



# Increase Profitability

Addressing the burning issue  
of HOA management companies.

[www.stan.ai](http://www.stan.ai)

# About this case study.

This report analyzes the profitability issue of HOA management companies. It is based on a survey of CEOs from 60 management companies overseeing more than 5,000 homeowner associations (HOAs) and 500,000 doors across the United States in 2023.

**60 CEOs**

Surveyed



**5,000 HOAs**

Overseen by CEOs surveyed



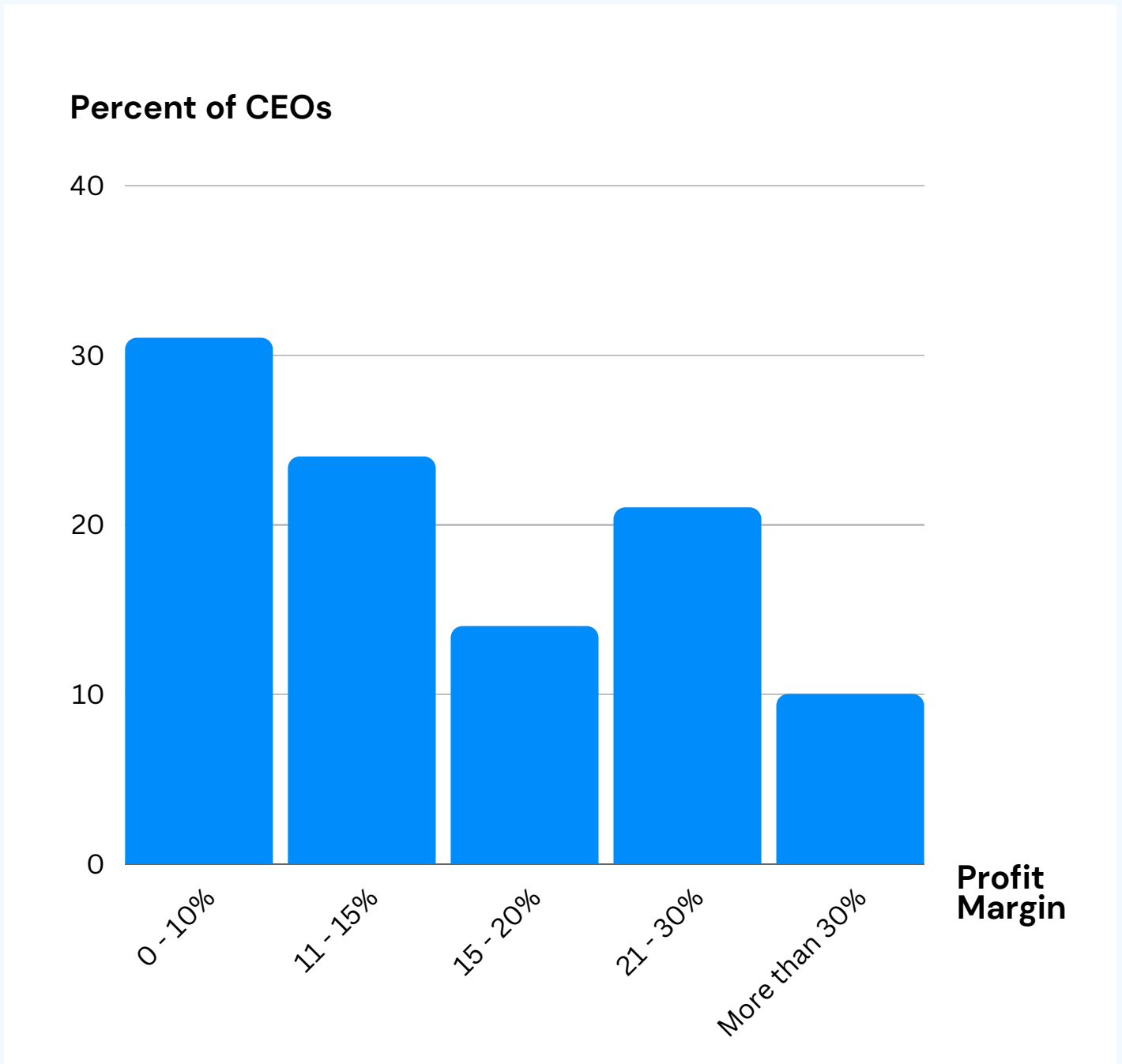
**500,000 Doors**

From the HOAs that CEOs manage



# Profit Margin in 2022

Many CEOs faced challenges due to narrow profit margins, with 31% of CEOs reporting profits below 10%.



# Biggest Expense Struggles

The biggest expense challenges are related to labor costs and technology.

