



# KPOA Survey Results + Actions

Survey conducted from 08/25/2020 to 09/02/2020 via SurveyMonkey  
Long Range Planning Committee: Greg Newbold Chair

# Purpose of the KPOA Survey

- To evaluate how KPOA can make Kenmure a better place to live, enhance the quality of life, and maintain and increase property values over time.
  - To develop a strategy and set priorities for future plans.
  - To understand our demographics and levels of satisfaction with our current services and amenities.
  - To gather strengths and buying decision criteria for potential future promotion.
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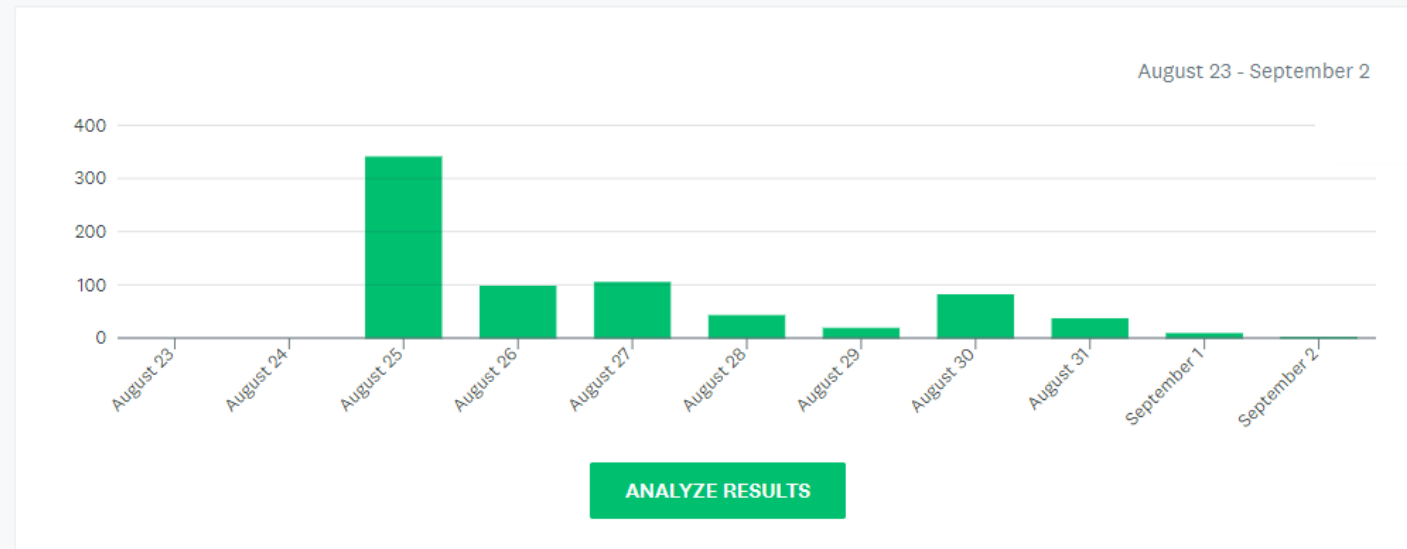
**94% of residents are  
satisfied living in  
Kenmure**

# Excellent response rate, wide range of respondents, similarity to known data allows generalization to the Kenmure population

## Collectors Survey Collection – Responses by Collector and Days

Collector	Status	Created	Responses Collected
Email Invitation 1	CLOSED	8/25/2020	606
Web Link 1	CLOSED	8/25/2020	121

## Responses Volume



- 727 Responses collected via an email invitation and a link to the survey webpage. **Response rate ranged from 55 to 72%**
- Completion rate ~ 90%
- Each resident who has an email in the directory should've received one invitation and 2 reminders.

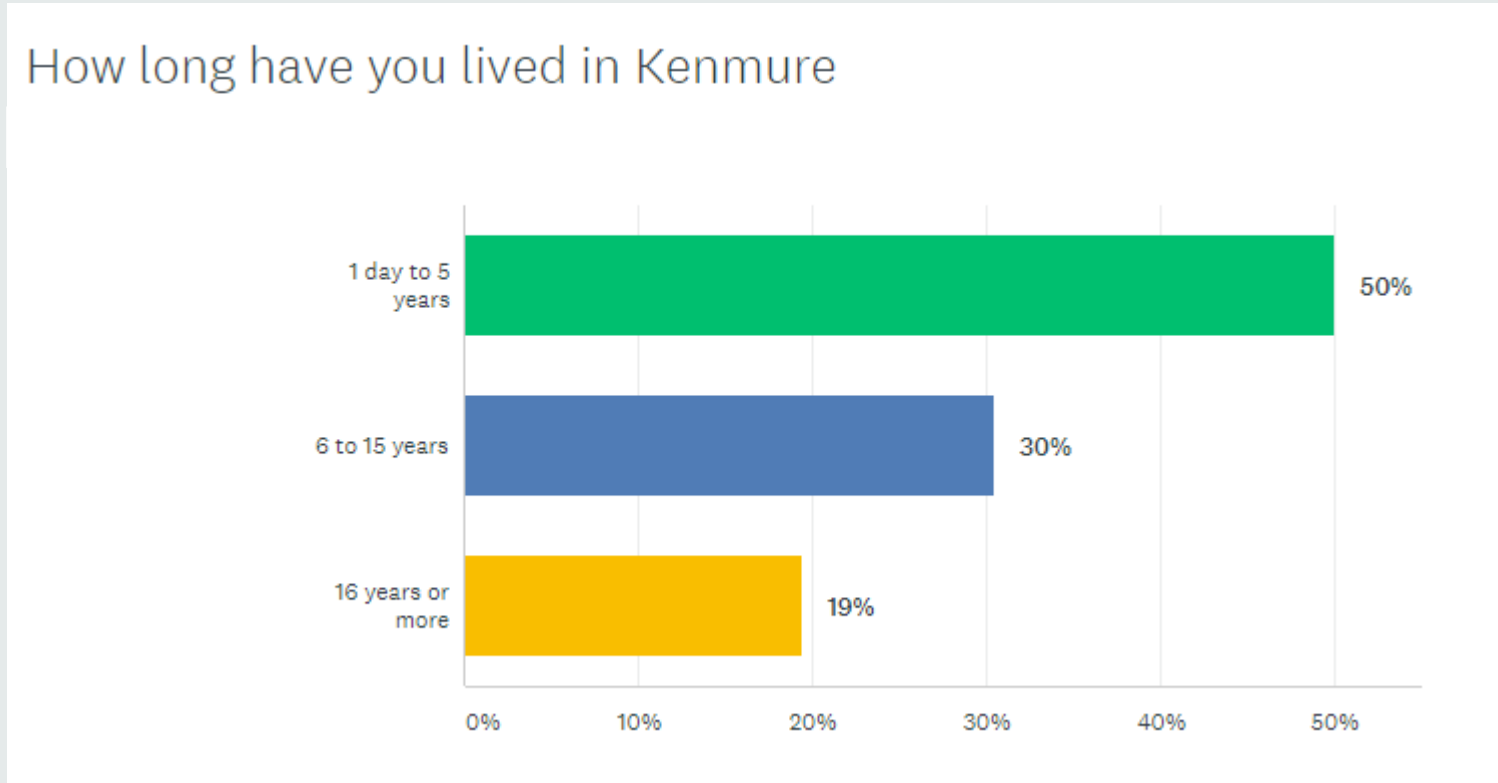
**Excellent response rate**

1049 email invitations from the Kenmure directory were sent of which 839 were opened and 606 responded; the KPOA Alert system reached 1331 emails; response rate was  $55\% = 727/1331$  or  $72\% = 606/839$ ; early and late responders had similar answer profiles adding further support to generalization statement above.

