information.



**CFCAM—Certified
Florida Community
Association Manager**
Learn, Certify, Join, and Grow

The licensing process and continuing education requirements of the state of Florida provide basic training, but many feel they are inadequate to fully meet the needs of managers, especially those with less experience.



**CASP—
Community Association
Service Providers**
Learn, Vet, Join, and Grow

Service Providers are essential to the administration, maintenance, reconstruction, and efficient operation of Florida's community associations. Decision makers need assurance that the service providers they select are



**CFCAL—
Certified Florida Community
Association Leaders**
Learn, Certify, and Grow

Board members have a daunting fiduciary responsibility to the homeowners in their associations. They need information that enables them to make the best decisions for their communities. A network of committed

FCAP, through its Certified Florida Community Association Manager program, now offers a course of study designed to meet that need.

LEARN

Florida Advanced CAM Studies (FACS) is a concentrated, 5-day, 40-hour course of instruction that covers a wide variety of topics where community association managers should have specialized knowledge. The course material is Florida-specific; 100 percent of the content will be applicable to the local job.

The unique curriculum is provided by Florida professionals with many years of doing business with community associations. More than 30 companies participated in writing classroom material.

CERTIFY

Testing: There is a comprehensive take-home testing package with application questions from each module. When the tests are returned, applicants will be evaluated by a member of the review panel to certify satisfactory completion of the course material and testing package.

License check and ethical agreement: Florida CAM license will be checked for any unresolved complaints or disciplinary action. CFCAM members must agree to follow the CFCAM code of ethics. FCAP will address any report of a breach of the code.

JOIN AND GROW

CFCAM Goals and Objectives:

1. Enable and empower through education and communication.
2. Offer Florida-specific training and opportunities allowing CAMs to take control of their career paths. This includes periodic curriculum updates and free membership in CondoJobs Recruiting Service.
3. Promote professionalism in the Florida community association industry.

trustworthy and competent. The FCAP CASP-Designated Member program offers that assurance.

LEARN

CASP-Designated Members must complete the “Doing Business with Community Associations (DBCA)” training course designed to teach the unique needs of community associations along with proven communication tools to create confident sales people, knowledgeable staff, and a powerful management team.

VET

CASP Designated Members have been “vetted” in the following critical areas of business:

- **Legal Right to Do Business:** Business license and applicable professional license are verified.
- **Business Character:** Complaints against license, complaints filed with the Better Business Bureau, and credit standing are researched and found acceptable.
- **Viability:** Equifax business risk assessment, credit risk, and failure risk are within their acceptable range.
- **Ethical Standards:** Agreement to CASP Statement of Ethics reinforces standards in key areas, such as financial management, complaint handling, and employee supervision.
- **Commitment:** Completed the industry-specific training, DBCA class.

JOIN AND GROW

CASP Goals and Objectives:

1. Enable and empower through education and communication.
2. Offer Florida-specific training and opportunities for service providers allowing them to better understand how to serve community associations.
3. Promote professionalism in the Florida community association industry by offering a network of ethical businesses that are

professional managers and service providers, along with other like-minded directors, will provide the knowledge base to equip board members to better guide their associations.

LEARN

CFCAL members must satisfactorily complete the educational curriculum administered by a division-approved condominium education provider as mandated under Florida Statutes Section 718.112(2)(d)(4)b.

CERTIFY

CFCAL members will submit a certificate of having satisfactorily completed the educational curriculum administered by a division-approved condominium education provider as mandated under Florida Statutes Section 718.112(2)(d)(4)b.

JOIN AND GROW

CFCAL Goals and Objectives:

1. Enable and empower through education and communication.
2. Offer Florida-specific training and opportunities for Community Leaders allowing them to better understand their roles and responsibilities.
3. Promote professionalism in the Florida community association industry by offering a network of community leaders who understand rights, roles, and responsibilities in community leadership.
4. Make available to community leaders service providers that have been vetted through background checks and have agreed-upon ethical standards.
5. Offer a network of professional community association managers that have a thorough understanding of their jobs and the industry.
6. Provide opportunities for community leaders to interface with other community leaders to synergistically solve problems.



Florida Advanced CAM Studies

Submission of the CFCAM application reserves your spot!

