

Dear Board of Directors:

Thank you for your interest in the *Homeowners Association Directors' Survival Kit*®. This unique product allows you to—in effect—share the cost with many other associations in acquiring essential infrastructure that otherwise might cost many thousands of dollars if contracted commercially for a corporation.

I've spent many years developing and refining the *Kit* while on boards and committees and working with managers, attorneys, reserves, construction and other consultants. I do hope you will appreciate the quality and attention to detail reflected in the effort and that you recognize the substantial potential returns and savings to your organization from the very modest investment.

I'm confident you will conclude that *acquiring the Directors' Survival Kit likely will be one of the most prudent business decisions you will ever make for your organization.*

Finally, having been a director for many years myself, I too am sensitive to safeguards in the purchasing decision. Thus, I hope you will find this offer acceptable:

- Enter your association's **profile** information on our web form at www.proaccess.com.
- Within a few days you will receive by e-mail, at no obligation, PDF proof files of your customized Directors', Committees' and Residents' handbooks for your evaluation.
- Choose one of these two methods for ordering the Microsoft® Word® file versions and materials for creating your Directors' Binders—your *Kit*:
 - **\$299 Express-Purchase**—Save almost two-hundred dollars off the **\$495 SRP** by ordering within **10 days** on our website at www.proaccess.com. Or...
 - **\$395 Review Purchase**—If you'd prefer more time to include others in the review and purchasing decision, we'll keep the Microsoft® Word® version of your documents for up to **60-days** while you and your directors review the material. Order within that 60-days and we'll send you your files, materials and a 60-day invoice. If you like your *Kit*, send us a check or pay by credit card on our web site. Or return it in good condition with an RMA number within that 60 days and destroy all copies of the software and documents you've created with it.

I trust you will find this a fair offer. And, again, thank you for your consideration of my Directors' Survival Kit.

(Now, will someone *please* make a motion to approve acceptance of this offer? ☺)

Fellow Board survivor,

A handwritten signature in black ink that reads "George Markle".

George Markle
Author, Homeowners Association Directors' Survival Kit®

HOMEOWNERS ASSOCIATION DIRECTORS' SURVIVAL KIT[®]

"This is an exciting and innovative product that is long overdue! A real help for overworked board members."

Jeffrey Barnett, HOA attorney, Chairperson Legal Resource Panel, ECHO (Executive Council of Homeowners)

"This is, potentially, the most useful tool for Homeowners Association Board members that has come along in a long time!"

Larry J. Pothast, PCAM, CCAM, nationally known speaker and CID expert

"This kit consolidates and distills into one friendly, readable package invaluable, essential information for Directors, committees, homeowners and renters. Without question, it has saved us countless hours and headaches."

Robert Fricke, D.M.D., CFO, fmr. President, Cypress Point Lakes HOA

"I consider the Residents' Handbook alone to be worth far more than the cost of the kit. And, when you consider the additional well-crafted handbooks and materials included, this has to be one of the best investments a homeowners association can make!"

Tim Johnson, Association Manager, President, Community Management Services

"This is absolutely fantastic! I just purchased the survival kit... I can't believe the excellent product you have!"

Pamela Wascher, Principal, Teton Valley Golf Assoc.

"Cost-justification for its purchase is immediately apparent... I don't see how an association can afford not to buy it!"

Jeffrey DeMello, CFO, fmr. President, Camellia Park HOA

Create your own Directors', Committees' and Residents' handbooks and forms...

customized for your homeowners association with information you provide...

and you get the computer files in Microsoft® Word® format to further modify as you like!

We promise, you've never seen anything like it! Pre-customized files and materials to produce professional-caliber, expertly authored, community association management handbooks and documentation, attractively bound for each director, with handsomely-designed cover and spine inserts.

Here's what you get

- Customized files—After entering information about your association on our website forms, at no cost you will receive your customized association documents in Adobe Acrobat® PDF format for your review. After seeing these *proof* documents, you'll want to purchase the fully-editable Microsoft® Word®

versions to further modify as you like!



- Materials—for organizing your documents into five binders—one for each director. (Dual Director Add-Paks may be purchased for additional directors' binders.) Each director will carry a smart, hand-somely-designed binder with your customized documents organized with tabbed dividers, a meeting notes tablet, working documents carrier and parliamentary procedure reference for HOA's.