# Demographics of Kenmure Property Owners

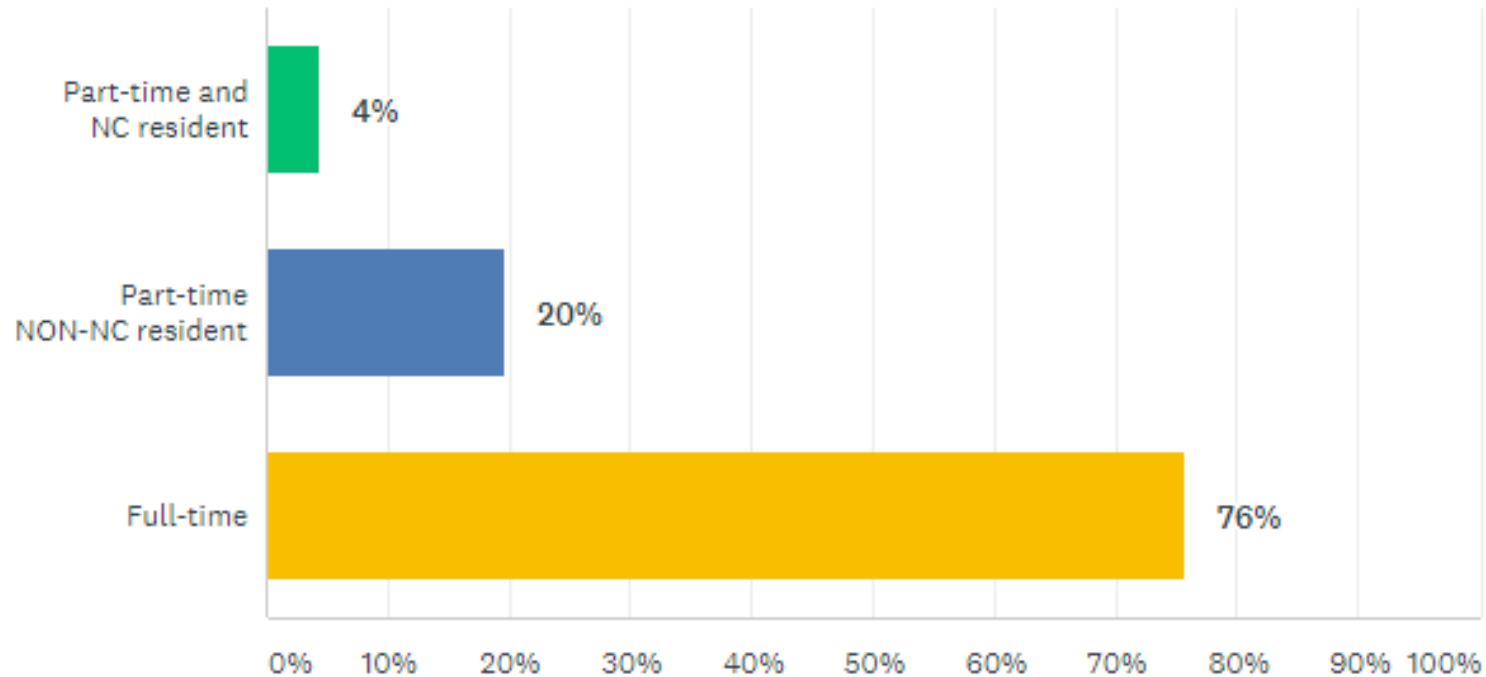
Bonnie Mangold

# Half of residents have lived in Kenmure 5 years or less

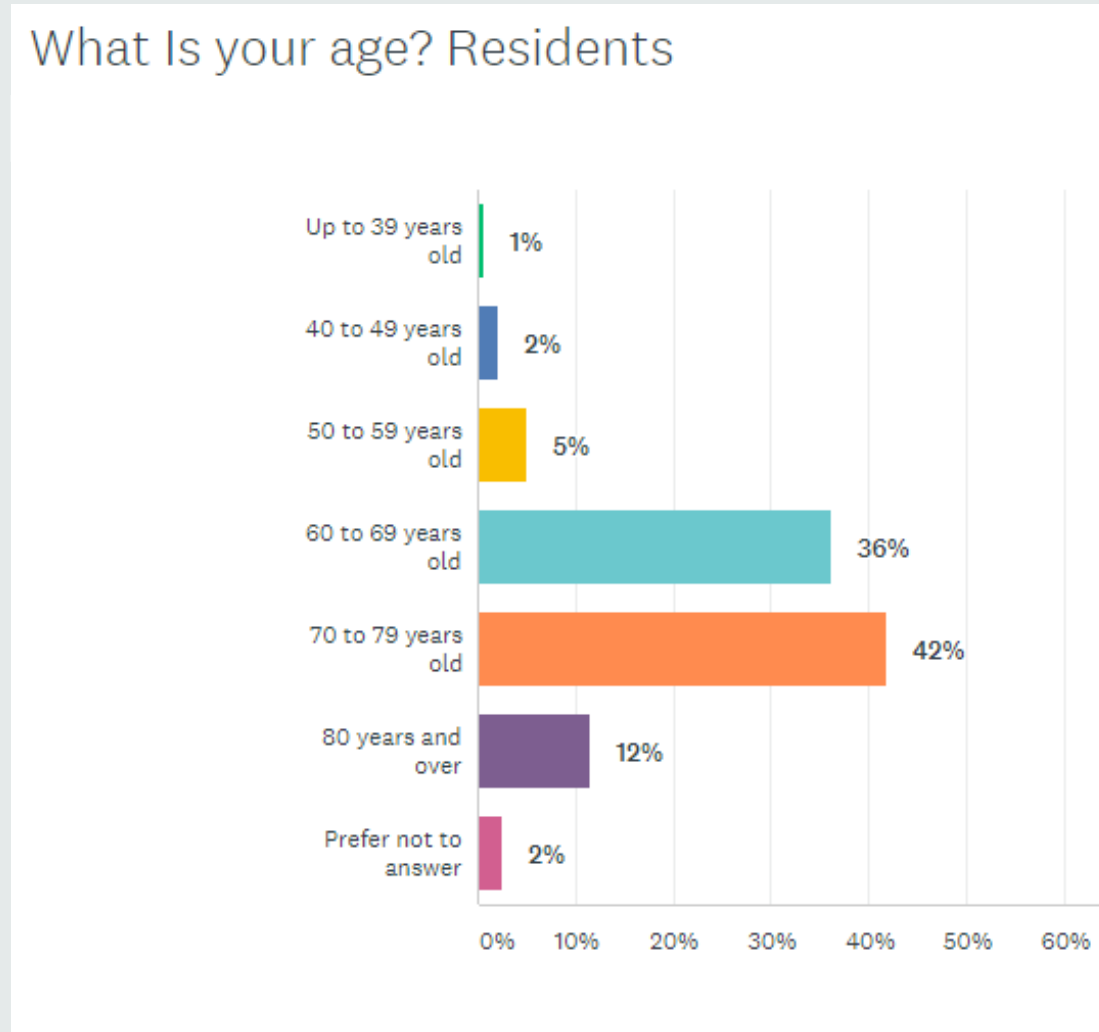


# About 3/4's of residents are full-time with 1/4 part-timers

What is your residence status within Kenmure?

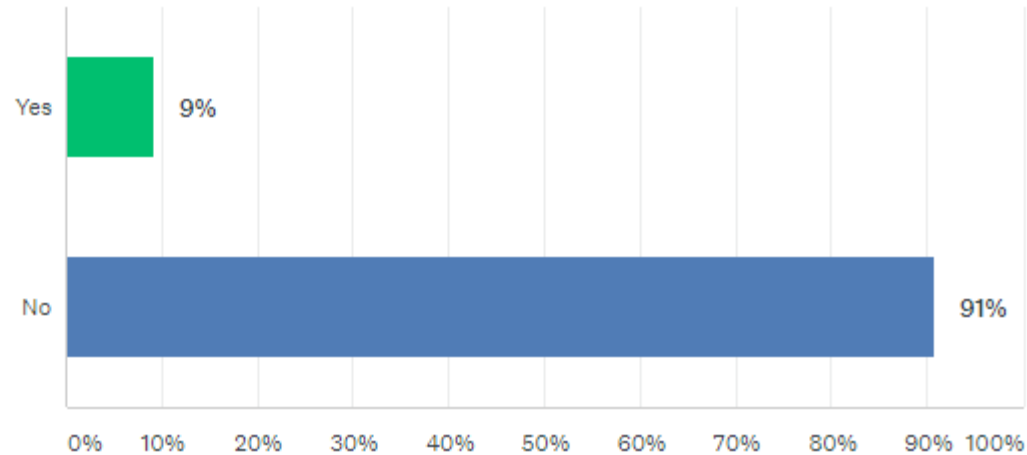


# The majority of residents are from 60-79 years old



# About 10% of our population lives by themselves

Do you live by yourself?



