GHERTNER & COMPANY
SINCE 1968

ONBOARD

Newsletter For Association Board Members

SETTING BOARDS UP FOR *Success!*



Ghertner & Company sets the standard with HOA Board training and resources

OUR CLIENTS SAY IT BEST!

Todd Forsythe has done a fabulous job for us. He is very responsive and helpful in so many ways. He has coordinated an update of our Rules and Regulations which was much needed. So thankful for Todd and his attentiveness to the issues we have here with 197 units. Sparky Blue and I LOVE The Reserve!

K.D.

I have been an HOS Board Member for over 10 years and have been thru 4 different Property Management companies in the area. By a large margin Ghertner is the best. We have not looked for another provider in many many years because we have no reason to. Ghertner gives us what we need. Our individual property manager, **Jeff**, is the best we have ever had - bar none. I can always contact him for help and know that I am getting top notch service. Don't be fooled. No one better in this area.

K.D.

I do not remember the name of the lady I spoke with but she was so pleasant and helpful. Such a pleasure not to have to wait for an answer and not be handed off several times. Glad to have Ghertner back.

B.W.

Kennedi was great and very easy to deal with. She dealt with my issue directly and was fun to speak with as well.

C.G.

Receiving a request from the loan officer earlier today, I began to look for the needed information, a homeowner bill. After finding a payment booklet and the initial documents from Farmington, I called the office. What a wonderful experience! **Brandon** answered and was so very professional. He requested my need and after hearing my reply, he found the information that I needed and had emailed me the document within 10 minutes. Thanks to his efficiency, I will be closing on my loan quicker. I appreciate this responsible and personable Ghertner associate.

R.E.

I wish everyone was as kind as **Billie Davis** is who works for Ghertner. It was refreshing working with someone so kind who helped me out and let me know I was doing what I could as a homeowner on my end awaiting a response from the Community Manager. It's good to see someone see and agree with the homeowner's perspective. 10/10 service.

M.G.

I've been on the board in my neighborhood for over 25 years and we've gone through several management companies and lots of community association managers. **Janice Tantaris** is the best manager we have had to date. She excels in this capacity with her winning personality, superior work ethic, intelligence, and managerial skills. She is exceptional and should get a huge raise!!!! I just adore her.

P.J.

Courteous, professional, expedient; made me feel as my issue would be handled soon. I have already received an email from our HOA manager with a progress report on my concern. (I'd hire him to work at my company based mainly on my first impression.)

M.M.



A LIFETIME OF RESILIENCE:

HIGHLIGHTING WHITEHALL HOA BOARD MEMBER NANCY PETERSON-HEARN

By Kayla Swanson, Marketing Specialist

Since 1980, Whitehall has been a staple in Nashville. It's a small community nestled off West End Avenue, and its unique character attracts owners from near and far.

One of those owners is Nancy Peterson-Hearn, a Nashville native who, after 41 years of living here, calls her Whitehall home her piece of "heaven on earth."

Despite the changes and the growth Nashville has faced, Peterson-Hearn still enjoys living here.

"I was born here, and I'm still here," she said. "It's the best place in the world, I think, to grow up and to continue to live."

Peterson-Hearn has lived in Whitehall since April 1983 and is the only original unit owner remaining in the community. She has also served several stints on the homeowners association (HOA) Board and is a current Board member.

"When you love where you live, you want to make sure things are done right, and being a businesswoman, I wanted to have a part and a say," Peterson-Hearn said.

Being one of the first owners in Whitehall, Peterson-Hearn not only takes great pride in maintaining community standards so that Whitehall retains its charm, but she also has the unique perspective of living there since Ghertner & Company began managing the HOA in the fall of 1991.

Ghertner & Company founder Frank Ghertner was the first Community Association Manager, followed by his son, Scott Ghertner, who is now the company president.

Frank's honesty and integrity, Peterson-Hearn said, is what set Ghertner & Company apart in the community.