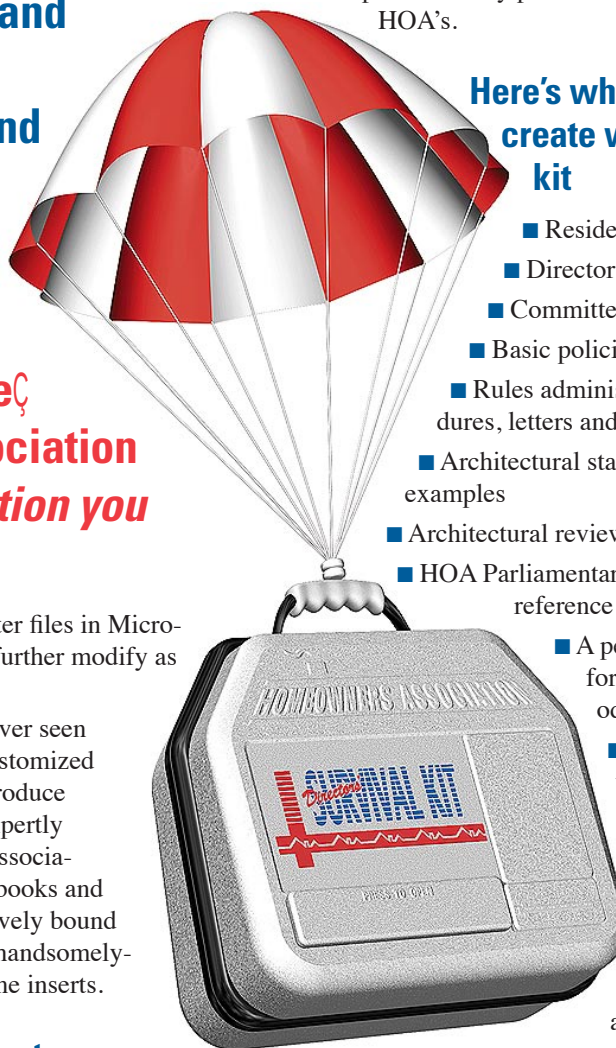
Here's what you will create with your kit

- Residents' handbook
- Directors' handbook
- Committees' handbook
- Basic policies file
- Rules administration procedures, letters and forms
- Architectural standards examples
- Architectural review process forms
- HOA Parliamentary procedures reference
- A periodic calendar for critical periodic tasks
- Activities tracking list example
- Committee charters examples
- Newsletter example and template
- Annual report example and template

- Director's orientation

And it's all customized for your association with information you provide using the Profiler program on our web site!

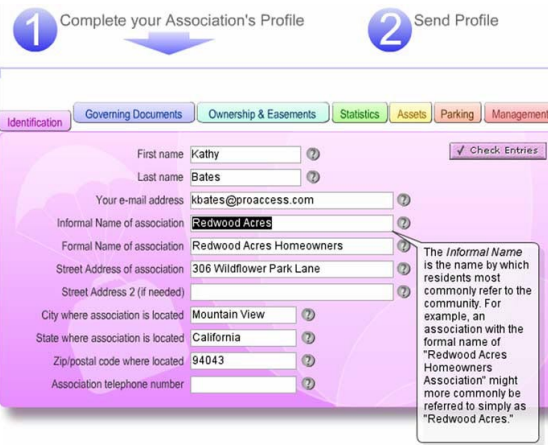
There's more...



Here's how it works

- 1 You will provide information about your association—its profile—by completing a simple form on our website, www.proaccess.com.
- 2 Within a few days of completing your profile—at no obligation—you will receive by e-mail your customized document files in Adobe Acrobat® PDF format for your review.
- 3 Save almost two-hundred dollars off the \$495 SRP by buying the \$299 **Express-Purchase Kit** on our website at www.proaccess.com within 10-days. Then you'll receive fully-editable Microsoft® Word® versions of your new documents, along with the remaining Kit materials for creating your Directors' Binders. Or...

First, you'll provide information about your association—its profile—by completing the forms at www.proaccess.com.



- 4 If you'd prefer more time to include others in the review and purchasing decision, we'll keep your profile and the Microsoft® Word® version of your documents for 60-days while you and your directors review the material. Order the \$395 **Review Purchase Kit** within that 60-days and receive your fully-editable Word® files along with the remaining Kit materials for creating your Directors' Binders.

Either of these two ways—Express or Review purchase—you'll save and have the complete Kit with fully-editable documents for permanent use by your Association. And you can copy and distribute your Resident's Handbook to your owners and renters.

Don't take chances on who your future directors might be

Do you know who will be on your Board two years from now? Will they have your...