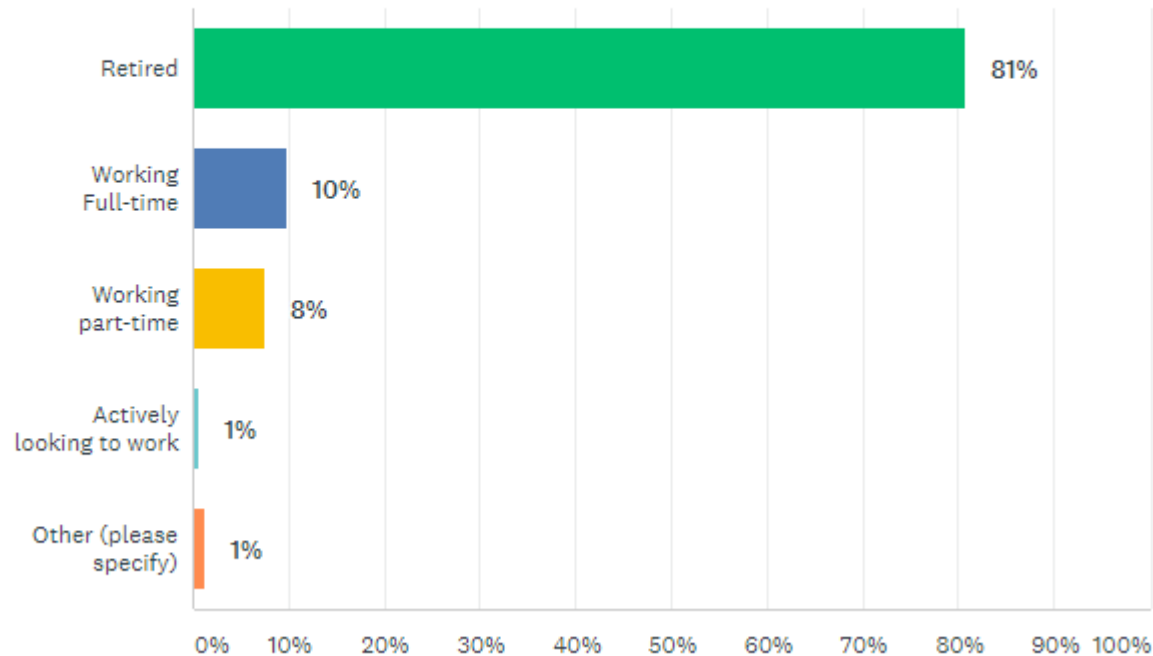
- Of those living alone 77% are female and 23% are male versus 51% female and 49% male of those NOT living alone
- Of all Males only 4% live alone versus 14% of all females

(Both differences above are Statistically significant difference at 95% confidence level)



# The Majority of Residents are Retired

What is your working status?

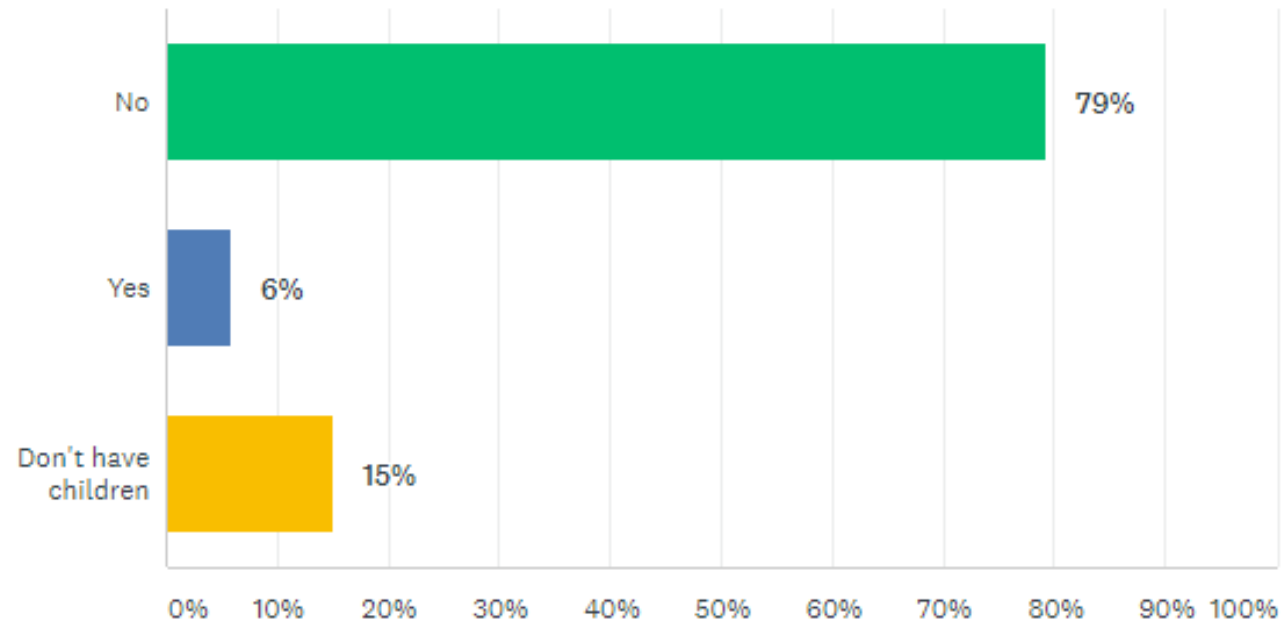


- The “Other” category included responses like “retired but working full or part-time or retired and running a non-profit or volunteering

# Few Residents have children living with them

Are your children/grandchildren living with you in Kenmure full-time?

Answered: 687 Skipped: 40

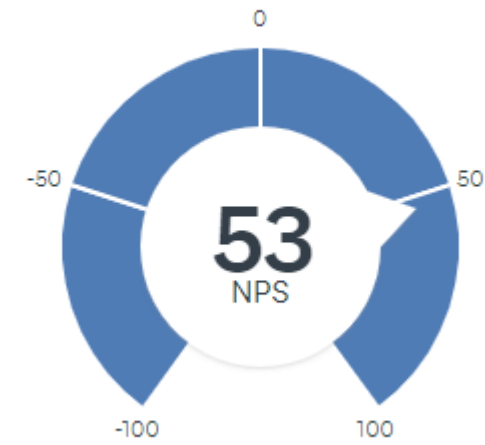
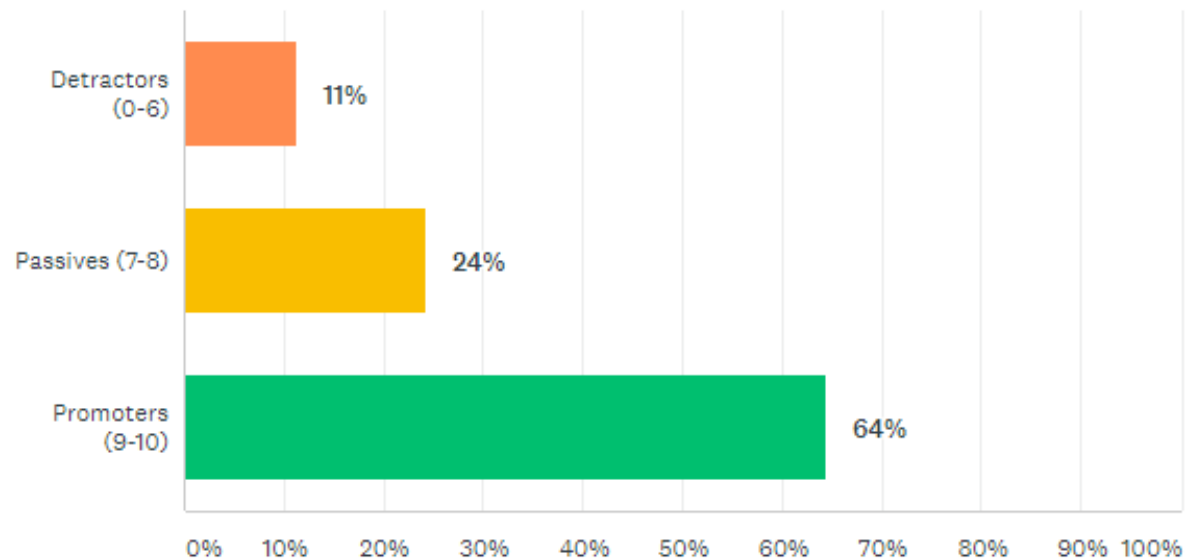