Payroll

Labor

Salaries

Staff

Technology

Hiring

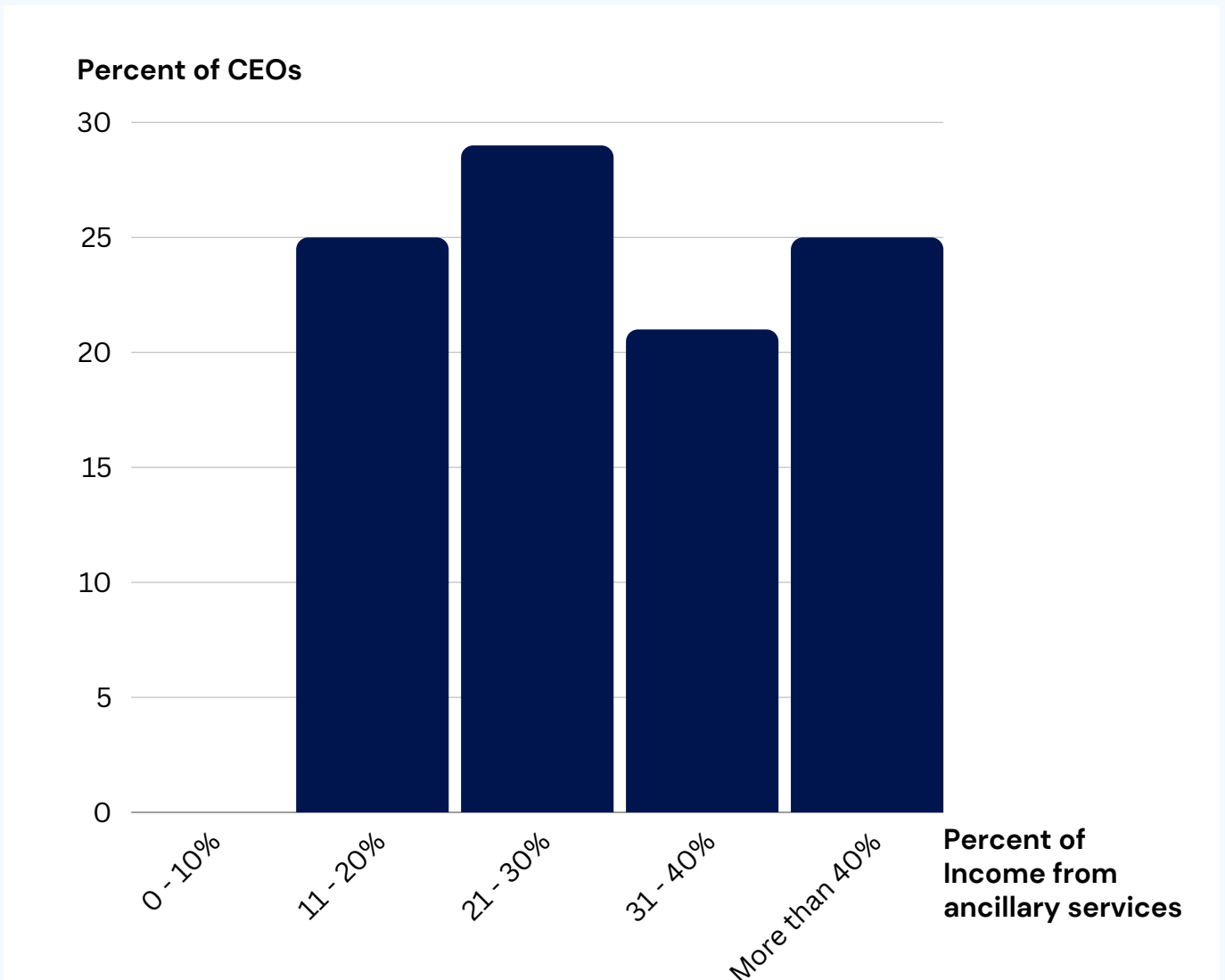
Benefits

Healthcare

# Percent of income represented by ancillary services

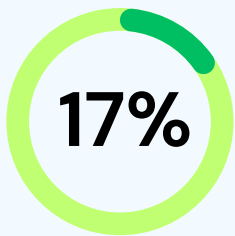
Ancillary services are a major income source for HOA management companies, with 25% of CEOs reporting over 40% of their revenue comes from these services.

Additionally, no CEO relies solely on their core business for profits, and all management companies generate revenue from ancillary services.



# Operations that can be optimized.

Despite the importance of the ancillary services, they are not fully leveraged for maximum profitability.



**17%**

of CEOs update their Schedule A every year.



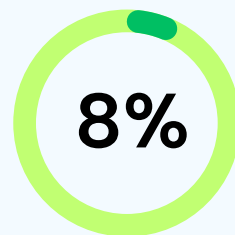
**10%**

of CEOs use fully remote managers.



**20%**

of CEOs do a revenue share with their managers.



**8%**

of CEOs can manage the profitability of small properties.

# Summary

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Many HOA management companies grapple with the challenge of narrow profit margins.

The most significant expense challenges relate to labor costs and technology.

While ancillary services constitute a major income source for management companies, only a few CEOs update the schedule A annually.

# Solution

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As the first and only AI Assistant made for community associations, STAN has helped numerous HOA management companies achieve better profitability.



# Adding AI to the ancillary services to increase profitability

STAN's AI Assistant integrates with any HOA software to respond to homeowners' requests, 24/7. Management companies can increase the technology fee within their ancillary services by implementing AI.



