

Southwest Property Management of Central Florida, Inc.

COMMUNITY ASSOCIATION MANAGERS

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To all residents of Ashton Park Homeowners Association,

Your Board of Directors recently made a change in management and Southwest Property Management was chosen to manage your community beginning April 1st, 2010. We are a local company with an office in Winter Garden. Our office is within a few minutes of your community.

We are a unique company, in that, we only handle neighborhoods within a very small radius of our offices. Our managers, Licensed Community Association Managers (LCAM's) are all mobile. Our managers are on the road and "in" our neighborhoods daily, serving our family of neighborhoods. We do have a walk-in office, but to make your life easier we are building a website for your community that will allow you to sit in the comfort of your home and be able to retrieve and send information at the push of a button. Our managers (LCAM's) are supplied the most technologically advanced tools of the trade. All managers carry a laptop computer, a digital imaging device and a means to transmit information to our offices at a moment's notice.

What does this mean for you?

1. We provide faster and more up-to-date information to homeowners!
2. Managers have electronic access to your neighborhood through a server, so they are able to answer questions quickly!
3. Because we are onsite so often, maintenance issues in the common areas are resolved quickly with the contractors!
4. With our managers on-site so often, compliance and covenant issues are noted regularly, a digital image is taken of the issue(s) and a letter is sent to the resident, along with a full color image of the issue to resolve all compliance issues in a speedy and neighborly manner. Many of the parking/boat/commercial vehicle issues are handed over to Orange County or to a local towing company for compliance and/or towing.
5. Your neighborhood will remain beautiful, pristine and your values will continue to rise!
6. Our management fee is lower than average and locked-in for many years. This prevents future surprises to future Boards of Directors and to homeowners.

How else will our technology benefit you?

A web-site (accessed through SouthwestPropertyManagement.com) is being developed for your neighborhood for resident use, giving you access to your community and to your Management Company! Below are some features:

1. You will be able to email your Board of Directors and Board meeting dates and minutes will be posted.
2. You will be able to view your CCR's (Covenants, Conditions and Restrictions) online.
3. You will be able to print-out your Architectural submittal forms and instructions directly from this web-site, making the submittal of these forms easy and less time consuming.
4. You will be able to email your Architectural Committee (AC) and your Property Manager (LCAM)
5. You will have access to a "neighborhood, Social Calendar"
6. New residents purchasing homes in your neighborhood will be listed on your website and our manager sends every new homeowner a welcome letter.
7. Your Board may opt to choose a "Home of the Month/Quarter" and those will be listed on the website

What about payments, accessing your account and questions?

Our main telephone number listed above will give you access to any questions and/or community management comments you may have.

- Please be sure to send all payments and correspondence to the PO Box address above. Please **DO NOT** send correspondence to the previous address any longer. If you do, the mail may be lost or delayed for weeks!
- We do receive payments and/or customer walk-ins at our physical office address in Winter Garden but we accept NO CASH. Assessment payments mailed to the PO Box address above is a much easier way to pay assessments and instead of paying for fuel; it's simply a 1st class stamp.

How do we handle assessment payments?

In the collection of assessments (dues) we follow the procedures as described in your CCR's (Covenants, Conditions and Restrictions). Our financial department is friendly and attentive to the needs of the Association. Our collection of assessments (dues) is as follows; after the initial payment period, we send a friendly reminder to any homeowner that has failed to pay. If the assessment is still unpaid after the friendly reminder, we will send a certified "**intent to lien**" letter. The resident is charged an additional fee and notified that unless payment is received in a few days, a lien will be placed on their home. If all assessments and the intent to lien fees are not paid, no additional notices will be mailed and a lien **will be** placed on the property and recorded with the County and an additional charge to process/certify and subsequently release the lien is \$195 or higher. Should there still be no further response; the account is sent to the attorney for immediate suit and foreclosure of the home. This entire process takes 25-60 days. Once an account has gone to the attorney, it can not come back to our office for collection and the homeowner is responsible for the assessment, late fees, lien fees, attorney's fees and any court charges.

Situations such as divorce, accidents, death of a family member, etc are understood and are all handled discretely. If you have a problem paying your assessment on time, COMMUNICATE with us. Your Association cares for you and your family and we all want to help you. Applicable late fees and/or interest charges are applied as per your documents. These can not be waived once they are issued. Please communicate before these fees are applied. Again, the best course of action is to pay on time and communicate with us **immediately** if a situation arises. We will always listen and if necessary, we will go to the Board of Directors for difficult situations.

How do we handle covenant compliance?

Very seldom do we have to send more than one letter to a homeowner because we believe in a neighborly approach, while making every effort to eliminate any doubt that a compliance situation exists. We follow the governing documents to the letter. Having the technology to access your covenants while we are in your neighborhood makes it easy for our management staff to address specific covenant violations. If you receive a letter of violation, you will most often receive a digital image of that violation. If you disagree, read your covenants thoroughly and then send us your comments **in writing**. Our staff does not discuss violation information over the phone or in person at our offices. If you violate a County or City of Ocoee ordinance (boats, commercial vehicles, unregistered vehicles, home businesses, etc.), we contact the City/County electronically and you will usually receive a notice from the City/County within days. The City/County handles all fines and towing related to these matters. If a boat or vehicle is towed, the Sherriff's Department will have the information concerning the towed property. Compliance with the covenants keeps home values higher and provides a more harmonious look in your neighborhood.

