

WE FOUND <u>COMMUnity!</u>

4 OFFICES SERVING 10 COUNTIES



"Southern States Management Group

is the definition of professionalism in property management! Their experience in the community management industry is vast and it shows through their retention of their team and the way they work with vendors, like us.

We work with many associations where SSMG is the management company.

We know these communities are run properly, have professional staff, and provide education to their board members making them fully equipped to serve their neighborhoods."

- LOCAL ROOFING VENDOR "I've known and worked with

Southern States Management

for years and they are a

class organization, and any
Community Association would
be fortunate to have them as a
management company.

I have personally recommended
several Military colleagues for
employment to Southern States
Management, as I know they
will be well taken care of.

Thanks to the amazing staff!"

- RESIDENT
AT MANAGED ASSOCIATION

"I'd like to recognize the excellent service, support and advice provided to the Pine Valley Condo Association by Southern States Management

Group. Our CAM stays on top of any issues we have, is responsive to owners and the Board of Directors. Both her and your Vice President bring a lot of practical experience to the day-to-day issues that arise and provide education resources to the Board in the fulfillment of their responsibilities. We are happy to continue a long relationship with SSMG now and in the future."

- BOARD MEMBER, PINE VALLEY COA "As an accountant I have found that SSMG's services have provided a much greater value with more accurate financial statements then most CAMs that have come across my desk. They follow board instructions and have been very responsive.

They are also enormously helpful with finding and managing our vendors.

We appreciate the advice on matters concerning COA management and receiving timely financial information."

> - BOARD MEMBER, BROADWATER COA

"lifestyle management"

FOR THOUSANDS OF LOCAL FAMILIES FOR OVER THREE DECADES!

Southern States Management Group works with our clients to develop well-crafted programs and strategies that meet defined goals and objectives while leveraging enhanced technology and being mindful of budgeting constraints and scalability for future needs.

Our experienced team of professionals oversees the daily management of communities large and small, each facing a unique set of challenges with varying degrees of need. We routinely draw on past experience and utilize this know-how to provide our clients with creative and manageable solutions.



Boulevard 1385 Condominium had a face-lift that resulted in renewed curb appeal in one of West Granada Boulevard's original commercial condominiums. The Condominium's Board of Directors in concert with their Southern States Management Group Community Manager collaborated to select a new color palate for the building exterior and roof, completed a full-scale landscape and parking lot enhancement, and replaced original road front monument signage. This location submitted the before and after images for the Beautification Awards presented by the Ormond Chamber of Commerce and was awarded.

LOOKING FOR FULL-SERVICE COMMERCIAL ASSOCIATION MANAGEMENT?

Southern States Management Group understands that Community Association Management is completely different from Commercial Property Management. We've taken what we do best and built on that developing a specialized approach that addresses the specific needs of commercial properties.

Our focus is to maintain the curb appeal of your commercial property/investment so that it creates an attractive and hospitable environment for customers. We also ensure that facilities are well-maintained and fully-functioning for the safety of both owners and visitors.

Our commercial division is passionate about delivering the very best management services to ensure the continued success of your commercial property.

BOULEVARD 1385 FOUND <u>COMMUnity!</u>

SOUTHERN STATES MANAGEMENT GROUP

Through active engagement in ever changing industry-specific trends and a longstanding leadership role in our local business communities, SSMG consistently explores new opportunities to grow our experience profile, providing value adding service for our clients.

COMMUNICATIONS & MEMBER RELATIONS

Well-informed board members and property owners are a critical aspect to maintaining a positive community. The Southern States Management team provides our clients with the best available resources in the community management industry through state-of-the-art communications and member relations.

CONTINUING EDUCATION

Our education programs provide board members and local leaders with current information in the industry. Southern States Management Group believes in a well-informed community. We invest in annual conferences, vendor trade shows, forums, and more. We provide to those who work within and outside our portfolio.

ACCOUNTING

Southern States Management Group utilizes industry-specific software to provide monthly reporting of all general ledger activity. We've invested countless hours and financial resources to offer the best options to our HOA/COA Associations and Board Members.

COVENANT ENFORCEMENT

Our Licensed Community
Association Managers handle
covenant enforcement for
communities with less than 50
to over 2,000 residential units.
No matter the community size,
associations have the same crucial
responsibility - to be consistent,
non-selective and equitable.