- Experience in managing hundreds of thousands or millions of dollars in your assets, reserves, budget, insurance, real estate values and legal liabilities?
- Experience with ensuring compliance with state and local laws governing community associations?
- Experience maintaining physical assets such as asphalt, roofing, siding, painting, plumbing, concrete and landscaping?

■ Experience in managing contracts, contractors and employees in today's business environment?

■ Experience in managing relationships and transactions with City and State Government?

■ Skill in managing the relationship between the association and homeowners?

■ Experience with administrative law and regulation in a mini-government?

Wouldn't you be more comfortable if they and future Boards had some written guidance—in a form you could modify and update with a word processor?

1 PROFESSIONALLY-DESIGNED COVER & SPINE INSERTS

Cover and spine inserts are included in all Kit versions.

3.5" x 5" cutout in cover insert allows you to insert association name, logo or any design or photo. (Binders not included in Economy version. Recommend white, 2.5- or 3-inch D-Ring/Slant-Ring Binder with clear cover & spine insert pockets.)

2 TABBED SECTIONS

The heart of your binder. Here you will place your handbooks and other materials generated by your Kit, as well as copies of your pre-existing CC&R's and Bylaws. Tabs are labeled: Directors' Handbook, Committees' Handbook, Residents' Handbook, Periodic Calendar, Policies & Resolutions, Articles & Bylaws, CC&R's, Industry Articles, and Reference & Misc.

3 TABLET

For taking minutes and meeting notes, evaluating bids, budget work, etc.

4 DOCUMENTS HOLDER

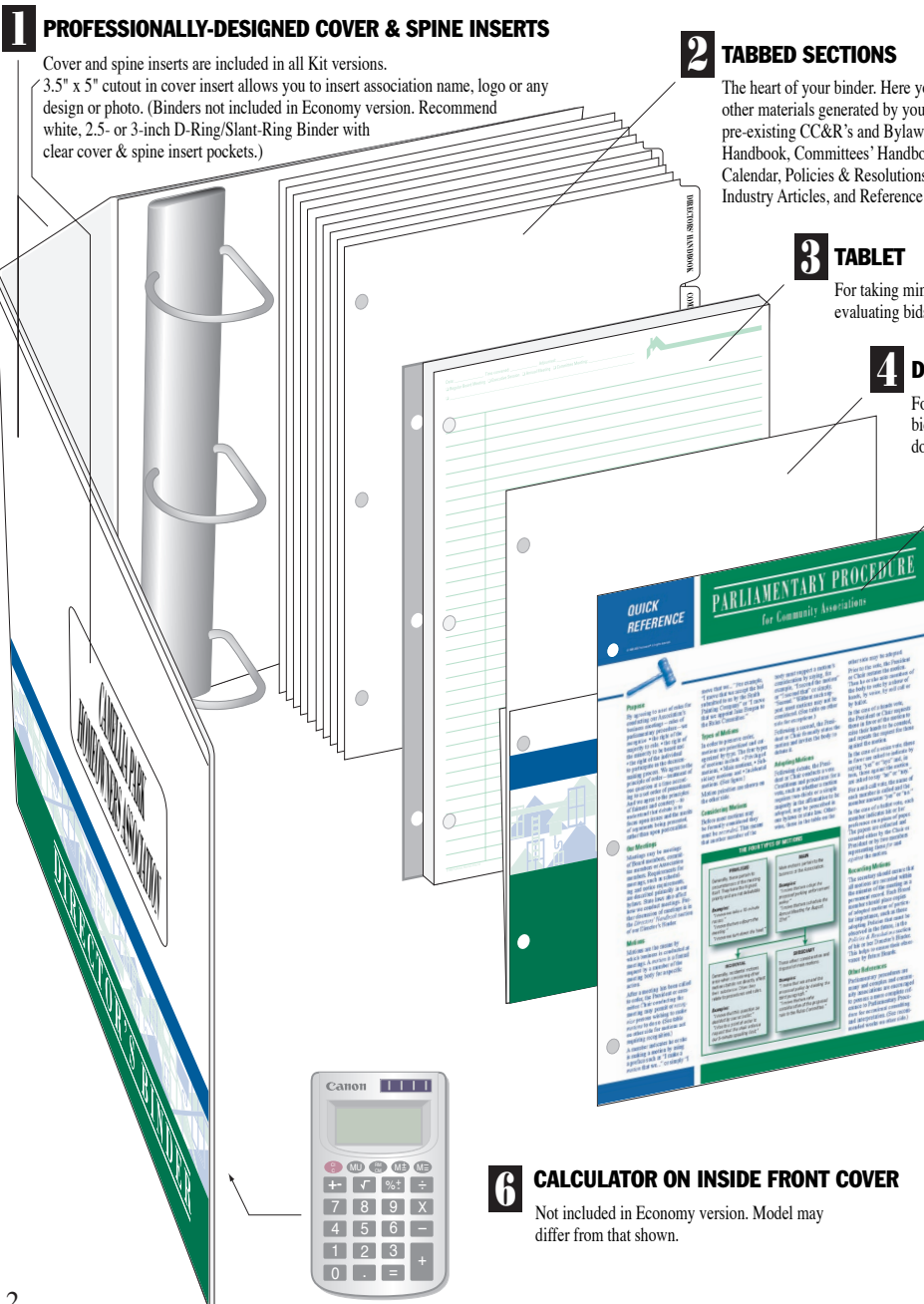
For agendas, minutes, reports, bids and other current working documents.

