

## FOREWORDS

### 01

I've worked in the Community Association Industry for 25 years. My first recollection of an encounter with Marcy Kravit was 17 years ago when I met her at a property called 500 Brickell. As a vendor with a lot on the line, it was Marcy that had the ability to either work with us or move the property and board toward releasing us. Hotwire Communications had purchased another company that held the Cable and Internet contract for that property and the contract transfer required an association sign off. Marcy offered her support and gave us the time we needed to bring the service level up to the desired standard.

That is the backdrop for how Hotwire Communications' and my relationship with Marcy began. Over the years, Marcy has been the property manager for many of the properties we serve, and in every additional partnership our relationship with Marcy grew. Marcy Kravit is really "a manager's, manager." She has a unique way of connecting with residents, managers, and vendors alike. To put it simply, she uses "honey" not a "stick" and that has worked very well for her and her properties for over two decades.

Marcy works hard every day to educate herself and those around her to be better property managers. She's not a doctor but she has lots of letters after her name, (CMCA®, AMS®, PCAM®, CFCAM, CSM) that prove she has put the time in and earned her place in the industry. As a long-time contributor to the Florida Community Association Journal and a Board Member of CAI she has established herself as a true leader in the industry.

As of this printing Marcy has over 19,000 followers on LinkedIn. I've done some research on this, and in almost every case that will be more than even a company with a full-time social media team can boast, and Marcy did it, just by being Marcy! That doesn't happen by accident.

More recently Marcy has become a bridge, in a new position as a liaison between the Property Management Industry and Hotwire Communications; a national Bulk Telecommunications Provider of Fiber Optic delivered services.

Every day I am grateful that we can have someone with Marcy's experience and commitment on our team. In her new role Marcy voluntarily continues to maintain all of her Property Management Industry involvement and educational activities, while providing the Hotwire Account Management Team with the InSite we need into a Property Managers world to be better business partner.

With this book Marcy is looking back on over 25 years of active Management Experience. There are hundreds of articles from Marcy's career that will be a tremendous resource for the up-and-coming property manager that wants to become part of the industry, as well as for those that have been around a while. This will simply translate into a good read.

### **Carl Lender**

*Executive Vice President – Palm Beach & The Greater Treasure Coast  
Hotwire Communications*

### 02

Community association managers are the unsung heroes in hundreds of thousands of planned development communities throughout the United States. Managers have to juggle competing interests and often contend with the discordant voices of dysfunctional directors, demanding residents, and uncooperative vendors. Knowing how to douse a small brushfire before it becomes a full-blown conflagration makes a skilled manager worth his or her weight in gold.

I met Marcy Kravit many years ago at an industry event and was immediately impressed with her enthusiasm and energy when discussing the communities, she was managing including one where my friend's parents lived. Afterwards, I mentioned to that friend that I had met Marcy and he said, "My parents love their manager-she solves their problems and that's not easy to do!"

Working with and for community associations is not for the faint of heart but for those individuals who make it their life's work as Marcy has, it can be an incredibly rewarding career. Managers become an integral part of the fabric of the community, celebrating life's various milestones with their members. The most highly

functioning communities I represent have that desired designation thanks to a dedicated, hardworking manager who has faithfully guided their various boards over the years.

The value of having a professional manager at the helm was never more obvious than during the tumultuous pandemic years when these brave souls navigated uncharted waters. New Florida laws to enhance the physical and financial security in multifamily buildings will require an unwavering commitment from board members and managers. We can't possibly predict all the new challenges community associations will face in the coming years, but the assistance of knowledgeable, dedicated managers who employ both their skills and common sense will surely be a crucial need. Marcy's book, filled with her experiences, tips and wisdom, is an essential read for every community association manager.

***Donna DiMaggio Berger,***

*Esq. Becker Shareholder*

*Board Certified Condominium and Planned Development Attorney*

*Fellow, College of Community Association Lawyers*

**03**

It's finally here! After years of Marcy Kravit talking about supporting others via her years of work and knowledge in the association industry, we will now have her written guide as a strong resource.

