

THE COMMUNITY BUILDER

Letter from the President

Dear Board Members:

We are honored that you have chosen Sentry Management to be a part of your community. As we begin the new year, I would like to share with you a few thoughts about the direction of our organization and what this will mean to you and your association.

In 2017, we established the Sentry Management Foundation Principles which formalized the goals, values and service standard for our company and employees. These principles are emphasized regularly with our associates throughout the organization and provide the "guiding light" for the work that we do.

Our core value is "We embrace the honor to serve our communities." For us, it is a privilege to assist you in protecting and enhancing your association. In such a busy society, homeowners should find peace and comfort in their communities. Fostering such an environment can be a difficult process for Board members. We appreciate the invitation and opportunity to be included in that effort.

Our proficiency to help your community rests entirely on our ability to deliver on a promise of service. Thus, we implemented a service standard which is simply stated, "In every interaction, kindness, professionalism and timely resolution." Delivering on great service where people live requires kindness. Knowing how to guide communities through the labyrinth of issues that arise takes a professional. Proving we are committed to the community every day means getting the work done in a timely manner. Our service standard is the benchmark by which we expect to be evaluated.

This past year, we have implemented many changes in the company to enhance our service capabilities going forward. We have put into practice service level commitments in the Home Office. An investment has been made to build new software which includes industry-leading payment capabilities for homeowners. I will be excited to see how these technological tools help our community managers, and better support homeowners when we fully roll them out in 2018.

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I am very proud of our people who have given back to communities in every market in which Sentry Management operates. Our Sentry SMILES program, funded primarily from donations by employees, was used to help homeowners displaced by fire and tragic storms. Sentry team members have participated in blood drives, built homes as part of Habitat for Humanity, gathered clothes for homeless shelters, "adopted" pets, and so many others. Our employees live and work in the communities we support. Nothing could emphasize our local commitment more than supporting such projects.

Thank you for the opportunity to serve your community. As the President of the company, my commitment is to never stop creating a culture of service, fulfilled by each associate and delivered in every interaction.

Thanks for being a part of the Sentry family!

Brad