



INCREASE YOUR PROPERTY VALUE AND ENRICH YOUR QUALITY OF LIVING

by Stacy Hannay and Cornelia Russo

How do you cultivate trust, value and quality of life among homeowners in a community? For Fred Brachman, achieving such ideals, whether in his business or in his own neighborhood, comes as second nature. As founder and chief executive officer of his own management consulting firm, Brachman Associates, Inc., he devoted the last 30 years to help leading corporations increase customer, brand and shareholder value.

But it was his role as president of Wentworth Park Homeowners Association with full community participation that has provided an innovative blueprint for homeowners associations throughout North Carolina. Triangle residents are following this model community's example of partnering to increase property values and enhance neighborhood safety and trust.

"Homeowner associations can actually work for you instead of just collecting your dues and telling you what you can and cannot do with your own property," Brachman said.

It all started in Brachman's own community—Wentworth Park in North



Raleigh, which has a volunteer managed homeowners association and moderately priced homes.

"The common property had fallen into disrepair. There was great inconsistency in maintenance and appearance of individual properties. Houses sat awaiting buyers. Selling prices were flat," Brachman said. As a caring member of the community, Brachman enlisted the current board members and the entire community to turn things around.

To make that possible, Brachman developed an intensive partnering and group buying strategy. Major changes were initiated throughout the community, as recommended by leading real estate experts such as Linda Craft and Mary Greenoe, along with landscape architect Brian Starkey of OBS Landscape Architects.

"I believed the same strategic alliance and partnering principles applied successfully for clients like Hardee's, Burger King, Coca Cola and Glaxo could also increase property and brand value for homeowners and their community through their homeowners association," he said.

Dozens of small businesses were screened to guarantee 100-percent customer satisfaction, competitive prices and preferred customer treatment. What was most important to homeowners was knowing the right service person to call for home repairs and improvements, and knowing it was someone they could trust and afford.

One such small business owner is David Richardson of Richardson Heating

& Air Conditioning, Inc. "Fred is excellent at researching and building relationships with top-notch small businesses in the area." At least a dozen other homeowner associations are in the process of adopting this master planning and partnering program to make their homeowners associations create more value for their homeowners.

Today, Wentworth Park is a safer, more valuable, idyllic community with beautifully maintained properties and 100 percent participation in the homeowners association. Property values on average have increased \$30,000 per home in just two years.



The Homeowners Association Partners is about creating greater value for one of your greatest assets—your home and your neighborhood. Through adopting this partnering program, you can increase your property value and enrich your quality of living.

Visit www.hoapartners.com or call Brachman Associates at (919) 870-1982.