"He was a gentleman," Peterson-Hearn said. "And what he said, he did."

The current Whitehall Community Association Manager, Dr. Angela Stone, appreciates the Board and community's commitment to keeping the community as close as possible to its original look and feel.

"Everything that was magical about it when it was built, the standards are still kept up," Stone said. "They're very meticulous in making sure that even the slightest design changes don't alter the original meaning of the property."

Outside of her love for Whitehall, Peterson-Hearn also boasts a long professional career and has spent many years giving back to the Nashville community she loves.

After her husband John L. Peterson's death in 1979, she took over Peterson Tool Company, which her husband started in 1958.

It was a challenging transition, but Peterson-Hearn credits her success to the skills she developed as a housewife and mom to six children.

"If you run a household, you're running a business," she said. "There's so many things that you learn, and you can't spend more than you've got coming in." Peterson Tool Company merged with GWS Tool Group in 2022.

Peterson-Hearn's non-profit fundraising efforts have benefited several organizations, including Cheekwood, Saint Cecilia Academy and the Centennial Park Conservancy.

As a Board Emeritus member of the Conservancy, Peterson-Hearn has helped fundraise for the Capital Campaign, revitalization and maintenance efforts and to fund programs like Kidsville and Musicians Corner, Nashville's only free music venue.

"I love that space," she said of Centennial Park. "We're losing our green space in Nashville. It's all glass and rocks and buildings and pavements and streets, and it's sad."

Despite Nashville's changing landscape, Whitehall HOA remains a haven for residents who cherish its character; with Peterson-Hearn's continued dedication and the Board's commitment to preserving its charm, Whitehall is poised to continue offering its unique brand of community for years to come.

GHERTNER & COMPANY EQUIPS HOA BOARDS FOR LONG-TERM SUCCESS

By Kayla Swanson, Marketing Specialist

ELEMENTS OF EFFECTIVE BOARDS

Homeowners see their HOA Board of Directors as community leaders. Board members may not realize how closely residents watch their actions, but effective leadership is essential for the HOA's long-term health. What makes an effective HOA Board? Ghertner & Company believes open communication, strategic planning, financial decision making, productive meetings and community building make a Board effective.

OPEN COMMUNICATION

Communication is the key to a successful HOA Board. Board members should regularly share ideas via email and in Board meetings and communicate effectively with the HOA's property manager, other vendors, and homeowners. Keeping homeowners informed on what is happening in the HOA and the decisions the Board makes allows homeowners to be more involved in the community.

STRATEGIC PLANNING

Being mindful of the HOA's long-term goals and needs is just as important to an HOA Board as its short-term and urgent goals. Boards must learn to balance these issues to benefit the HOA, even after current Board terms end and new Board members are elected. Regular reserve studies are one way HOA Boards can provide long-term strategic planning for their community.

FINANCIAL DECISION MAKING

The Board must be interested in HOA financials, past, present and future, to protect the HOA and individual property values. Board members must uphold their fiduciary duty to the HOA when selecting community vendors, setting HOA dues, determining the need for special assessments and creating annual budgets.

PRODUCTIVE MEETINGS

Holding regular Board meetings to discuss HOA needs and plans helps move the HOA forward in its goals. Creating timely meeting minutes for homeowners to review also creates transparency in the Board's decisions and allows homeowners to participate in what is happening in their HOA. In addition, regular meetings of the entire HOA allow homeowners to ask questions and participate in HOA business.

COMMUNITY BUILDING

As HOA leaders, the Board sets the standard for building community in the neighborhood. From regular community events to utilizing a welcome committee to make new neighbors feel noticed, the Board can make their HOA a place where homeowners feel truly at home.

For more Board member resources, including free board training, to make your community and Board their best, please contact your Community Association Manager. Ghertner & Company is ready to partner with you to ensure the long-term success of your HOA.

GHERTNER & COMPANY BOARD MEMBER RESOURCES

Being an HOA Board member isn't an easy task, and Ghertner & Company is here to support you with the resources you need to lead your community well. Our goal is to set you up for long-term community success.