ONSITE STAFFING PLACEMENT

At Southern States Management Group, our clients come in all sizes. We understand the need for onsite staffing. We use our expertise to provide each association with the best candidates to complement their HOA/COA needs. We can either provide one of our own employees, help the board of directors select a suitable candidate, or handle the screening and placement for the association.

FINANCIAL PLANNING

In addition to the typical monthly reports, Southern States Management Group's team members are highly knowledgeable in developing dynamic forecasting models. These are used to simulate the impact of potential risks on the financial operations of an association. No matter if these risks occur today, tomorrow or in the future.

STRATEGIC & CAPITAL PLANNING

The sustainability of an Association requires strategic planning to ensure years of opportunity. With unique Florida environments, the building envelope of a condominium or common area needs constant care and attention by a team that's not rotating, like a board of directors. Our experience in strategic and capital planning dates back three decades.

BOARD RETREATS

With over 30 years of experience in the local area, The Annon Family has developed best practices for board members to collaborate, understand leadership roles and create strategic forecasting for building the bench and needs of an association. Our leadership team is often asked to organize board retreats for our clients and for those that aren't a third party in planning and execution.



"I would like to take a minute to appreciate all the hard work *Southern States Management Group* has done for the Opus Condominium. The building was in a mess when SSMG was hired, and Mark has worked hard with the board to get the building back on track. Since then, we have hired new maintenance and front desk, updated and fixed a lot of items that have been tabling by prior managers and boards. They manage to keep meetings on track and deal with vendors daily getting multiple bids for a great selection. I appreciate all their hard work and time they have committed thank you."

- BOARD MEMBER, OPUS CONDOMINIUM

OPUS CONDOMINIUM FOUND <u>COMMUnity!</u>

LEADERSHIP TEAM



FRED ANNON, President

"Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them." - Paul Hawken

Fred started Southern States Management Group 30+ years ago and has led with a family-first approach and maintains a hands on style of leadership while empowering his leadership team and employees.

- > Leads a skilled team of Community Association Mangers, Accountants and administrative staff.
- > Consults with clients on a daily basis to identify unique needs in order to execute best practices.
- > Provides guidance to developers, utility providers, municipalities, and real estate professionals with respect to the creation of common interest entities.



JEFFREY ANNON, Vice President & Licensed Community Association Manager

"Home is where wi-fi connects automatically." - Unknown

- > Provides oversight and analyses of 125+ independently operating master and sub-associations representing nearly 16,000+ assessment paying units.
- > Creates dynamic financial planning models for use in creating comprehensive capital improvement programs and pro forma-operating results.
- > Develops and analyzes the findings of community wide surveys to understand the dynamics of changing membership characteristic and needs.
- > Develops policies and procedures that assist community associations in operating in an efficient manner while adhering to applicable covenant and restrictions.



TROY RAILSBACK, Licensed Community Association Manager & Broker for Southern States Realty Services

"Our job is to connect to people, to interact with them in a way that leaves them better than we found them, more able to get where they'd like to go." - Seth Godin

- > Develops advanced community management solutions that comply with covenant and state requirements to continually provide effective results.
- > Works with team members and clients alike to assure the most efficient use of resources and technology are being utilized.
- > Leverages comprehensive local knowledge and experience to best facilitate and deliver real estate transaction goals/outcomes.



MARK ANNON, Licensed Community Association Manager

"Management is doing things right; leadership is doing the right things." - Peter Drucker

- > Manages the daily operations of dozens of home owner and condominium associations while overseeing community projects and securing necessary vendor services.
- > Versed in Florida Statutes for Community Association Management and Department of Business Professional Regulation Professional Standards locally.
- > Overseas the maintenance responsibilities associated with all of the rental properties within Southern States Management Group's portfolio and has managed concierge services where all unit/home inspections and repairs were handled.



TRAVIS HOUK, Licensed Community Association Manager

"Management is, above all, a practice where art, science, and craft meet." - Henry Mintzberg

- > Development and implementation of multiple-year capital maintenance plan including successful oversight of multi-million dollar capital projects.
- > Strategic Planning consultant incorporating SWOT analysis and strategic initiatives.
- > Open and clear communication including timely response is the cornerstone with community management.
- > Core values include honesty, integrity, loyalty, and kindness.



