

JANUARY 2022

SHADOW CREEK RANCH



A Year in Review

A Message from David Selsky, Board President Shadow Creek Maintenance

I've participated on the Village of Reflection Bay HOA board for several years and, in 2021, had the honor of being the president of Shadow Creek Ranch's umbrella HOA, Shadow Creek Ranch Maintenance Association. As 2021 has ended and I prepare to step down, I'd like to share my reflections of this past year and the state of our property.

The One-SCR approach has paid fabulous dividends. Historically, each village managed their own business entirely - but since each village had a different number of homes paying assessments and had different expenses, the inequity made it challenging to understand what it cost to run the entire property and make informed decisions. The One-SCR model simply adds up the total cost to run Shadow Creek and divides that cost amongst our 6,279 homes. And the results have been substantial! Consider these great outcomes:

- Every year, at least one or two of our villages had to borrow dues from the following year in order to pay their bills to complete the current year. This will be the very first year all four of our HOA villages finish the year on a positive note.
- Previously, the top homeowner complaint had been the disparity in assessment from one part of Shadow Creek to another. Today we all pay the same assessment (gated pays an additional fee) and we have simplified the process of generating over 6,000 invoices, dramatically reducing billing errors.

"It's a gorgeous property, very much in its youth, and a great place to live."

- For many years, each village HOA had previously approached their budgets differently, each with different vendors and budgeting philosophies. As such, we've never been able to know the total, aggregate cost of expenses including landscaping, maintenance, etc. The One-SCR approach has enabled us to manage the business of the HOA with newfound clarity.
- Each HOA had used whatever vendors they wished and Shadow Creek was unable to effectively aggregate our purchasing power. Today, we have one agreement with key vendors and have been able to enjoy savings, enabling us to keep our assessments from increasing in 2022.



- Many homeowners have shared our frustration at not being able to access reports that shared the financial position of the entire property. Today you have easy access to online reports offering greater transparency than ever before.
- Those of you who have lived here for many years have witnessed decline as our property ages. But our new approach has brought us an uplift in landscaping improvements, pool service, and the care of the amenities. Shadow Creek now boasts new, covered playgrounds (generously funded by our MUDs) and a heated pool, which will also soon be covered.



- Covid-19 remains a hardship for many of our homeowners. We are proud to be able to remain at \$999 for 2022, be cash positive for 2021, and still be able to set aside cash for reserves to pay for future projects which require accrual. It is the collaboration of your village HOA directors that have enabled the One-SCR approach and made this all possible.
- A new General Manager has been assigned to serve our Shadow Creek Ranch Community. Dan Westman comes to us with over two decades of property management experience and will lead the on-site team to ensure our community receives quality service and to build the community engagement expected in a premiere property such as Shadow Creek.



Shadow Creek Ranch is a gorgeous property and, at 20 years old, is very much in its youth. Conscientious planning by thoughtful people have yielded beautiful ponds, meandering trails, and picturesque views that we get to enjoy every day and I appreciate those homeowners that invest their own time to help keep it that way.

It has been my pleasure serving each of you, and I look forward to the profound changes that will continue to be made in our community in 2022 and beyond.

Sincerely,

David Selsky