BOARD LEADERSHIP TRAINING: A free, monthly training in-person and via Zoom led by Ghertner & Company leaders on various topics of interest to Board members, from communications and financials to everything else in between. In-person training includes lunch and a chance to discuss topics with Board members from other communities. All Board members get email invites for this event.

BOARD MEMBER REFERENCE MANUAL: This resource was created to help introduce Board members to Ghertner & Company and provide best practices for leading well on your HOA Board. Topics include finances, how to run a Board meeting and more. Your Board member manual is available by logging into your Board portal here. To request a copy of the manual be mailed or emailed directly to you, please email your Community Association Manager.

BOARD MEMBER RESOURCES PAGE/BOARD PORTAL: Our Board Member Resources page on our website features recordings of past Board Leadership Trainings and a copy of the Board Member Reference Manual. This is a great place to start if you've ever missed training or want to know more about them. Handouts from the training are posted in your Board Portal. To access the resources page, please email your Community Association Manager for the web address and password.

COMMUNITY ASSOCIATIONS INSTITUTE: The Community Associations Institute (CAI) is not only for property management companies, but Board members can become members too. CAI provides resources and training for Board members. To learn more, visit www.caionline.org.

UPCOMING BOARD LEADERSHIP TRAINING TOPICS

THE ROLES OF OFFICERS AND COMMITTEES

Tuesday, August 13
G&C Office/Zoom

Wednesday, August 21
Murfreesboro

BUDGETS AND COMMUNICATION

Tuesday, September 10
Murfreesboro

Tuesday, September 17
G&C Office/Zoom

TIME MANAGEMENT AND DECISION MAKING

Tuesday, October 8
G&C Office/Zoom

Wednesday, October 9
Murfreesboro



UNIQUE PROFESSIONAL DEVELOPMENT SERIES GIVES MANAGERS

INSIGHT ON TRENDING HOA TOPICS

By Dr. Angela K. Stone, CMCA, AMS, Director of Education & Development

Understanding the constantly evolving landscape of community association management is the cornerstone of Ghertner & Company's emphasis on education and training for our team members. We invest in continuous professional development for our associates, covering all facets of the industry, including financial management, maintenance, emerging legislation, and homeowner relations. This focus on education ensures that our team stays abreast of trending industry topics and best practices, vital to building strong relationships with the communities we serve.

Ghertner & Company prides itself on providing our team with many opportunities for education and professional growth through access to industry workshops, conferences, and trade shows. Additionally, we have created "home-grown" opportunities through valuable in-house training to help build and empower effective industry professionals that will inspire a sense of community, minimize risks and provide sound guidance on matters that affect associations.

In 2023, the ***Law & Order: HOA**** series was born out of the Director of Education and Development, Dr. Angela Stone's desire to design a quirky but distinctive in-house training platform that would create excitement and elevate learning. This series provides informative sessions where our team meets with a panel of attorneys to discuss legal topics in the community association industry. The panel consists of highly qualified attorneys who specialize in community associations and have expertise in various specialties. ***Law & Order: HOA*** provides a unique opportunity for our team to delve into often complex, challenging legal issues, have open dialogue, and gain insight that is essential to effective management. This exciting series allows us to develop highly skilled and knowledgeable professionals who we are proud to have contributed to the molding of successful communities with satisfied owners.

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RECOGNIZING FAITHFUL ASSOCIATES

Our team is comprised of many talented and dedicated associates who shine everyday to provide our customers the best service possible. We celebrate these work anniversaries in 2024.