## 7,500 Associations

STAN has been added to the ancillary services of 7,500 associations, serving more than 1 million homeowners in the U.S.



## \$18,000,000

In 2023, STAN has helped management companies generate \$18 million in equivalent revenue.



# Using AI to reduce managers' burnout and lower overhead costs

Based on STAN's tech report released in March 2023, **47% of community managers' time is spent on communication tasks.**

STAN's AI assistant can automate those tasks by responding to homeowners instantly, handling weekend and after-hour requests with ease.

↓ 30%

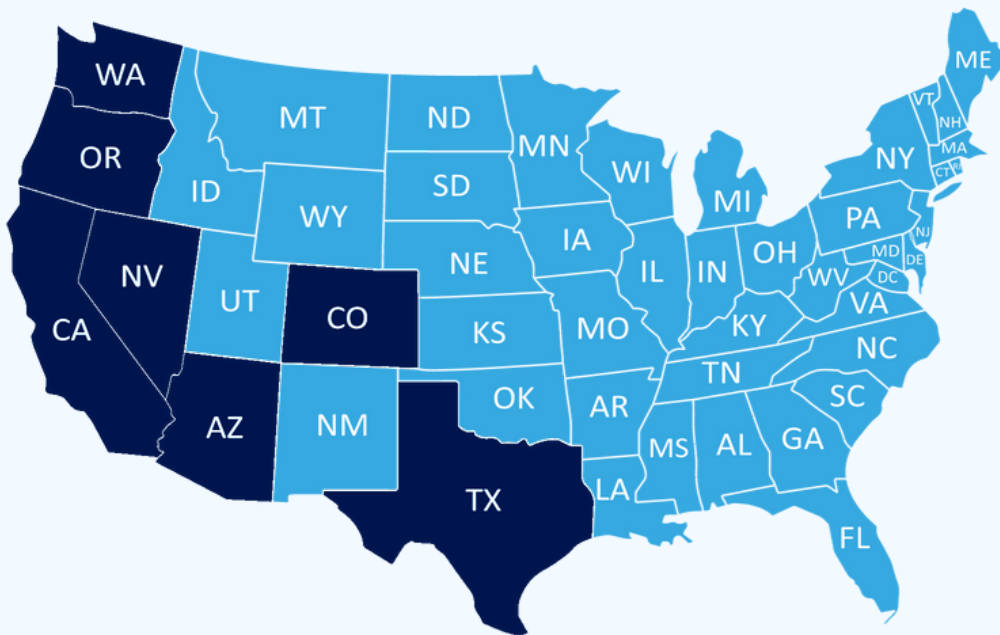
STAN has reduced call volume by over 30% in the first 30 days for a management company, helping managers achieve better work-life balance.



Greater job satisfaction among managers typically leads to increased employee retention, **reducing long-term overhead costs for the management company.**

# Using AI to lower hiring costs of administrative assistants

Based on STAN's tech report, Community Association Managers (CAMs) can delegate most of the administrative tasks to the AI Assistant. We see a **50% increase** in Admin Assistant capacity based on STAN's survey of 1,500 properties across multiple populous states shown below.



States STAN surveyed in 2022

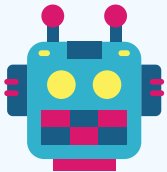
It equates to **\$25k in labor savings** per person as the average salary of administrative assistants is between \$40k and \$50k.

# Using AI to boost homeowners' satisfaction

Based on STAN's tech report, **93%** of homeowners want to be able to text with their management team. STAN fills this gap by offering instant responses via text, achieving a **80% resolution rate**.



STAN works by verifying the residents' information through their phone numbers.



STAN integrates with any HOA software to pull real-time data to provide personalized responses for residents.

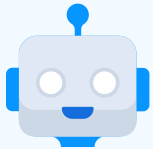


STAN is trained by proprietary data and uses Natural Language Processing (NLP) to understand users' needs, making it feel like chatting with a real person.



STAN can handle a wide range of inquiries including but not limited to account balances, service requests, amenity bookings, CC&Rs, etc.

# White label the AI Assistant to win new clients



Customize the name and look of the AI Assistant and market it as your own.



Boost your reputation among homeowners, HOAs and potential clients.



Gain a competitive edge among competitors by incorporating the latest technology.



Accelerate long-term growth with the AI Assistant.



## Did you know?


A community management company in Florida has used STAN primarily as a **business development tool** and recently won the largest homebuilder in the U.S. as a client.



# About Us

STAN is the first and only A.I. assistant made for community associations. It responds to homeowners' inquiries 24/7 via text, voice, email, and webchat.

STAN further automates HOA management by providing various AI add-ons like ChatGPT Notice Writer, Outbound Text Blaster, Autonomous HOA Maintenance, Contract Summarizer, Legal Lookup, Budget Generator, Meeting Summarizer, AI Compliance, and many more.

**97%** 

Satisfaction Rate  
by CAM Managers





Book a demo today!

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