# Satisfaction of Kenmure Residents

Susan Boland

# About two thirds of residents are promoters of Kenmure

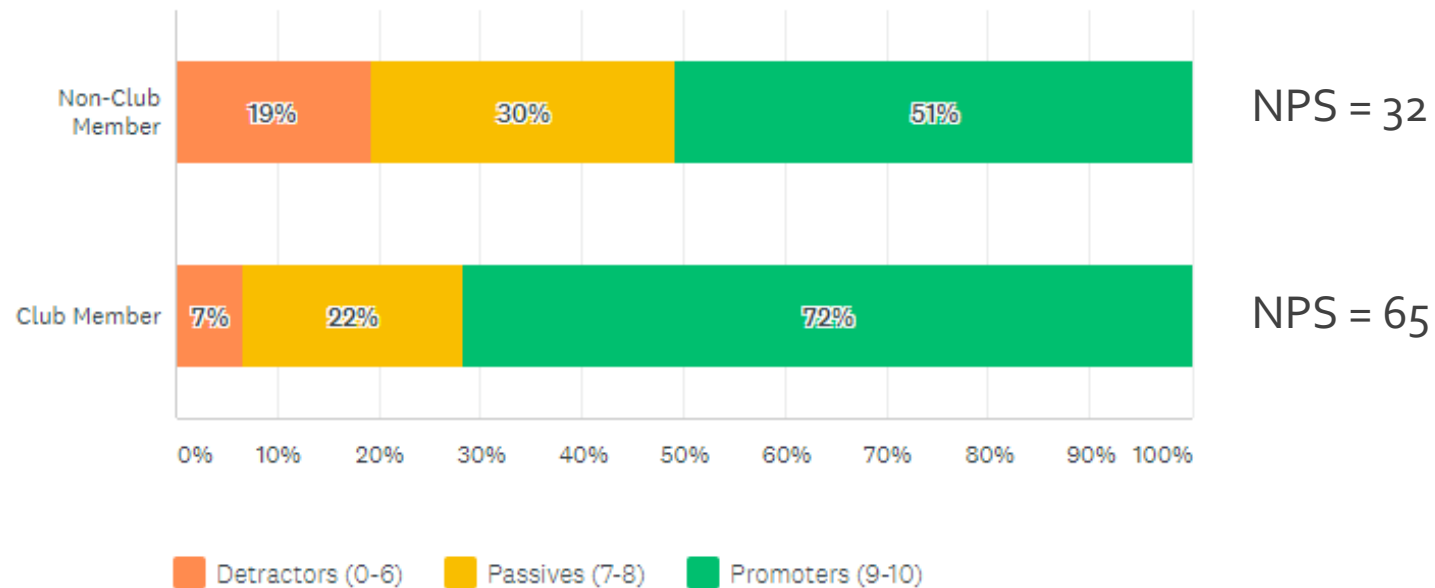
How likely is it that you would recommend living in Kenmure to a friend or colleague?



NPS = Net promoter score

# Club Members are stronger promoters of Kenmure than Non-Club Members

How likely is it that you would recommend living in Kenmure to a friend or colleague?

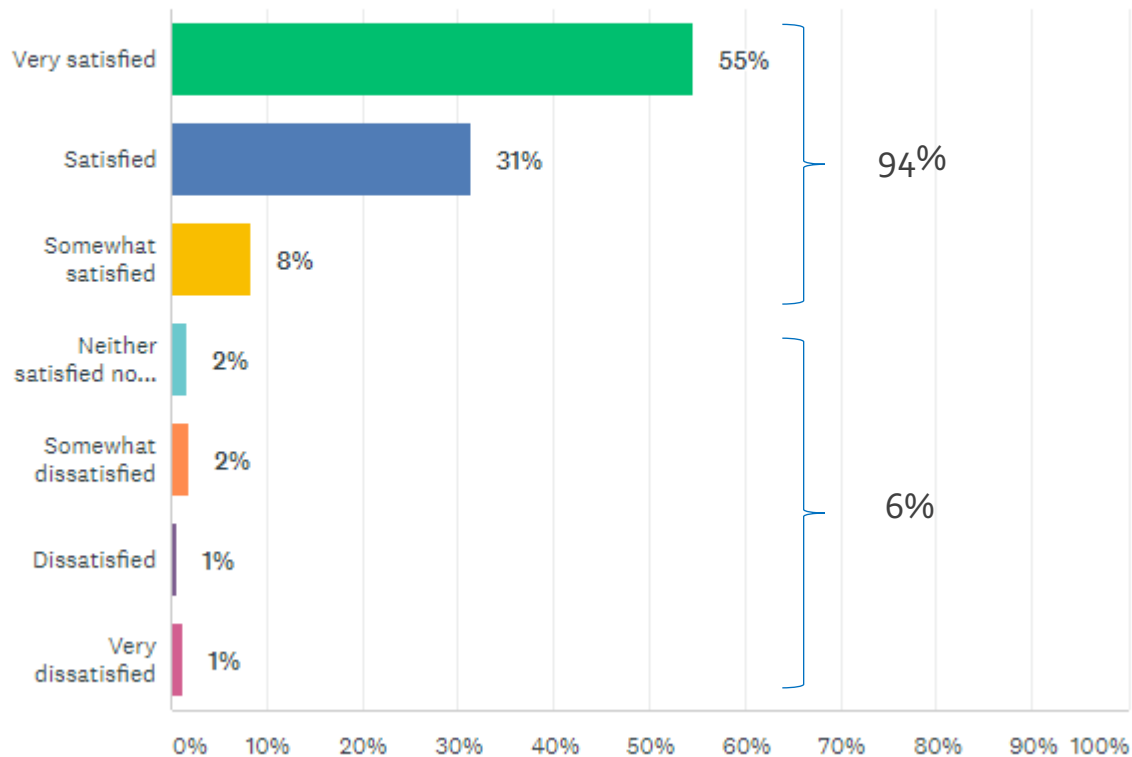


No major difference in NPS for males vs females; whether live alone or not; or by length of residence time

NPS = Net Promoter Score

# The overwhelming majority of residents have some level of satisfaction with living in Kenmure and over half are “very satisfied”

Overall, how satisfied or dissatisfied are you with living in Kenmure?

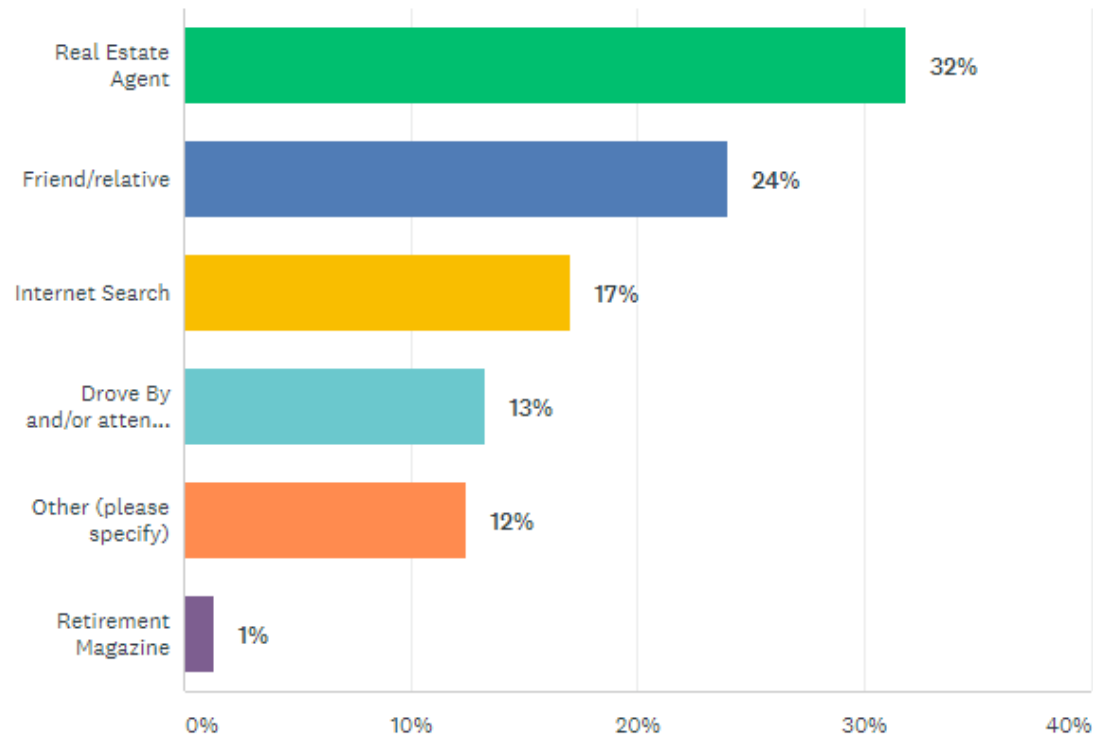


- Level of Club Membership (social, sports, golf) has no effect on one's satisfaction level with living in Kenmure (not shown)

