



BLUE SKY
CONDO MANAGERS

COMMUNICATION GUIDE

Five Ways Boards Can Reduce Owner Uncertainty

Simple communication habits that build trust even when the final answer is not yet available.

A practical board resource from Blue Sky Condo Managers

Uncertainty grows in silence

Owners do not expect every issue to be resolved immediately. They do expect to know that it has been recognized, who is handling it and when they will hear more.

The core promise

Communicate the next known step and the next update time. A reliable update rhythm is often more reassuring than an early prediction that later changes.

1. Acknowledge before you have the full answer

A short acknowledgement confirms that the issue is visible and prevents owners from sending repeated follow-ups through multiple channels.

Include:

- [] What was reported and when it was received.
- [] Whether any immediate safety or service action was taken.
- [] Who is coordinating the response.
- [] When the next update will be provided.

2. Separate facts, decisions and unknowns

Clear labels reduce speculation. State what is confirmed, what the board or manager has decided, and what remains under investigation.

Label	Example
Confirmed	A contractor inspected the affected area this morning.
Decided	Temporary protection will remain in place until repairs begin.
Still being determined	The permanent repair scope and schedule.
Next update	Friday by 4:00 p.m., even if the schedule is not final.

Keep the message useful

Good communication is specific enough to guide action, but disciplined enough to avoid promises that depend on vendors, approvals or new information.

3. Use one source of truth

Choose one official channel for current information, such as an email bulletin, resident portal or posted notice. Direct questions back to that source and date every update.

- [] Use a consistent subject line for the same issue.
- [] Place the newest update first and retain prior notices where practical.
- [] Avoid conflicting side messages from individual directors.
- [] Protect personal, legal and other confidential information.

4. Match the cadence to the impact

Situation	Suggested rhythm
Immediate safety or essential service	Initial notice promptly, then updates at stated short intervals.
Active repair or disruption	At each milestone and whenever access, timing or impact changes.
Long-term project	Regular scheduled summary plus notices before owner action is required.
Routine request	Acknowledgement, expected response window and closure notice.

5. Close the loop

When the issue is resolved or moves into a new phase, say so. A final note should summarize the outcome, any remaining owner action and where future questions should go.

Closing matters

Without a closure message, owners may assume the issue is still open or that the board stopped communicating.

A reusable update template

Use the same structure for maintenance issues, service interruptions, projects and other community updates.

Message element	Content
Subject	[Community / issue] - update [number] - [date]
What happened	One or two factual sentences without speculation.
Current status	What has been completed and what is happening now.
Owner impact	Access, service, noise, parking, payment or other required action.
What remains	The decision, information or work still outstanding.
Next update	A specific date or milestone, including updates when there is no material change.
Contact	The official channel for questions or service requests.

Before sending

- [] The subject line clearly identifies the issue and date.
- [] Facts are separated from estimates and decisions.
- [] The message states what owners need to do, if anything.
- [] The next update time is realistic and visible.
- [] Personal and confidential information has been removed.
- [] The manager and board are aligned on who will answer follow-up questions.

Plain-language habits

- Use short sentences and familiar terms.
- Lead with the information that affects owners most.
- Replace vague phrases such as 'soon' with a date or milestone.
- Avoid blame, speculation and unnecessary history.
- If a date changes, explain the reason and provide the revised checkpoint.

Build a dependable communication rhythm

Trust comes from consistency. Owners should know where updates appear, what type of information they contain and when to expect them.

Board communication checklist

- ☐ Official channels and response expectations are documented.
- ☐ Urgent, project and routine communications use different cadences.
- ☐ Every active disruption has a next-update date.
- ☐ Messages consistently distinguish confirmed facts from estimates.
- ☐ Resolved matters receive a closure notice.
- ☐ Recurring owner questions are used to improve future notices.

A practical standard

No owner should have to guess whether a material issue is known, who is coordinating it or when more information will arrive.

This guide provides general management information and is not legal advice. Boards should consider privacy, accessibility and other requirements applicable to their corporation and obtain professional advice when needed.