5 PARLIAMENTARY PROCEDURE REFERENCE

Quick reference to Robert's Rules. Helpful table on back contains more than 50 example motions. Written specifically for Homeowners

6 CALCULATOR ON INSIDE FRONT COVER

Not included in Economy version. Model may differ from that shown.



Purchasing the Directors' Survival Kit will be one of the most prudent business decisions you will ever make for your Association!

Whether yours is a 20-unit townhome or a 4,000-unit condo association, now there is something you can do as a fiduciary to help provide for the future prudent management of your Association forever. The Directors' Survival Kit brings many of the same proven management technologies used by successful businesses to your homeowners association. It can help to provide valuable director orientation, management and record-keeping discipline and continuity, policy application consistency and awareness of legal obligations.

The Directors' Survival Kit can help you to operate far more efficiently, save you time and may save your members many thousands, possibly even millions of dollars in the years to come.

And if, after 60 days, you are not convinced that you will likely save many times the cost of your kit, you can return the materials in good shape and tear-up the invoice. We are confident you will be very satisfied with your purchase and recommend it to your friends at other homeowners associations!



You get materials to produce five binders—one for each director. Larger associations can order "Add-Paks" to produce binders for additional directors. (Binders not included in Economy version. Recommend white, 2.5- or 3-inch D-Ring/Slant-Ring Binder with clear cover & spine insert pockets.)



Now you can treat your business like a business!

As a Board member, you may oversee assets that well exceed those of many for-profit businesses. Even so, most volunteer homeowners associations with limited resources would find prohibitive the investment in management tools like those this kit produces. And while many volunteers and professionals have produced some brilliant documents on specific aspects of association management (that you should continue to collect), the non-profit nature and economics of homeowners associations has defied the sort of investment that could make a product like this economically viable.

Now, technology as well as our combined experience and talent in management, writing, computer programming and graphic design have changed all of that.

How costs came down to earth

Technology embedded within the web's Adobe® Flash® and Microsoft® Word® as well as extensive scripting at the OS and applications level has enabled creation of a PC-driven, flexible, automated document generation architecture and scheme capable of intelligently composing documents remarkably customized for a homeowners association—ready for final editing by the volunteers who know it best. This is like packaging expensive consultants and writers into a box for your use and sharing the cost with many other associations.

You can't afford *not* to buy it! Do The Math!

Our liability exposure from unfulfilled duties as fiduciaries, inefficiencies, lapses and preventable mistakes for which we are responsible could cost us anywhere from \$____ to \$____,____. Or...

A—Number of hours it likely will take us to write recommended handbooks, policies and procedures documentation ourselves: ____.

B—The average value of my time and that of our other board members is \$____ per hour.

C—Therefore, the cost of completion could be at least the equivalent of \$____. (**C = A x B**)

By even the most conservative calculation, our timely investment in a Directors' Survival Kit can easily be cost-justified. Moreover, how could we afford not to?!?



Minimum System Requirements for Windows® or Macintosh®

- A Windows®-XP, Vista or Windows 7 system or later with Microsoft Word® 2007 or later.
- A Macintosh® computer with OS-X with Microsoft Word 2008 or later.

HOW TO PURCHASE YOUR KIT

As HOA Board members ourselves, we've been sensitive to the special purchasing considerations for homeowners associations. Therefore, we're making this offer for our most popular kit version—the *Economy version*.

❶ Enter your association's profile information on our web form at www.proaccess.com.

❷ Within a few days of completing your profile—at no obligation—you will receive by e-mail your customized document files in Adobe Acrobat® PDF format for your review.