Our violation letters are friendly and while they are meant to be neighborly and helpful, please do not ignore them. Your Board of Directors has a responsibility to the neighborhood to maintain values through a consistent approach in handling covenant violations and they rely on us to accomplish this objective. The covenants govern compliance issues, so generally your elected Board has no input on who does or does not receive a compliance letter. Violations letters that go unanswered and uncorrected will follow the guidelines that your covenants dictate. This usually means a courtesy letter followed by one more courtesy letter, followed by a certified letter and if necessary, a demand letter for mediation from the Association attorney. State guidelines mandate very expensive mandatory mediation. Unfortunately, compliance enforcement in a deed-restricted neighborhood is not voluntary; it is mandatory and necessary to keep your neighborhood beautiful and consistent.

If you have an outstanding covenant compliance issue, please communicate **in writing** with us today! Once the records turn over to us, we are mandated by State law to follow the course of action that has preceded us. If you have an issue that is currently at the Association's attorney, please be sure that you are communicating with the attorney so that both you and the HOA can resolve the issue(s) amicably.

What's our management style?

Southwest Property Management uses a team approach. Our managers handle vendors and compliance issues and our financial team handles financial issues. **Eric Greene** a certified and Licensed Community Association Manager has been chosen to manage and oversee your community. **Eric** will also be supported by a team of individuals that assist him with

issues that occur in your community on a day-by-day basis. For many months to come you may see one of the principals from SWP Management at your meetings while we work with our managers, slowly introducing them to your community. If you see us in the community or at the local store, please take a minute to introduce yourself. We would like the opportunity to meet you!

Will we see any changes?

Your web-site will make it easier for you to communicate with your Board of Directors, your Architectural Committee and your Management Company. Please attend your Board of Director's meetings for more information. Meetings will be noticed on your website and will also be posted in your neighborhood and are open to all residents.

(SouthwestPropertyManagement.com)

What are the forms that are enclosed?

The enclosed forms are your new Architectural submittal forms that residents will submit prior to making any changes to their lot. These forms will be available on your website. Please note that there is one form for exterior changes (lights, landscaping, pools, screen rooms, etc) and another form specifically for painting (even if you are painting the same color). Please **mail** these forms to the dedicated address on the forms. This dedicated address receives hundreds of requests weekly, so please use the address on the forms. Please do not fax these Architectural forms as they require a homeowner's original signature and most faxes are not clear enough to aid the Architectural Committee in making a decision on your changes. You have the option to drop off an Architectural form at our office in Winter Garden, but since your Architectural Committee are Ashton Park homeowner/volunteers, our staff will not be able to assist you, so we always recommend filling it out and **mailing** it. Once your form is received by mail, we enter it into our system and mail the submittal to your volunteer ARC Committee the same day. It's faster, easier and there's no driving involved.

Meetings:

Board meetings: Your Board of Directors holds their meetings on a regular schedule (see the website). Board meetings are scheduled to allow the Board and the Management Company to conduct business, review vendors and to keep the community organized. Board meetings are open to residents to listen, and in some cases there is an opportunity for a homeowner question session before the meeting. Southwest Property Management will encourage your Board to use Robert's Rules of Order to keep the meeting organized, to the point and focused. It will be our recommendation that the agenda include a 15 minute block of time before the meeting to hear from the community. After that point, the floor will close and will open to the Board to conduct their business. Board meetings should last 45 minutes to 1 hour only.

Member's/Annual meetings: These meetings are held once a year, chaired by an appointed person allowing the community an opportunity to elect Board members and to hear an overview of the wellness of the community. All are welcome and encouraged to participate in the process. Volunteering to serve on a Board is an honored commitment and you will be rewarded with new legal, moral and personal education.

What's next?

The transition to Southwest Property Management should be seamless and you may not notice any changes immediately. You should, however, contact us at once if you have any outstanding balances on your account and/or please write us if you are involved in any litigation with the Association. All assessments should be made to the PO Box address above beginning today. Also if your mailing address is different from your home address, please contact us immediately so that we may enter the correct address to prevent the possibility that mail may not reach you in a timely fashion.

Managing a community, such as Ashton Park is a passion for all of us. Deed-restricted neighborhoods by their nature were created to provide consistency of living for residents by using very strict State Guidelines and seemingly complicated rules, laws and covenants. When you chose to live in Ashton Park, you made a great decision. We promise to work very hard to keep your community the community it was designed to be. We want you and your family to enjoy an environment where your home will remain a secure asset and a great place to raise a family. While we may have to enforce unpopular decisions based on Ashton Park's rules and covenants, we guarantee to be fair to all residents and we promise to listen.

Thank you for allowing us to serve you. You have a beautiful neighborhood and we are looking forward to meeting all of you. Please, never hesitate to call our office. We will manage your neighborhood, as though we live there!

The Entire Southwest Property Management Staff