



# CASE STUDY

## **Cadden Community Management Elevates Board Satisfaction with CAM Ascent**

In an industry where client retention can make or break growth, Cadden Community Management turned sentiment insights into a 60%+ NPS increase, proving that proactive tracking is the key to thriving.

# COMPANY PROFILE

## Cadden Community Management

Tucson, Arizona and surrounding areas



**Founded:** 1987

**Services:** Comprehensive HOA management, including accounting, managerial, and administrative support for communities of all types

Cadden Community Management is a recognized leader in association management in Tucson and Southern Arizona, dedicated to fostering strong, transparent relationships between property management companies and HOA boards. As a founding member of the Arizona Association of Community Managers (AACM) and a member of the Community Associations Institute (CAI), the company adheres to high ethical standards and has earned external accolades, including being named Top Workplace in 2021, 2022, 2024 & 2025.

## Building a Legacy in Community Management

In 1987, Mike Cadden and Scott Parfrey launched what would become Cadden Community Management with just two HOA clients in Tucson. Originally named Cadden Parfrey Services, the firm grew steadily through a commitment to personalized service and expertise in navigating the complexities of community associations. In 2000, Mike Cadden acquired full ownership and renamed it Cadden Community Management. Over the past 38 years, the company has expanded to become the largest association management firm in Southern Arizona, managing over 35,000 lots across more than 200 residential communities in Tucson, Green Valley, and Sierra Vista, blending accounting, managerial, and administrative services to support single-family neighborhoods, condominiums, townhomes, and commercial properties. Following Mike Cadden's retirement in 2020 after 33 years at the helm, the company is now led by Owner and President Brett Cadden Anderson and Chief Executive Officer Gabino Trejo.



# THE CHALLENGE

## Uncovering and Enhancing Average Board Satisfaction

Despite their growth, Cadden faced typical industry challenges, coping with unforeseen client loss. In fact, over 55% of HOA board members nationwide report dissatisfaction with their management company. These statistics point to a large unknown risk of potential client loss. Prior to partnering with CAM Ascent, Cadden's customer sentiment was largely unknown, but likely on par with the industry average. For a firm like Cadden, managing hundreds of communities, the possibility of not knowing risks to revenue was no longer acceptable. Without reliable data, even successful companies like Cadden risked silent churn. Recognizing the need extract insights into board sentiment, Cadden sought a partner to bridge the gap between their team and clients.

**"We knew our teams were working hard, but without clear data on board sentiment, we were operating somewhat in the dark—we wanted to shine a light on areas for growth to better serve our communities,"**

said **Brett Cadden Anderson**, Owner and President.



# THE SOLUTION

## Partnering with CAM Ascent for Customer Success

Founded by Andrea Hardy (PCAM®, AMS®, SAFe®), a prior management company owner trained in Customer Success principles, CAM Ascent acts as a bridge between association management companies and their HOA Board Members. By providing actionable insights into customer sentiment, CAM Ascent helps management companies build stronger relationships.

Cadden engaged CAM Ascent as a neutral party to implement a structured, data-driven approach:



### **Comprehensive Board Survey/Engagement Program:**

Twice-annual surveys assessing overall NPS and sentiment in company services, manager performance, and financial services.



### **Anonymity for Transparency:**

Neutral third-party approach ensures respondents can be open and honest, delivering unfiltered feedback that drives meaningful change.



### **Customized Analytics Dashboards:**

Real-time visibility into at-risk accounts, key metrics, and client comments, empowering team members to take proactive action.



### **Churn Risk Monitoring & Early Warning System:**

A multi-factor framework to track detractors, response gaps, and prioritize unhappy accounts.



### **Targeted Improvements:**

Identifying trends to focus improvement efforts where they are needed and create strategic process improvements, aligning the organization around client feedback.

This collaboration draws on CAM Ascent's credentialed team's practical guidance, focusing on communication enhancements, financial oversight, and operational efficiency.

**"Partnering with CAM Ascent felt like gaining an extension of our own team—experts who understand the nuances of our industry and deliver actionable insights without bias,"**

noted **Gabino Trejo**.

# IMPLEMENTATION

## A Structured Path to Insights

The process kicked off with configuring and deploying surveys across Cadden's portfolio and then launching regular pulse checks to track improvement and continuously refine strategies. Regular review sessions with Cadden's leadership translated findings into targeted plans, such as manager training and enhanced communication protocols.

**"Cadden's leadership embraced these insights, implementing targeted improvements that amplified their strengths."**

Noted **Andrea Hardy**

## RESULTS

### Measurable Improvements in Satisfaction and Retention



**Satisfaction Growth:** Board satisfaction, as measured by Net Promoter Score (NPS), a simple metric gauging client loyalty based on how likely boards are to recommend Cadden improved by 50% after one year and by over 65% at 1.5 years, signaling a significant positive shift in client satisfaction.



**High Participation:** 70% of HOAs engaged, participating in at least one survey.



**Data-Driven Interventions:** Enhanced visibility into metrics enables the identification of underlying challenges related to data, including satisfaction levels by location and manager transitions, while facilitating the monitoring of whether implemented changes lead to improved satisfaction outcomes.



**Proactive Churn Mitigation:** Early identification of risks through dashboards and reporting, reducing potential client loss and supporting manager development.



**Increase in Positive Reviews:** With the increase in sentiment, promoters became advocates, boosting positive online reviews.

In community management, where board sentiment can quickly shift, regular NPS tracking and sentiment analysis helps companies like Cadden stay ahead, preventing costly client losses and allowing focus on building a resilient business. These results align with industry facts: Increasing retention by just 5% can boost profits by 25-95%, and CAM Ascent's approach helped Cadden spot dissatisfaction early, allowing visibility to turn account feedback into actionable changes.

**"Seeing our board satisfaction improve so significantly has been game-changing—it's not just a metric; it's proof that we're truly listening to our boards and making meaningful changes,"**

shared **Brett Cadden Anderson**, Owner and President.

# VOICES FROM THE PARTNERSHIP

**"CAM Ascent's neutral perspective gave us honest feedback we couldn't get internally, empowering our team to act with confidence and precision."**



Gabino Trejo, CEO, CAAM®, CMCA®, PCAM® Cadden Community Management

**"Working with Cadden has been rewarding; their commitment to excellence made implementing our data-driven strategies seamless, leading to real sentiment gains."**



Andrea Hardy, Founder, PCAM®, AMS®, CMCA®, SFe® CAM Ascent

## CONCLUSION:

### Elevating Retention for Long-Term Success

By partnering with CAM Ascent, Cadden Community Management not only elevated board satisfaction but also fortified its position as a trusted leader in Southern Arizona. This case demonstrates how targeted insights, coupled with proactive engagement can minimize churn, enhance operations, and drive profitability in the community management industry. For management companies facing similar challenges, CAM Ascent offers a proven path to stronger client relationships and sustainable growth. Discover how CAM Ascent can do the same for you—visit [www.camascent.com](http://www.camascent.com) to learn more.