# The primary way residents learned about Kenmure was from a Real Estate Agent.

How did you initially learn about Kenmure? Choose one

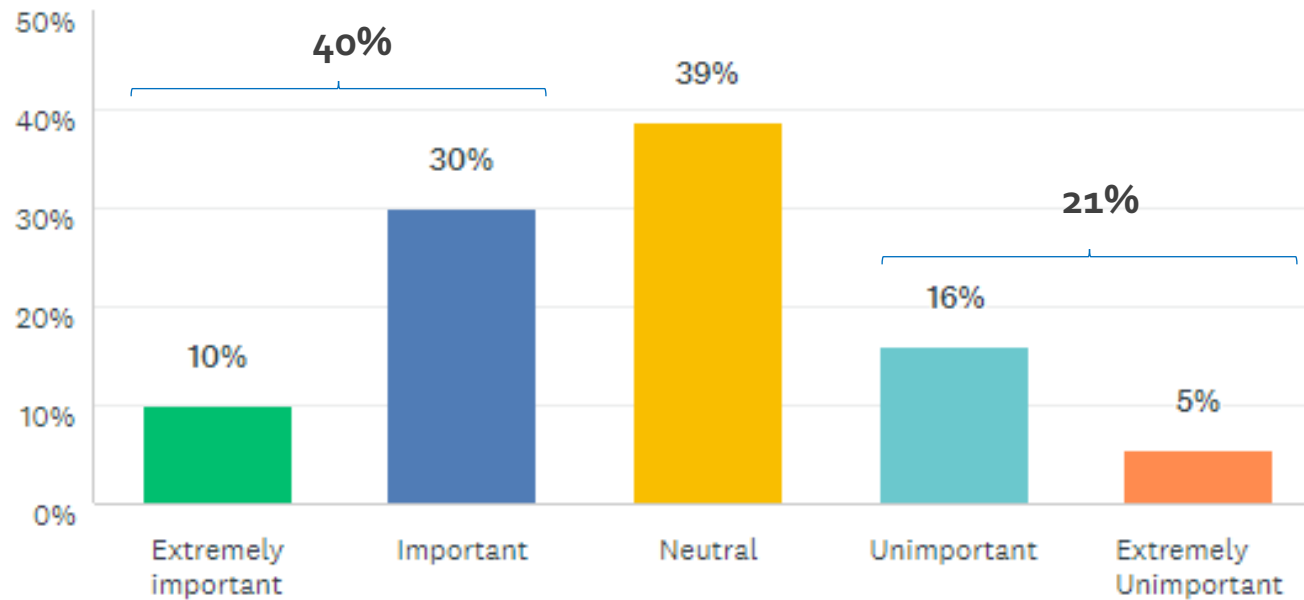
Answered: 675 Skipped: 52



In the "Other" Comments; many mentioned living in the area (17) or hearing about it from a local person while in the area (12), some aspect of golf (9) or vacationing/renting in the area/Kenmure (7)

# More favored than disfavored having a multigenerational community with most being neutral

How important is it to you that Kenmure is a multigenerational community including families, working households, and retired households?

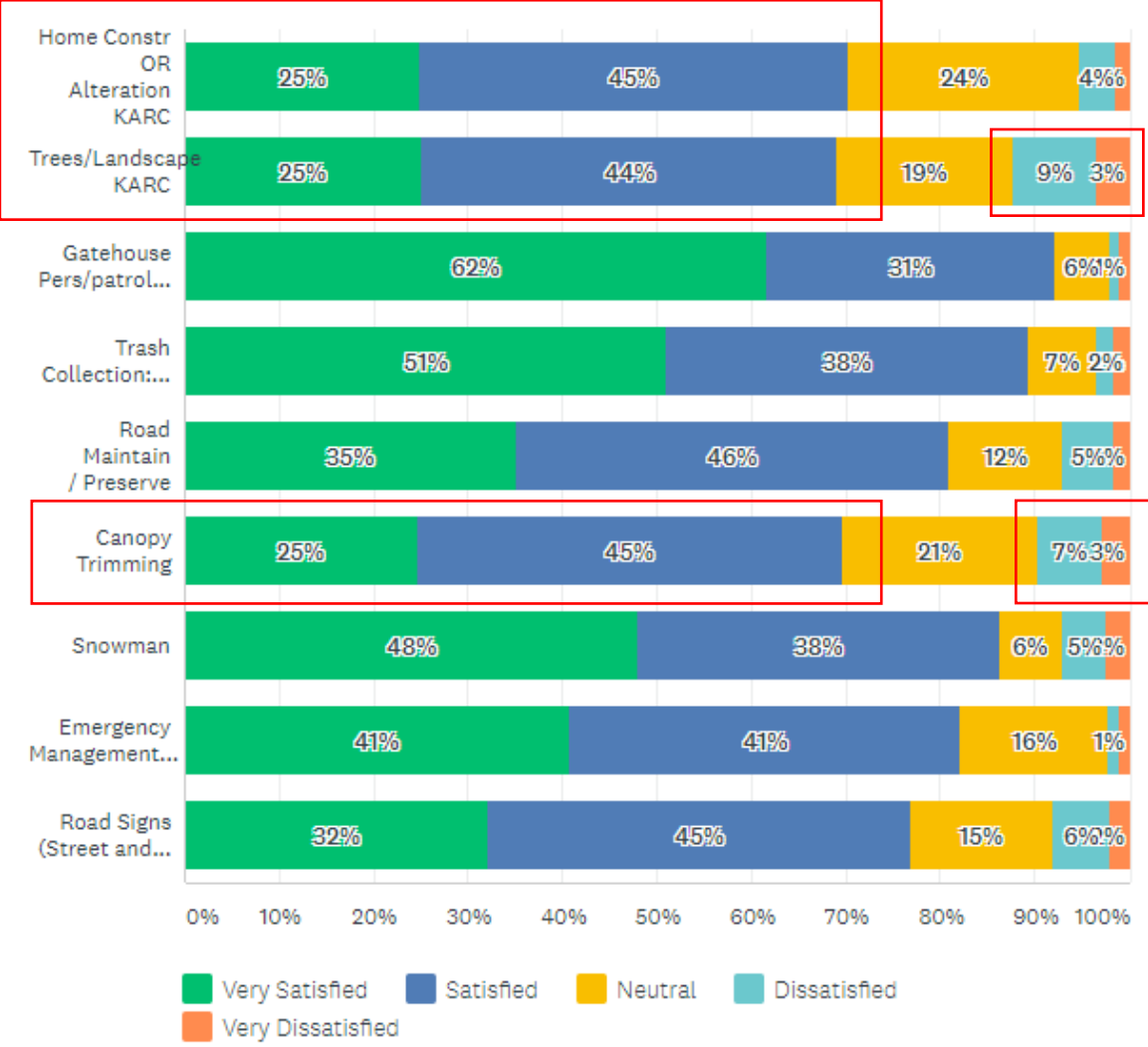


Overall  
Skew =  
**+19%**

Skew =  
important  
boxes minus  
unimportant  
boxes



How satisfied or dissatisfied are you with KPOA Committees - please use N/A for not applicable.



Although all committees had satisfaction levels of 69% or higher, the committees with fewer satisfied residents were:

KARC for home construction or alteration and for Trees or Landscaping.

Road Committee for Canopy Trimming.

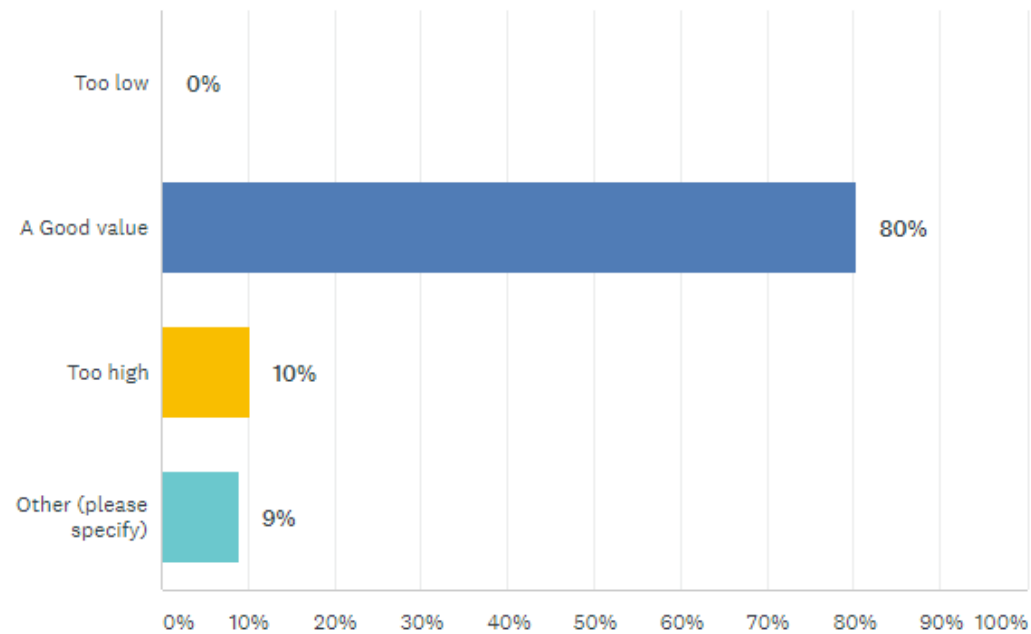
The two areas of highest dissatisfaction were the Trees/Landscaping and the Canopy Trimming.