For details go to www.fcaponline.net

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4. Increase the value of the CAM/ CFCAM to the community through knowledge and application gained through shared experiences.
5. Add value to the community by adding value to the CAM.
6. Advocate for Certified Florida Community Association Managers by raising awareness of the value of professional management.
7. Share strategies for problem solving through FCAP's monthly e-mail training updates, manager-to-manager roundtables, and Community Leader Summits.
8. Monitor and report important legal issues and results of DBPR and CAM Regulatory Council meetings that affect managers.

For more benefits and class information, please visit www.fcaponline.net.

- committed to the community association industry.
4. Increase the value of the service provider to the community through increased understanding of how the industry functions.
 5. Increase credibility and value to the service provider by background checks and agreed upon ethical standards.
 6. Provide opportunities for service providers to interface with CFCAM and CFCAL Members at regional Community Leader Summits (CLS), the results of which will be reported in *FLCAJ*.
 7. Encourage the use of CASP-Certified Members of FCAP to communities through increased awareness of the requirements of membership.

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7. Share strategies for problem solving through FCAP's monthly e-mail training updates, director-to-director roundtables, and Community Leader Summits.
8. Monitor and report important legal issues that effect communities.

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"As an educator, I know that knowledge is the key to opening doors for many individuals. CFCAM and the advanced training it offers is the key this industry needs in Florida to open the door to professionalism and greatness. Advanced training for Florida Community Association Managers is the building block for change in our community association industry."

**Patricia Rogers — Director
GCPS CAM Education and
former Aventura City Commissioner**

"I get calls from students who ask 'What now?' after they have completed 18 hours of prelicensing education and passed the CAM exam. Eighteen hours of prelicensing education for community association managers is simply not enough. Professions ranging from cosmetologists to massage therapists require more prelicensing education than CAMs who are responsible for managing communities with multi-million dollar budgets and staffing similar to many major corporations. The additional 40 hours required for the CFCAM designation raises the bar for this industry and answers the question 'What Now?'"

**Betsy Barbieux — Owner
Florida CAM Schools**

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Managers — Is Your Career Worth It? *Join the Best!*

CFCAM — Certified Florida Community Association Manager*



* CFCAM is a professional designation offered by FCAP
- Florida Community Association Professionals.

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"When managers call and ask me what they can do to increase their marketability, I always tell them continue your education above and beyond what the state requires. Now I can point them to the CFCAM designation as the single most important investment they can make in their career."

Lisa Pinder — Recruiter
CondoJobs

"We have long needed a Florida-specific program that would help both new and experienced managers develop the skills necessary to be effective in their jobs. This is that program."

Jim Greer — CEO
Gold Coast Schools

"Being a part of the future of education for community association managers has been both exciting and rewarding for this magazine. We see the CFCAM program as the culmination of a vision set in motion by community leaders, managers, and educators."

Jim McMurry — General Manager
Florida Community Association Journal

FREQUENTLY ASKED QUESTIONS

With so many local organizations, why is there a need for a new one?

Jim McMurry, FCAP Executive Director

At the ground level, FCAP is both an educational and advocacy organization. We intend to raise the awareness of the professional nature of our member managers and service providers, while providing extensive education to all levels of the industry.

With that as the goal, then the process that requires a commitment to classroom study, vetting for service providers, license checks, and ethics statements makes sense. The process allows for FCAP to stand behind our members. The process also allows for us to build value in our members.

What is the difference between FCAP and other professional organizations?

Lisa Whitson, FCAP Industry Liason

First, joining has significance. Through our learning requirements, our members make a statement that they are committed to their communities and profession.

Second, we are planning a unique format to share information. Our peer-to-peer roundtables and Community Leader Summits will come together to address a limited number of issues and the results will be made available to our members. We want to be a problem-solving tool for our members.

How did you develop your curriculum?

Betsy Barbieux, Executive Director of Florida CAM Schools

At this point, we have more than 30 partner companies that have agreed to provide curriculum on the topics we have in our outline. These include banks, management companies, accounting firms, attorneys, reserve specialists, insurance companies, and assorted industrial companies specializing in interior and exterior repairs and maintenance.

Our goal has been to bring together experienced, knowledgeable professionals in the industry and share information gained from their years of experience with managers and board members. Since these providers work with community associations regularly, they know where the weaknesses are and where the mistakes are made in their fields. The true professionals should be up-to-date on new procedures, regulations, etc.



