

To: Southern Village Master Association Board
Copy: SVHOA Board
From: Jeremy Purbrick
Date: September 28 2007
Re: **SVHOA Management Proposals**

This is to summarize the process used to select SVHOA's management company for the next three years, and the current project status.

1. In response to inquiries from the board's president in April and May, four companies expressed interest in bidding for SVHOA's management contract. Tony arranged for three of these companies – Berkeley, CAS and Magnolia – to make brief presentations of capability at our July board meeting. As our current manager the fourth company – HRW – did not need to make such a presentation.
2. On 6/26 Tony asked the board to exclude him from the evaluation process because he intended to take an interest in one of the bids. The four remaining board members agreed to this request, and Jeremy took over the lead role.
3. During July we developed a formal Request for Proposals document and issued it on 7/24.
4. The document was sent to the above four companies and was also publicized on the association's website, and through an email announcement.
5. In response to our open invitation two other companies (CAMS and Talis) asked to bid. We happily agreed and promptly met with each of these companies to exchange background information.
6. We received a bid from all six of the interested companies by the published deadline of 9/10.
7. At the end of the 9/12 Board meeting Tony left and the four other directors discussed the bids. As recommended by the Community Associations Institute, we ranked the proposals by assigning scores on a list of more than 30 parameters. Based on this ranking we selected the two most promising candidates for further evaluation.
8. We held follow-up meetings with Talis and with Berkeley in the next two weeks.
9. Based on these meetings the evaluation worksheet was updated to yield the final rankings. In essence, the analysis showed that any of the six bidders could likely do an adequate job. The main differentiators were the overall impression of the company's management and assigned community manager, local presence, stance on in-house maintenance, and price.
10. Berkeley got the top ranking because its principals have the unique advantage of being SVHOA members with in-depth experience of community management, and with detailed knowledge of SVHOA's needs.
11. Based on a unanimous vote of the four directors, we are currently in process of negotiating a contract with Berkeley.
12. Talis is our fallback in the event of unforeseen contracting problems.