I met Marcy over 30 years ago. As young mom's watching our children play and participate in sports, we became active in serving our community in Weston, Florida. We quickly realized we had a lot in common and many strengths. We both had a love for our community, volunteering and serving others. We utilized our strengths, grew together, and became a strong team. We regularly encouraged each other over the years to fulfill our goals, worked hard, supported each other (no matter how crazy or bold the goal was) and now I am writing a forward for her book. Not surprising that she reached yet another goal but still an amazing sight to see! The information found in this book is useful for board members, managers, and industry professionals.

It is with great pride and honor that I encourage all in our industry to read this book.

***Mary Molina-Macfie***

*Mom, friend, Business owner, and Weston City Commissioner*

**04**

I met Marcy Kravit and hired her when I was President of the Board of Directors for a condominium association on the intracoastal in Fort Lauderdale, Florida. I was totally impressed with Marcy and her knowledge, demeanor, and professionalism. She was more than a pleasure to work with. I have served as a Commercial Property and Project Manager for over 30 years in the South Florida market. I have not met someone that has the integrity, enthusiasm, and the passion for their work as Marcy has demonstrated in this book. Marcy is an inspiration to anyone who comes in contact with her throughout the industry. When you read this book, you will feel her passion towards people, and she continues to educate herself in all aspects.

***Patricia J. Colaiacovo, RPA***

*Florida Licensed Real Estate Broker*

**05**

I have been involved in the Community Association "world" since 1995, primarily as a Community Association lawyer, but also as a volunteer Board member. I had the pleasure of meeting Marcy more than 20 years ago when our paths crossed at a Community Association event. At the time, as a Licensed Community Association Manager (LCAM), Marcy was already establishing herself as someone who cared very passionately about her industry. To the great benefit of all who make the wise decision to read this compilation, Marcy's passion has never waned. She has consistently and constantly sought to further educate herself as an LCAM, eventually earning her PCAM, the highest manager designation. She has also always been willing to give back to her industry by sharing her wealth of knowledge and encouraging new managers to embrace education as a way of both furthering themselves and doing the best job that they can for the Community Association for

whom they work. This compilation of industry articles that she has written further supports her goal to encourage and educate. Happy reading!

***Michael S. Bender, Esq., B.C.S.***

*\*Board Certified Specialist in Condominium and Planned Development Law*

*\*CAI Educated Business Partner*

**06**

Since 2013, I have had the pleasure of working with Marcy Kravit on multiple projects involving educating Florida's community association managers and board members about the industry that they serve. She has been instrumental in aiding Florida Community Association Professionals (FCAP), and the Florida Community Association Journal (FLCAJ) in our efforts to educate our members and monthly readers. Her dedication to the community association industry in Florida has inspired and encouraged me, as the Publisher of the Florida Community Association Journal (FLCAJ), to always strive to give our readership the best educational information and news possible.

The title of this book says it all, Common Sense Community Management and is just that. Marcy gives you, the reader, all of this and more within the content of this book. She combines her over 20 years of experience from all angles of this industry. She gives you insight not only from a CAM's perspective, but also a board of director and a service provider. This expertise and exposure make it a must read and reference for those that strive to be better at the services they provide a community association.

Every CAM, community association management company, and community association within Florida should have a copy of this book and be made readily available to those within their organization and community.

***Richard Johns***

*Publisher, Florida Community Association Journal*

**07**

As editor of the Florida Community Association Journal (FLCAJ) for the last eight years, I've had the privilege of working with Marcy Kravit. FLCAJ has sought to be one of the main resources for educating boards of directors and community association managers, and Marcy Kravit has been an integral part of that monthly mission. From her CAM to CAM columns to The CAM Employment Process she has shared her wealth of knowledge as a CAM that I know has benefited all who have read and gleaned from her many articles. I know her book "Common Sense Community Management" will be a real treasure to those seeking to manage their communities well and to run them efficiently, and I would encourage you to read the book carefully and implement the best practices that she recommends.

***Michael Hamline***

*Editor, Florida Community Association Journal*