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CFCAM CLASSROOM CURRICULUM

Day 1: People and Procedures

- Introduction, community association structure, boardsmanship, meetings, and communication skills
- Owner relations
- Assessing staffing levels, interviewing and hiring, records, and terminations
- Personnel management
- Employment screening
- Workplace violence

Day 2: Administrative and Financial

- Office, records, bookkeeping, security, and confidentiality
- Bookkeeping and reading financial statements
- Budgets and reserves
- Insurance basics
- Sinkholes
- Appraisals and evaluations
- Banking, loans, and special assessments
- Collections

Day 3: Practical Management 1

- Vendors, vendor relations, bids and bidding, and ethics
- Vendor vetting

Module 1:

- Elevators
- Internet/website management
- Disaster Preparedness
- Fire Safety
- Security
- Restoration
- Mold
- Backflow
- Pest Control

Day 4: Practical Management 2

- Structural
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Day 5: Legal

- Contracts
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Managers: A Question of Value *by Jim McMurry*

Florida has more condominiums, HOAs, licensed managers (CAMs), boards of directors, and statutes than any other state in the U.S. The billions of dollars that flow into the industry in the way of assessments, fees, dues, etc. and then out in the way of purchased services point to the need for highly-trained individuals that are able to advise their communities.

Community association managers have chosen a demanding profession. Not only do managers need to know how to help guide and advise their communities,

but they must be able to interact effectively with a diverse group of residents and follow through to see that things get done. The profession should demand the highest level of respect.

Respect can show itself in a variety of ways. In the final analysis, the one that counts the most is money. For the past thirteen

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years, I have personally put together the *FLCAJ* annual Salary and Information Survey. While it is understood that poor economic conditions play a role, the trend is still disappointing. From a high point in the 2007 survey of \$60,033, the average CAM salary has trended down to \$55,332 in the latest survey.

In the Bureau of Labor Statistics' May 2010 State Occupational and Wage Estimate for Florida, the mean average of all management occupations was \$104,470. Community association was not listed as a specific category, but the "Managers, All Other" category was \$90,400. Both figures were obviously much higher than average CAM salaries.

In a recent online article by Nolan Kida entitled "Average Salary of a Community Association Manager in Florida," the following paragraph is noted:

Florida Community Association Managers Compared to Other States

Florida community association managers earned slightly more per year than the national average of \$58,660. There was considerable difference in the average salaries for community association managers across the country. Based on 2009 average salary, the highest five states were: New York (\$91,630); Virginia (\$84,680); Delaware (\$84,530); Massachusetts (\$77,680); and Pennsylvania (\$74,990).

On both fronts, when Florida CAM salaries were compared, CAMs come up lacking, and not by just a little. That is an amazing thought given the value of the assets for which CAMs are responsible.

As in any industry, salaries must be driven by value. The problem in the community association industry is that the value of the CAM to the community is often underestimated. The

goal of the new professional organization FCAP, Florida Community Association Professionals, is to add value to the individual CAM manager and make that value known to the communities that employ them.

