Bad News Letter

Southern Oaks, a housing community, needs to increase their yearly association fee from $250 to $350. The community’s five-year plan to sell and build 40 homes was not realized. They only completed 27. With the combination of the initial costs completing all the community’s amenities, an Olympic-sized pool, a Jacuzzi, a large clubhouse equipped with a kitchen and bar area, and a network of walking trails to accommodate 40 homes, and rising costs for maintenance of the amenities, the HOA must increase the fees.

Write a bad news letter explaining the increased fees

Southern Oaks

Distinctive Homes ~ Distinctive Living

1 Oak Drive

Keysville, Virginia 23947

October 14, 2019

Bruce Acton

464 Sapling Lane

Keysville, Virginia 23947

Dear Mr. Acton:

On August 29, 2019, Arthur and Edith Harris, one of Southern Oaks first homeowners and Keysville natives, celebrated their 40th wedding anniversary right here in our spectacular clubhouse. The event, attended by nearly 100 guests, was a wonderful celebration and the backdrop of our well-appointed clubhouse and exquisite grounds complimented the night perfectly. Many times, we heard guests say, “What a wonderful place to live. I’m so jealous.”

When we broke ground in 2014, our mission to provide distinctive homes and living guided our plans. We were determined to not postpone the construction of our amenities, like other housing communities, until we sold a certain number of home. We built, in the first year, the fully equipped clubhouse, Olympic-sized pool, Jacuzzis, playground and network of walking trails. Most of our residents enjoyed them from the first day they moved into their homes.

The five-year master plan of Southern Oaks included 40 homes. Currently, we have completed 27. Several reasons attributed to lower number. The unexpected closure of the Westinghouse factory in Keysville resulted in a downturn in home sales as well as other economic factors. While Keysville is rebounding and remains a special place to live, we need to make financial adjustments. The Southern Oaks HOA must increase our annual maintenance fees by one hundred dollars. This increase will allow us to keep our wonderful amenities fully open and operating.

We realize this increase is unexpected and we did not make the decision lightly. We analyzed the costs very carefully and want to be fully transparent in the decision. Any Southern Oaks homeowner is welcome to view the cost analysis by appointment. It is still our mission at Southern Oaks to be THE place to live. Each year we will re-evaluate the costs. If we find the HOA fees can be re-adjusted to a lower figure, we will do so.

Thank you for your time and attention. We believe as strongly as we did in 2014, that Southern Oaks is a special place and our residents are the reason.

Sincerely,

Delia Blair

Delia Blair

Chief Executive Officer