Charla Khatib, Licensed Community Association Manager & Director of Community Management

"Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence." - Sheryl Sandberg

- > Leads team members to reach conclusions to day-to-day challenges that create the best outcome for all parties involved.
- > Creates a positive environment for SSMG Community Association Managers to thrive, reach their own professional goals and keep them motivated during the ever-changing management industry.
- Develops education programs for the SSMG Team that focus on hot topics, best practices and overall industry wide changes.









BOARD EDUCATION FORUMS, BOARD CERTIFICATIONS, DEVELOPMENT PROGRAMS & MORE!

SSMG launched their educational programs in June 2018 and has continued pursuing every opportunity to collaborate with local professionals in an effort to educate community Association leaders. The underlying goal of these programs is to provide leaders with thoughtful insight and practical knowledge to address the challenges that they face. We recognize that Board Members are volunteering their time and efforts, and it is in keeping with this spirit, that we endeavor to make sure that they are well equipped to face the challenges that may arise while staying current with the trends of our industry.

Recent curriculum has included:				
	☐ Ways to secure your communities and maintain business continuity in the face of an impending disaster			
	☐ How to facilitate and begin an insurance claim to be ahead before you get behind			
	☐ Financial & Strategic Planning			
	☐ Effectively Run & Administer Board Meetings - Association Election DOs & DON'Ts, Tips on Robert's Rules of Order			
	☐ Controlling Costs & Bundling Services			
	☐ Importance of Hiring Licensed Contractors			
	☐ Capital & Reserve Planning for Community Pools & Other Outdoor Amenities			
	☐ Restoration Company Relationship, Financing Options That Make Sense, Best & Worst Case Disaster Solutions			

Additionally, our education events encourage an opportunity for community leaders to share ideas, stories and challenges while developing relationships with other Association leaders within our community. These programs have grown in popularity and fill up quick!

LEARN MORE BY VISITING SSMGFL.COM/BOARD-EDUCATION



"When I first came on our board I knew nothing of the rules governing Florida HOA's. Southern States information and training sessions have been incredibly helpful, as well as being presented in a pleasant and professional way. Their willingness to answer questions, and their patience with some of our questions was most appreciated.

The speakers at the events I have attended have all been knowledgeable in their areas of expertise, and the variety of vendors present offered a chance to see and question services available to our community without having to contact all of them individually."

FOUNDATION



In March 2019, SSMG celebrated 30 years as a family owned and operated community management firm. In the interested of giving back, SSMG created a private Foundation with a focus on improving the standard of living for those in need in the immediate area. Specific emphasis is placed on transitional & permanent housing, physical & mental wellness, social stability and educational opportunities. SSMG believes that these facets are paramount for a state of improved livability. More specifically, the overreaching goals of the Foundation is to provide financial and in-kind resources that will directly and immediately improve the quality of life of an individual or families in Volusia or Flagler County. Learn more by visiting SSMGFL.com/History.

The team at Southern States Management Group Community Foundation is pleased to announce that \$100,000 was raised for worthy local causes in just three years. And we still have a long way to go...







"I want to take this opportunity to further convey the impact of your gift on Family Renew Community as an organization and the families we serve. Your gift covers more than 3 percent of our budgeted annual operating expenses for 2020. It will allow us to continue to help families change the direction of their lives despite the pandemic. Your gift exceeds the average amount Family Renew Community invests to lift THREE families out of homelessness, with a 95 percent chance of maintaining stable housing in the months and years to come. By making that childhood experience of homelessness brief and nonrecurring for the boys and girls in these families, you are interrupting that cycle for generations to come. Thanks again!"

-DEVELOPMENT DIRECTOR, FAMILY RENEW COMMUNITY

LOOKING FOR COMMUNITY MANAGEMENT OPTIONS?

We check all the boxes while thinking outside them!



When comparing community management companies, it can be overwhelming to asses real expectations of the Association. Southern States Management Group is looking for long-term relationships not quick transactional opportunities.



Respecting the process and knowing that a community's elected leaders are responsible for making decisions in the interest of all community members, our first order of business when evaluating a prospective client is to have meaningful dialogue with community leaders and if possible, tour community common areas.



Through our decades of management service, we have honed the ability to understand a community's unique needs quickly and efficiently. Based on the understanding that we reach after conversations with community leaders and a community visit, we craft a scope of service that provides for measurable results while working within defined constraints.



We look forward to the opportunity to learn more about your Association and appreciate you letting others know about Southern States Management Group!



WE FOUND <u>community!</u>



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PALM COAST/ FLAGLER

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