Education Is the Key

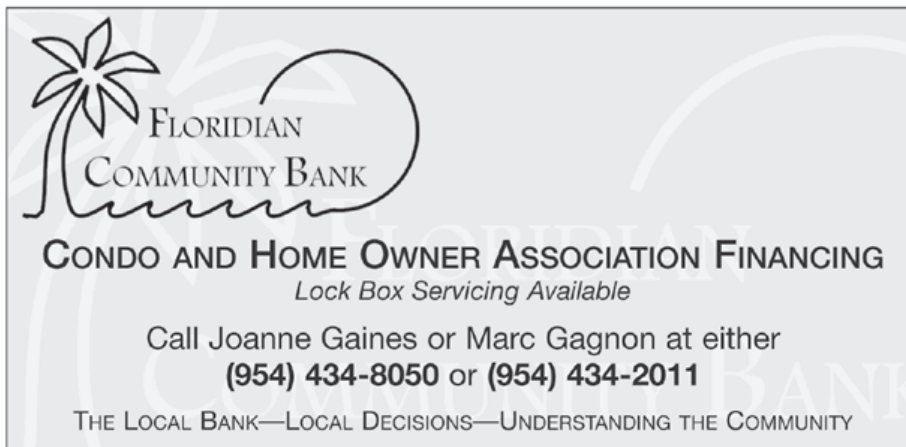
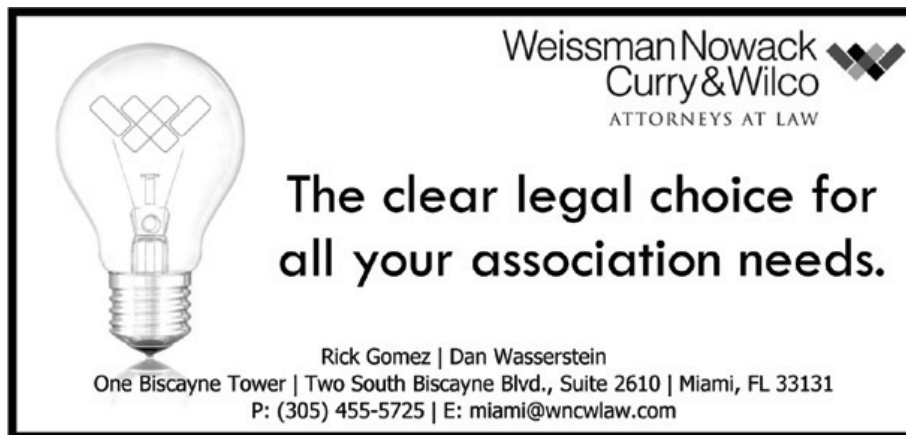
Recently, I had the opportunity to read a very interesting thesis, "The Effectiveness of the State of Florida Community Association Managers Licensure," by Susan Marie Rushin. The paper was submitted as part of the requirement for her Master of Arts in Management and Leadership Degree. As part of her Master's work, she analyzed data from 178 surveys sent to community association managers asking them to rate the importance of various influences on their ability to do their job effectively.

Her conclusion was strongly in support of licensing, the licensing process, and education in general. However, there were differing opinions on some aspects. Over half of those surveyed indicated that the state testing did not adequately provide the information necessary to be an effective manager. When asked about the preclicensing course taken in preparation for the test, around 40 percent felt it was also inadequate.

The most critical point the survey supported was the recognition of the importance of learning over on-the-job training or even experience. Eighty percent felt that on-the-job training was insufficient to equip managers to execute their duties. Furthermore, 61 percent felt that experience without education was inadequate.

The purpose and goal of the CFCAM program is to both raise the level of education in the industry and the level of awareness of the true value of committed, trained managers to their communities. The resources at *FLCAJ*, CondoJobs Recruiting Service, Florida CAM Schools, and our partner, Gold Coast Professional Schools, is committed to that purpose.

For more information, please visit www.fcaponline.net.



FCAP Partners in Education

Florida CAM Schools is a partnership between the *Florida Community Association Journal* and Betsy Barbieux, CFCAM, LCAM, and Owner of Image Inside & Out. The school is committed to developing innovative ways of training and equipping Florida community association professionals.

Barbieux explains, "Our sole mission is to provide education and professional development to the Florida community association industry. Although we offer courses that professionals have come to expect, such as pre-licensure, continuing education, and board training, our goal is much more than that."

Florida CAM Schools is one of the two Education Provider Partners, along with Gold Coast Professional Schools, for FCAP (Florida Community Association Professionals), the new organization for licensed managers, service providers, and board members. In that role, the school will offer three courses of study, one for each of the groups.

"Florida CAM Schools was the first in Florida to recognize the need for Florida businesses to learn and understand community association governance so they would then be great business partners for associations. From that realization, DBCA—"Doing Business with Community Associations"—was developed. Florida CAM Schools now offers the one-day class that is part community association primer and part communications training. The class is now the prerequisite for FCAP's CASP designation.

Florida CAM Schools was instrumental in developing the 40-hour Florida Advanced CAM Studies Course and with GCPS, has been licensed as one of two exclusive providers of this intensive course material. The material is part of FCAP's CFCAM (Certified Florida Community Association Manager) program, the most advanced community association management training program in the state.

