

Elite Perspectives

May 2020 Newsletter
Issue 7

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“In our second year, we baked cookies for the families at the Ronald McDonald House.”

Welcome to our new partner community in 2020:

- Clocktower Pointe

Remember to follow us on Twitter [@elitemgtnet](https://twitter.com/elitemgtnet) to keep up to date on industry news.

Annual Message from the Owner

At least once per year, I like to reach out to our customers in an open format and talk about our business and industry. Most importantly, our newsletter supports our business method of keeping things simple. Read on to learn more about what’s happening at Elite Management and around the industry.

The year 2020 has gotten off to a difficult start. The COVID-19 Global Pandemic will change how we work, think, and gather for years to come. Elite Management is thankful to be able to continue to serve our communities through these difficult times.

I am personally available to each and every one of our residents (not just our board members). Feel free to email me at brett@elitemgt.net with any thoughts and I will respond to your email. Also, I would love to hear from you when Elite goes above and beyond expectations.

-Brett Kovel, Principal

Year in Review at Elite Management

Our team continues to enjoy the opportunity to run a small business. Less flexible (larger) companies spend huge chunks of time dealing with daily meetings/conference calls, technology/system changes, and constant turnover. Some may refer to this never ending cycle as the “corporate world”. We are flexible and efficient, and because of this, we are able to provide every one of our customers with their desired level of service.

All of us at Elite personally donate our time and/or money to various not for profit organizations. In 2018, we created an annual volunteer event where we work together to put smiles on faces. A different employee plans the event each year at an organization that is special to them. In our second year, we baked cookies for the families at the Ronald McDonald House. We had a great time working together and debating whose cookies were the best. We are excited to update you next year on the 2020 event. Please visit our website link at www.elitemgt.net/giving-back for more information on our ongoing individual and group philanthropic missions.

Uncertain Times

So many things to discuss...so little time. We always pick one thing to elaborate on in our newsletters. Last issue, we discussed how vendors should not have to pay to work for management companies. Our topics are often non-traditional. We will discuss what other companies might avoid, and this year we will talk about the global pandemic from our own point of view. Remember to check out our previous issues to read up on our unique perspectives. <http://elitemgt.net/newsletters>.

First and foremost, throughout this COVID-19 pandemic, Elite Management will remain at your service, responding to emails and phone calls, and working daily with your boards. We will proceed with exterior projects and meeting with vendors on-site as needed. Vendors will be working with added precautions and following CDC guidelines. Board meetings will be held via conference call until further notice.

Second, these times are challenging for everyone. Please extend that extra bit of patience to your neighbors and try to help out however you can. People may be dealing with health and/or financial issues. Others are working from home trying to educate their kids while performing their day jobs remotely. No matter the circumstance, everyone is dealing with change, and being a good neighbor is a great place to start.

Third, if you have the ability to make a small difference, why not do it. Here are just a few ideas that come to mind. Have your kids make a thank you card for a nurse or doctor that you know. Order take-out or delivery from the restaurants you used to dine-in at. Buy a gift card from your hair salon or give your cleaning person some "vacation" pay.

Finally, let us first state that it is tough to find any "good" from a pandemic that has claimed lives and left millions unemployed. With that said, the stay-at-home portion of this pandemic may have some positive takeaways. We had a quick discussion on a recent conference call and challenged each other on what this time has meant for each of us. Here were some responses:

- With my parents getting older and having one surviving grandparent, I will not take for granted each and every time I get to hug and see them. A video call is a distant second from being together.
- My wife and I have always worked full time and have had the luxury of paying a cleaning service. We forgot the hard work it is to clean every corner of our home. Though we all have chores and responsibilities around the house, we were guilty of getting too busy to teach our kids how to scrub a toilet. They know now!
- One thing I have learned is to let the little things go. I am no longer sweating the small stuff. The other day when the mustard bottle fell out of the fridge onto the floor, the plastic bottom blew out (how does that happen by the way?) and I was cleaning up mustard that sprayed everywhere and I mean everywhere! This would normally make me pretty upset, not anymore, I actually laughed. I am so fortunate! I have 2 beautiful kids a wonderful husband and a great job. Mustard in the crevices of my wood floors, no big deal!
- One positive is having a lot of extra time on our hands. My husband and I have been able to complete several indoor and outdoor projects around our home that we have been wanting to get done for some time.

To close. The Elite Team wants thank our first responders and wishes everyone the best during these times. We are here to help and to continue to make your communities better.

"Here are a few ideas to make a small difference: Make a card for a healthcare professional, order take-out or delivery where you used to dine-in, buy a gift card from your salon or give your cleaning person "vacation" pay.

The Elite Team volunteered at the Ronald McDonald House (RMH) as part of their "Cookies from the Heart Program"

Each night, The RMH keeps 153 families close to the care and resources they need at five area Ronald McDonald Houses and three Ronald McDonald Family Rooms. Allowing families to stay close to their hospitalized child supports the child's health and well-being while saving families more than \$10 million in hotel and food costs each year.