5 YEARS

CLAIRE BELK
FELECIA BERRY
GARY MILLER
TONIE MONK
TRAVIS SOUTHERGILL
KAYLA SWANSON
MARK TAYLOR

10 YEARS

LATOYA CARRUTHERS
BETTY CORVIN
ANN FRAGETTA
ROY NUNLEY
BOB WELBORN

15 YEARS

STEPHANIE DUKE

20 YEARS

JOHN KIDD

30 YEARS

RACHEL BRENNER

GHERTNER MAINTENANCE AND REMODELING
SUCCESS STORIES









Implementing best practices and following manufacturer guidelines in construction is crucial to a quality build with minimized risk of water infiltration. We recently encountered a leaking vinyl sided wall where a lackluster effort was made to install flashing and house wrap, both critical products to keep out the elements.

Permeable house wrap provides a water barrier from the outside, allowing the wall and structure to "breathe". Flashing comes in various forms and provides a water barrier when properly installed, for example, at a roof-to-wall intersection. Like a shingle roof where one row of shingles overlaps the next, house wrap needs to overlap the flashing to properly shed water.

In this instance, water was found to be leaking around windows which were not properly flashed or sealed, and around the base of the wall where the apron flashing was not properly lapped behind the house wrap or over the stone base.

In making this repair, two types of flashing were custom fabricated and utilized. The first flashing is a z-metal flashing that, as its name suggests, is shaped like the letter "z" in section.

This was installed above the windows to assist in shedding water from the top of the windows. The second flashing is a larger apron flashing which takes on a similar profile to its z-metal counterpart. This was fabricated and installed at the base of the siding, above the stone, to assist in keeping water from behind the stonework. Both flashings were tucked behind the house wrap and taped with a self-sealing flashing tape.

Prior to installing the vinyl siding, a quality house wrap was installed and seams taped to provide a water resistant, durable layer of protection against the elements.

Simple but effective construction techniques can extend the life of a home, improve comfort, and protect assets from damaging weather through the use of quality building materials and proper installation.

For more information contact your Community Association Manager or go to **ghertner.com/ghertner-maintenance-and-remodeling**

GHERTNER
MAINTENANCE &
REMODELING, INC.

Giving BACK to the Community
GHERTNER & COMPANY

The Ghertner & Company Giving Back to the Community initiative was established in 2018 to support non-profits in the communities where we manage HOAs. Over the past six years, Ghertner & Company has donated $25,000 to local charities. Some of the charities donated to include Our Kids, The Next Door, Nashville Rescue Mission and Matthew 25.

This year, Ghertner & Company has supported two organizations, the Nashville Anti-Human Trafficking Coalition and the High Hopes Development Center.



The **Nashville Anti-Human Trafficking Coalition** exists to offer women and children freedom from the cycles of addiction and abuse through rescue, counseling, hands-on compassion, resources and faith. As highly specialized addiction intervention specialists, the team builds trust that allows women to be connected to proper rehabilitation clinics and begin the journey toward a life of freedom. For more information about NAHT, visit **www.nahtcoalition.org**.



High Hopes Development Center is an inclusive early childhood preschool and pediatric therapy center for children and young adults in Franklin, TN. Established in 1984, High Hopes equips children, youth, and families across Middle Tennessee with the skills necessary to achieve success through education, therapeutic services, and loving support. To learn more about High Hopes, visit **www.highhopesforkids.org**.



CAI INVOLVEMENT

Ghertner & Company prioritizes the professional development of its associates and involvement in the community association management industry at large. A crucial part of that is being a Community Associations Institute (CAI) member at the local and national levels. Ghertner & Company is a platinum sponsor of our local chapter, CAI Tennessee. Five senior associates, Frank Ghertner, Scott Ghertner, Henry Puckett, Kathleen Sutherland, and Jaye Kloss, are past presidents of CAI Tennessee.

Ghertner & Company's involvement in CAI allows us to partner in legislative advocacy efforts to benefit homeowners associations. CAI Tennessee hosts a regular "Day on the Hill" for all members to meet with state legislators to educate them about HOAs and discuss how laws being created affect HOAs.

WE'RE SOCIAL

AND WOULD LOVE TO SHARE MORE WITH YOU.

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Ghertner Blog: ghertner.com/blog
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