The other committees have > 81% or higher satisfaction levels (top 2 ratings combined).

641 Responses, N/A responses were removed and percents recalculated: % NA that was hidden: KARC Home construction/alteration 15%; KARC Trees/landscape 4%, Gate House/Patrol Operations 1%, trash collection 2%, Road maintenance/preservation 3%, Canopy Trimming 4%, Snowman 6%, Emergency mgmt. 11%, Road Signs 2%

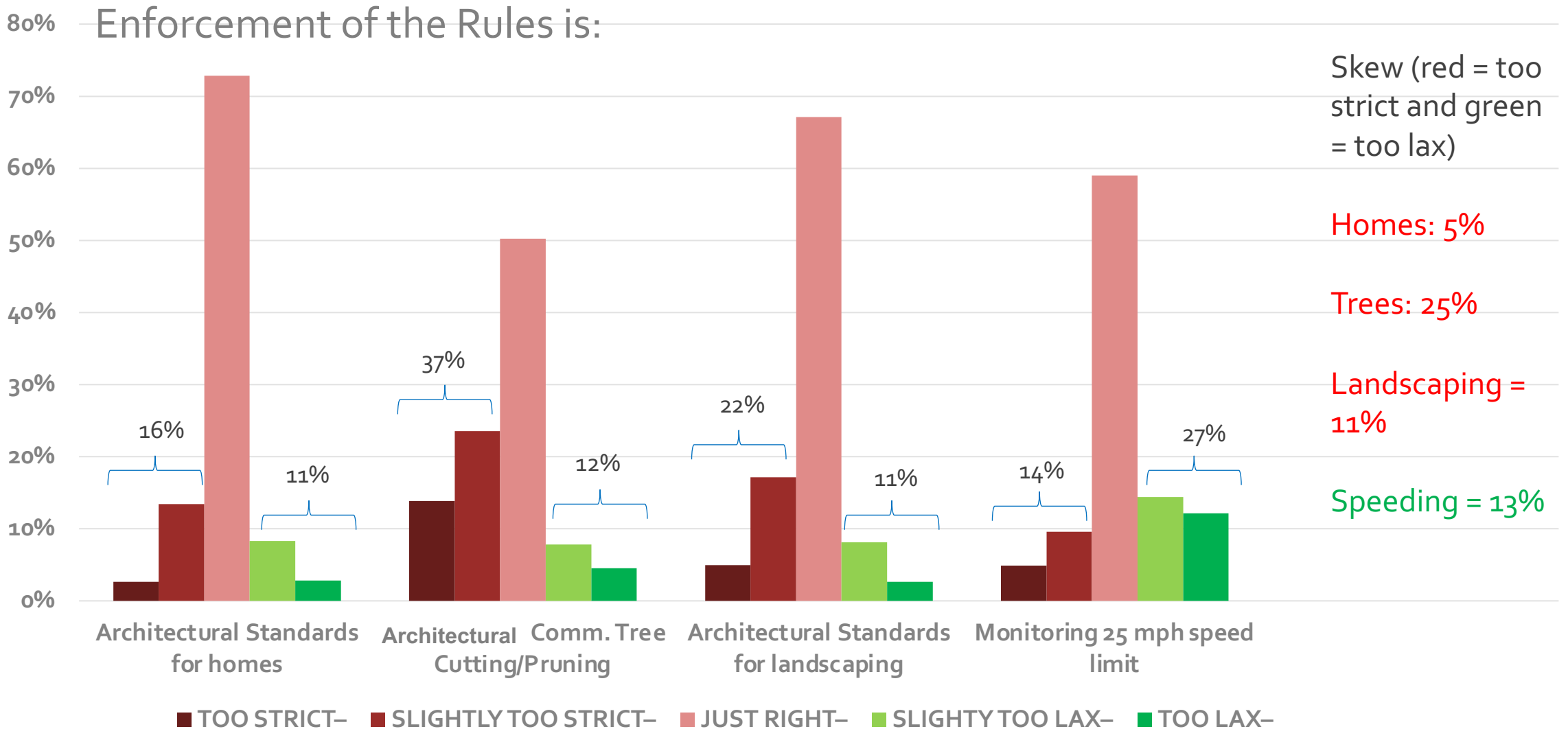
# 80% view the KPOA assessment fee is a good value

The current annual KPOA assessment (security personnel, road maintenance, snow plowing, trash pickup, right of way mowing/leaf blowing, signage) of \$1335/home and \$1001/lot is:



30% of respondents have an association fee in addition to the KPOA annual fee (not shown)

There is a slight skewing of responses toward viewing of the Enforcement of Rules as being too strict with Tree Cutting and Pruning being viewed as the most “too strict” and speed monitoring somewhat “too lax”



Architectural standards for houses had 108 N/A responses or 17%; Tree Cutting/pruning had 39 or 6% N/A responses, Landscaping had 73 or 11% N/A responses and Monitoring speed had 21 or 3% N/A responses. Total for each was 638 responses for each section. N/A responses were removed from graphed bars

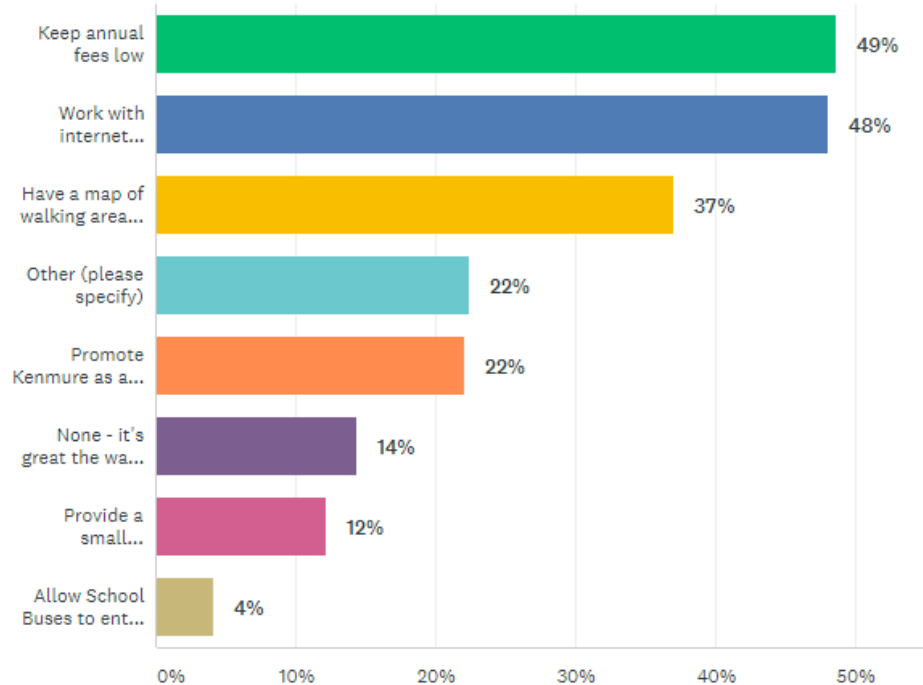
# Enhance Living at Kenmure

What actions could KPOA take to enhance your living at Kenmure?  
Some representative Verbatims (number in parenthesis is # of similar responses)

David Amsler

# The Top Two Actions to Enhance living at Kenmure are to keep Annual Fees Low and to Work with Internet Providers for better service

What actions could KPOA (Kenmure Property Owners Association) take to enhance your living at Kenmure? Choose those that apply



Non-Club Members had more (64% vs 42%) who wanted to keep annual fees low and fewer (8% vs 18%) who replied "None, it's great the way it is"

More social members (54% vs 34%) wanted to keep fees lower compared to Golf members

More females (44%) wanted a walking map than men (30%)

The shorter you've lived here the fewer chose "none, it's great here"

1 day to 5 years = 9%

6 to 15 years = 17%

16 plus years = 25%

Those living with children chose "a playground"(42%) vs 12% with those not living with children to 2% of those never having had children; Allowing bus to turnaround was chosen 16% for those with children vs 4% or 0% respectively.