❸ If you and your Board like what you see, save almost two-hundred bucks off the \$495 SRP by buying the \$299 **Express-Purchase Kit** on our website at www.proaccess.com within 10-days. Then you'll receive fully-editable Microsoft® Word® versions of your new documents, along with the remaining Kit materials for creating your Directors' Binders.

❹ If you'd prefer more time to include others in the review and purchasing decision, we'll keep your profile and the Microsoft® Word® version of your documents for 60-days while you and your directors review the material. Order the \$395 **Review Purchase Kit** within

that 60-days and receive your fully-editable Word® files along with the remaining Kit materials for creating your Directors' Binders and a 60-day invoice. If you like your Kit, send us a check for \$395 + \$15 shipping and you'll be issued your permanent license. If you don't, simply return it in good condition within that 60 days and destroy all copies of files and materials you've created with it.

The small print

You must review it first—You must have evaluated and be satisfied with the documents before ordering the Word files and remaining Kit materials.

Shipping—Product normally will be shipped by Priority Mail, unless otherwise requested. FOB Mtn. View, CA.

Payment—Invoice payment may be by association check. A 1% per month interest charge (12% APR) will accrue to outstanding balance after 60 days.

Returns—Returned materials should be in like-new condition. Before returning product, you must call 650-391-8693 to receive a Return Authorization number, identifying the package. Returns without an RA number clearly written upon box will not be accepted.



remarkably customized handbooks—a framework with essential elements for your association. Nonetheless, you should plan to review and edit it further, making your own additions and changes to more precisely attune it for your association.

A multidisciplinary, practical guide

As with any business, there are many disciplines involved in running a homeowners association, including law, accounting, construction, horticulture and many others. Various skills are needed—skills in planning, problem-solving, facilitating, organizing, delegating and motivating, diplomacy, human resources, negotiating and many others. Therefore, this kit and the documents it produces are not intended to be a comprehensive, everything-you-need-to-know-source for successfully managing an association or a substitute for professional management.

What this kit does do is provide a succinct, practical guide for Board members for managing their community association and a framework for applying required disciplines and skills—to supplement an infrastructure of qualified management, accounting and legal professionals.

Change and customize as much as you like

This kit isn't intended to produce materials that are immediately ready-to-use; no product could reflect the unique

circumstances and character of your community. Rather, the profile information you provide with the easy-to-use forms on our web site will enable creation of

Award winning!

The Residents' Handbook and Architectural review guide are based upon a tested and proven handbook that won the Mayor's Award Certificate of Special Achievement in a city with one of the most progressive and highly reputed planning departments in the country—Mountain View, California—in the heart of Silicon Valley.

Guarantee!

If, for any reason, you are dissatisfied with your kit, you may return it in good condition within 60 days for a complete refund on the cost of the kit, minus shipping and any labor requested. Call first for a Return Authorization number.



KIT TYPES

ECONOMY VERSION — \$495 *Now available for \$395 as 60-day Review Purchase or \$299 as Express Purchase.*

Our most popular package—and the one described in this brochure—we've unbundled the support and extras to bring you a kit even more affordable. This includes all files as well as customizable cover and spine inserts for binders (that you provide), tabbed dividers, document pocket inserts for holding working documents, homeowners association parliamentary procedure reference cards and meeting notes tablets—everything at your fingertips for efficient management of your Association's business.

STANDARD VERSION — \$1,995

Our Standard version includes everything in our Economy version, plus extras like five white, 2-inch binders, calculators, a portable records box as well as a plaque for names of current Directors for posting in your common facility. You also get eight hours of telephone support, computer time and/or other assistance for producing your Directors', Committees' and Residents' Handbooks, customized for your Association.

FINISHED VERSION — \$4,500

This version is for Real Estate developers and other organizations without volunteers or unable to generate the documents themselves. It includes everything in the Standard package, but we do the work. You provide us with a copy of your CC&R's, Bylaws, site map and some photos. We provide up to eighty hours to do the research, generate the first draft of your documents and deliver Director's binders—ready for final approval by your attorney. This is a great way for a new association to get started!

KIT ACCESSORIES

DUAL-DIRECTOR ADD-PAK — \$79 for econ. ver, \$129 for std. or fin.

For associations with more than five directors or who wish extra binders, each Dual-director Add-pak provides materials for two more directors. Boards with seven directors will require at least one, those with nine will require two, etc. It is also recommended that every association have extra binders for those just-in-case situations, for the association manager and to loan to Board candidates.

ProACCESS®

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