Barbieux says, "Managers who complete the course and pass the test demonstrate their knowledge of virtually every major aspect of the business, from hiring and accounting practices to how to manage a concrete restoration project. In fact, the course was recently approved for the sixteen hours of continuing education credits by the DBPR. www.cfcam.net

Florida CAM Schools is approved by the DBPR as a continuing education provider and prelicensing provider, and is a Division of Condominium approved provider for the Condominium Board Education Course. The school also offers Boardmanship classes for board members of homeowners and cooperative associations. Customized staff development training and keynotes are tailored to suit your goals, time frame, and budget.

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A woman with brown hair tied back, wearing a black blazer over a white lace top, is looking down and writing on a document with a black pen. The background is a blurred office setting.

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Gold Coast Professional Schools

Gold Coast Professional Schools began offering real estate courses from a single location in Fort Lauderdale, Florida in the 1970s and has grown to become Florida's largest provider of professional education for real estate, community association management (CAM), insurance, construction, mortgage loan origination, and appraisal. By providing both classroom and a growing number of online courses, students across the state turn to Gold Coast Schools to achieve, maintain, or enhance their licenses and careers.

Owners James and John Greer have been with Gold Coast from the very beginning, and have focused on expanding the number of programs offered over the years by listening to the requests of students and leveraging the natural synergies that exist between industries to offer the necessary courses to meet the needs of their students. With extensive backgrounds in business and adult education, the Greers are very hands-on in the development of courses and the selection of program directors and instructors that are best suited to consistently deliver on Gold Coast's commitment to excellence.

"Our ability to grow as an organization is a direct result of a continuous focus on the success of our students through upholding our vision of providing a friendly and nurturing environment where people will acquire the education and skills necessary to obtain the careers they need to live the lives they want," explains James Greer, Director.

In 1992, Gold Coast Schools added a complete community association management (CAM) program designed to enable students to get their license, as well as renew it with continuing education courses. The pre-license program

starts with completing the required 18-Hour Pre-Licensing Course in addition to an optional, but strongly recommended, half-day "CRAM" course designed to fully prepare students for passing the state exam by focusing on the key "must know" topics.

Licensed CAMs throughout Florida maintain their active licenses by fulfilling their continuing education requirements with Gold Coast Schools' classroom and correspondence courses. With the increasing use of technology in education, Gold Coast has seen a growing number of CAM licensees renew their license online with correspondence courses.

As with all Gold Coast courses, CAM students are allowed to review the course as often as they would like free of charge within their valid tuition period. It's a simple policy that Gold

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Patricia Rogers, Director of CAM Education for Gold Coast Schools explains her program's success; "We have dedicated our entire CAM program to not only teach our students the information they need to pass the state exam, but to also prepare them with the knowledge needed to excel in their careers. The CFCAM is an important step to enable students to accomplish their career goals by carefully developing program exclusive materials with the collaboration of industry-experienced professionals who know what it takes to be a successful community association manager."

Rogers was appointed as the director of Community Association Management Education for Gold Coast Schools in December 2006, and has since worked to continuously refine, improve, and expand this program over the past five years. She is a recognized expert in the fields of community association related management, legislation, and education. A graduate of Duke University and former Commissioner of the City of Aventura, she holds a CAM license, has been trained as a Supreme Court mediator, and is a graduate of Leadership Florida.

Her "open e-mail" policy was adopted and implemented throughout Gold Coast enabling students to reach out to their instructors and program directors at anytime in the event that they have a question or are seeking guidance in their careers. Going beyond just teaching, Rogers even assists with career placement when called upon by students and continues to serve as a vital asset to Gold Coast Schools.

If you are looking to advance your career, the education provider you choose is of utmost importance. Gold Coast encourages everyone to do their research when selecting a school for pre-license and renewal education because selecting the right school is the first step toward success.

With five campus locations throughout South Florida offering day, evening, weekend, and instructor supported online courses, a highly-trained staff of Career Counselors available to assist you, and industry-experienced instructors dedicated to your success, Gold Coast Schools will help you accomplish all of your career goals, showing you why at Gold Coast, "The Proof is in the Passing." Learn more about Gold Coast Schools and the programs that you will benefit from by visiting www.goldcoastschools.com, or by speaking with their friendly and supportive Career Counselors at (800) 732-9140. ■



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