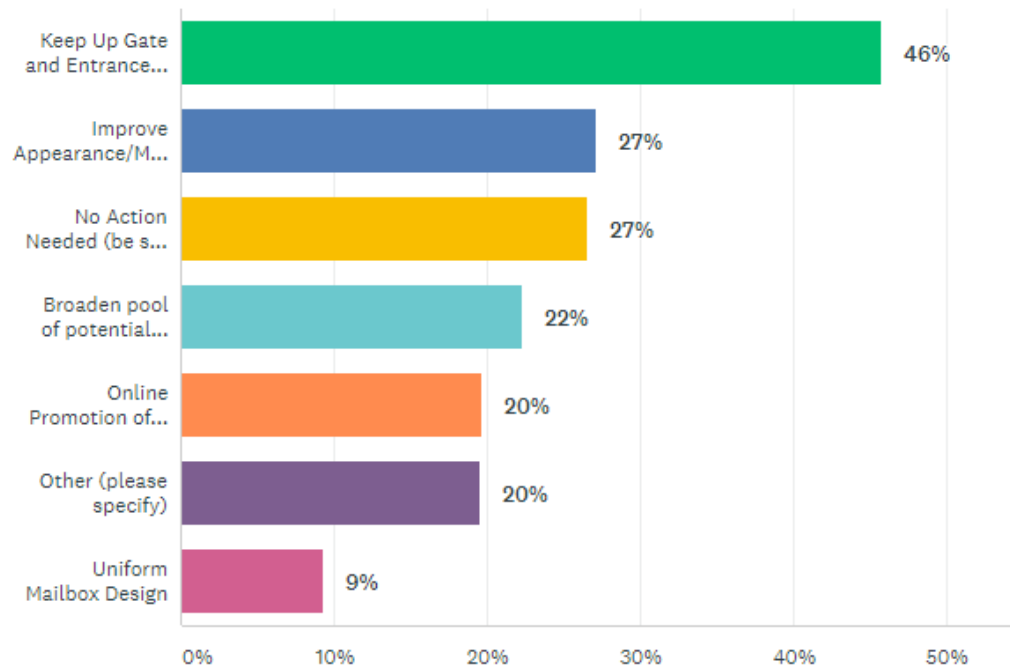
# Enhancing Property Values

What actions should KPOA take to enhance our property values?  
(choose most important one(s))

David Amsler

# Primary Action for KPOA to Enhance Property Values is to keep up the Gate Entrance

What actions should KPOA take to enhance our property values? (choose most important one(s))



Males chose “online promotion” more than females (26 vs 14%) and females chose “keep up the gate and entrance appearance” more than males (51% vs 40%)

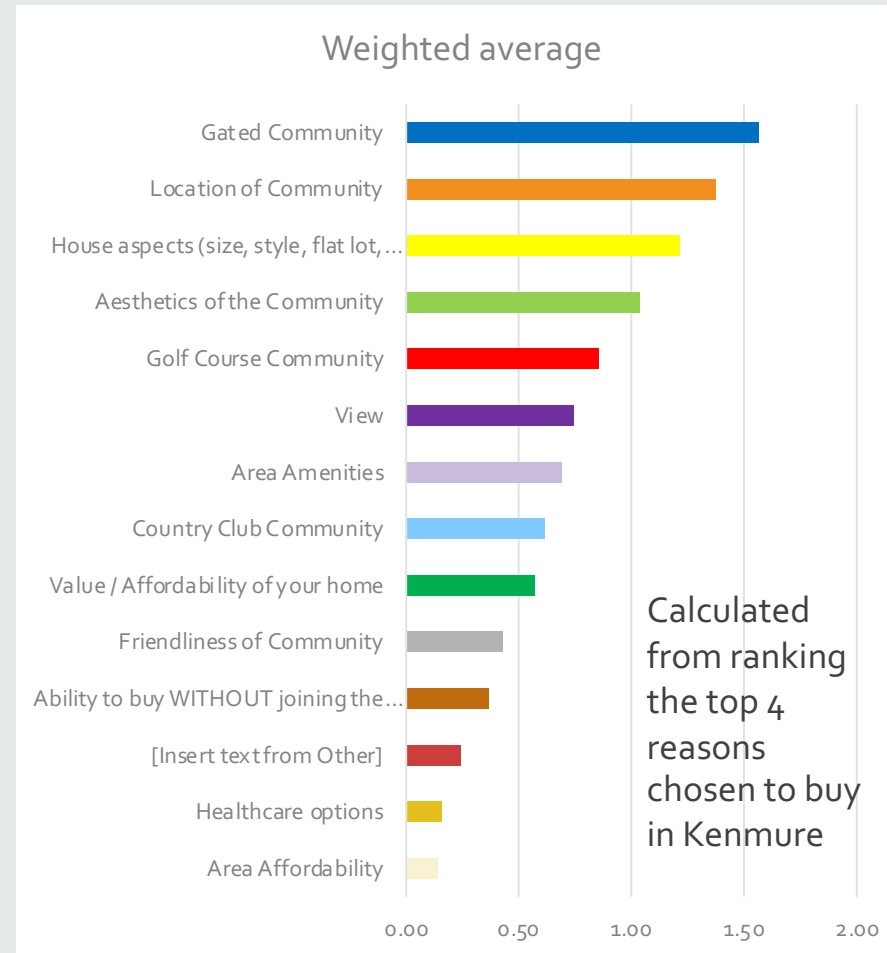
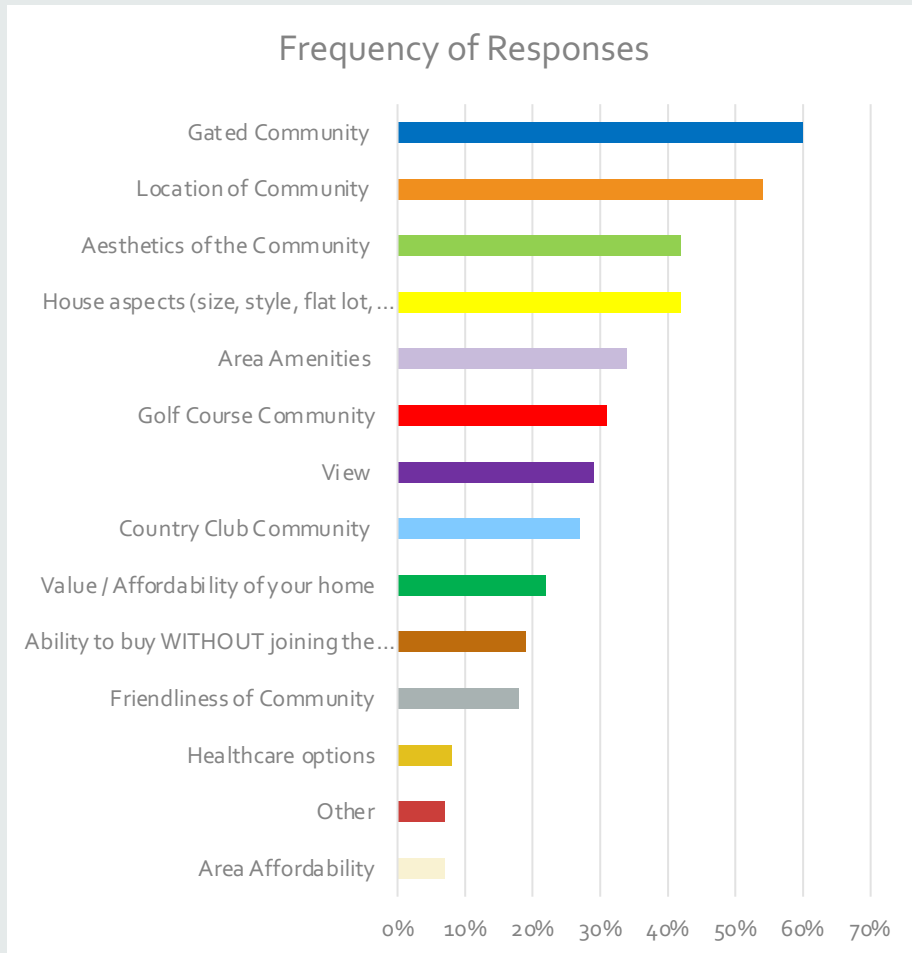
Longest-term residents (16plus years) chose “Improve appearance/maintenance of all rights-of-ways” more than newer residents: (40% vs 22-26%)

