

The Voice



ASSOCIA, WHO?

On June 4, 2010, Professional Community Management International, the holding company of the Laguna Woods Village management company PCM, Inc, was sold.

The purchaser was Dallas, Texas-based Associa, a community management company that has more than 100 offices nationwide serving roughly four million members of associations. Since then, we have seen little evidence of the new parent company and have been assured that this change will be transparent to LWV residents and owners.

It is about time that the Boards begin to understand what this *really* means to our community. Our first indication of what we can expect from this new relationship came last fall when Associa offered GRF a "GIFT" of \$50,000. This was subsequently turned down by the Board when the LWV residents cried, "Foul Play!" Asking the Board, "What do they want in return for the money?" We could expect that from LOBBYIST's in the state and federal capitals, but why are we bringing this to LWV?

Perhaps by realizing the scope of this Dallas corporation, we might be able to understand their possible motive.

Using the internet, one can see the many tentacles of Associa and how their means of operation begins with "One Small Step" that leads to an integration that gradually encompasses an entire location (HOA). It doesn't take much research to see the various means of how their profit evolves from this first step, the acquisition of PCM. By

LWV doing business with any of the following services that is offered, money flows to Associa, such as;



Association Management

Developer Consulting

Association Consulting

Financial Management

On Call Maintenance

Community Watch

Community Web Sites

Insurance

Real Estate

These are just a few of the publicized links to the Associa CEO and Texas congressman, **John Carona**. Further digging into his empire (Associations, Inc. aka "Associa") reveals the extent of this company; Princi-

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Residents Voice

Meetings

Thursday, May 19

Thursday, June 16

CH #5 6:30 pm

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