# Buying Decision Factors for Choosing Kenmure

David Amsler



# Top 3 Reasons People bought in Kenmure – Gated Community, Location of Kenmure, and the House Aspects (Weighted Average)



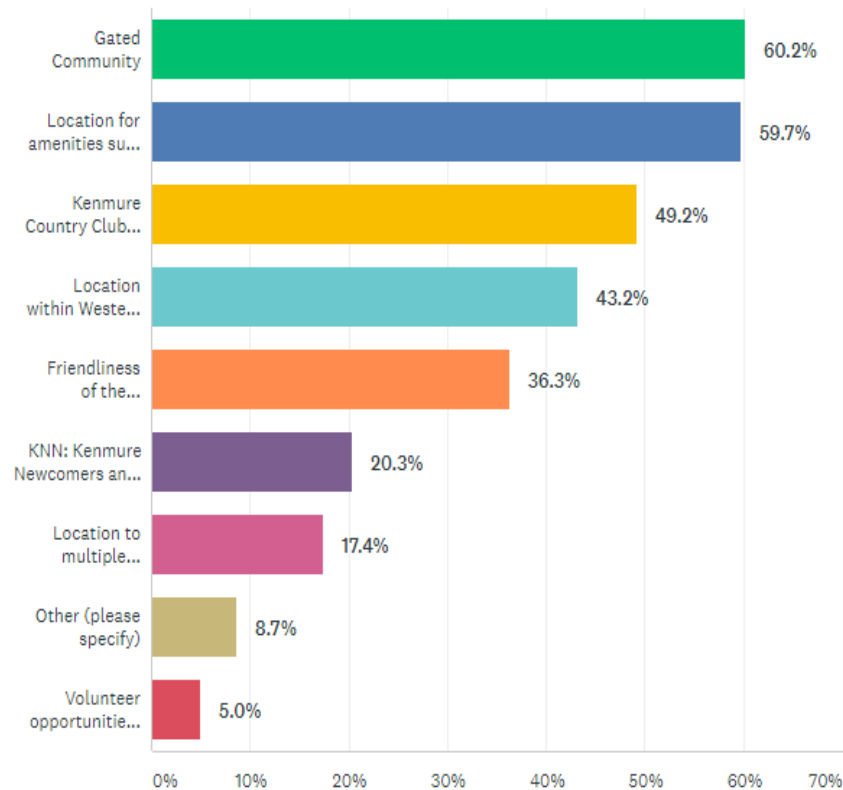
For Ranking, the weighted average gives greater importance to higher ranked choices and thus House Aspects, View, Golf Course Community rise and Aesthetics of the Community, and Area Amenities fall when calculating a weighted average for Ranking the Top 3 Reasons

# Strengths of Kenmure

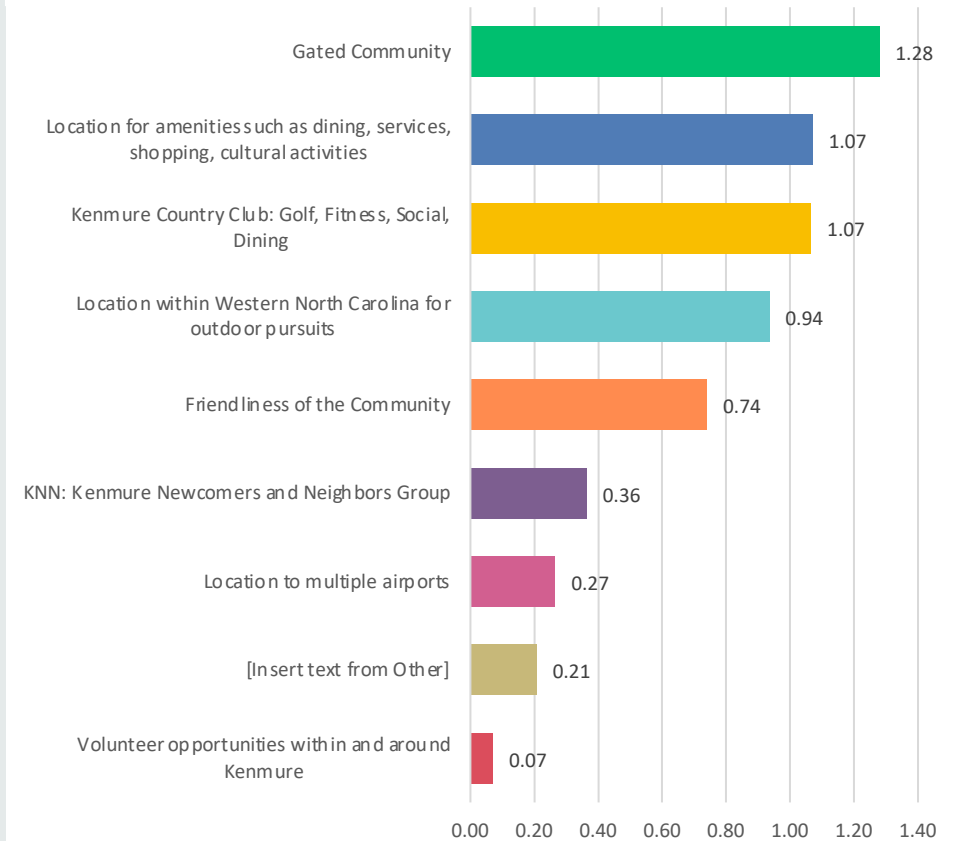
David Amsler

# Top 3 Strengths of Kenmure are the Gated Community followed by Location of Amenities and the Kenmure Country Club

Please choose Kenmure's most important strengths (choose your top 3 strengths) Frequency



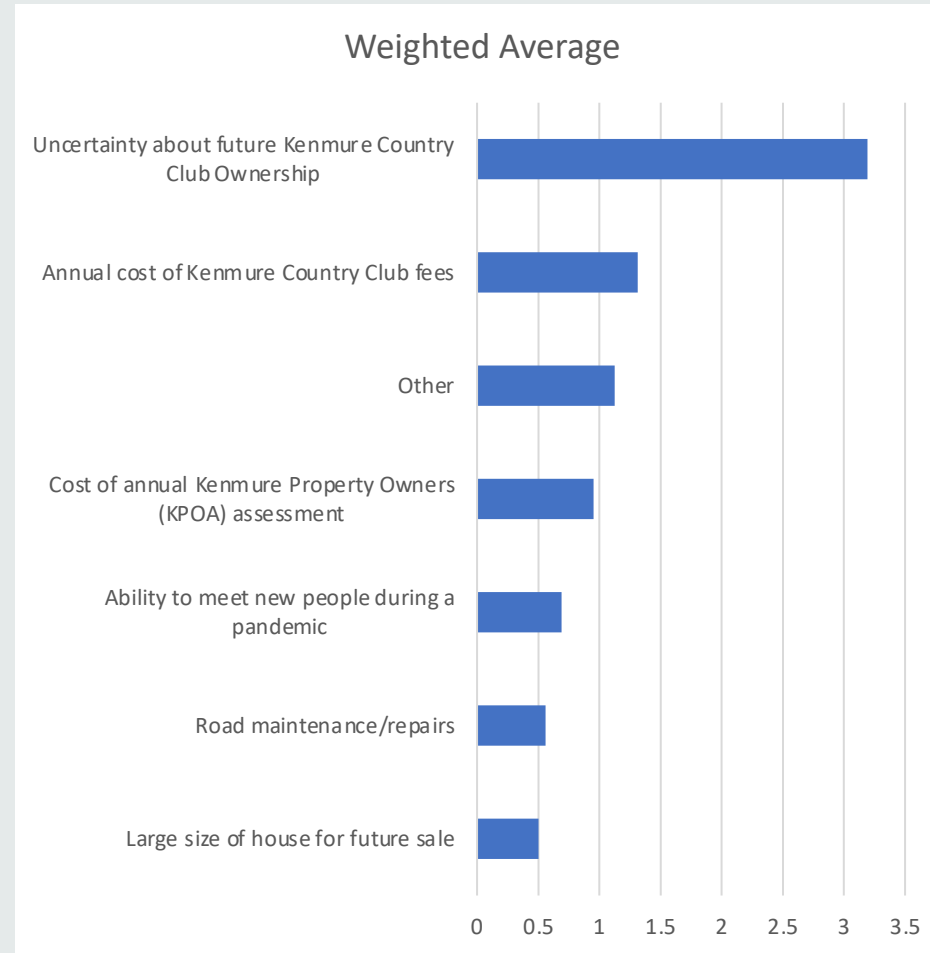
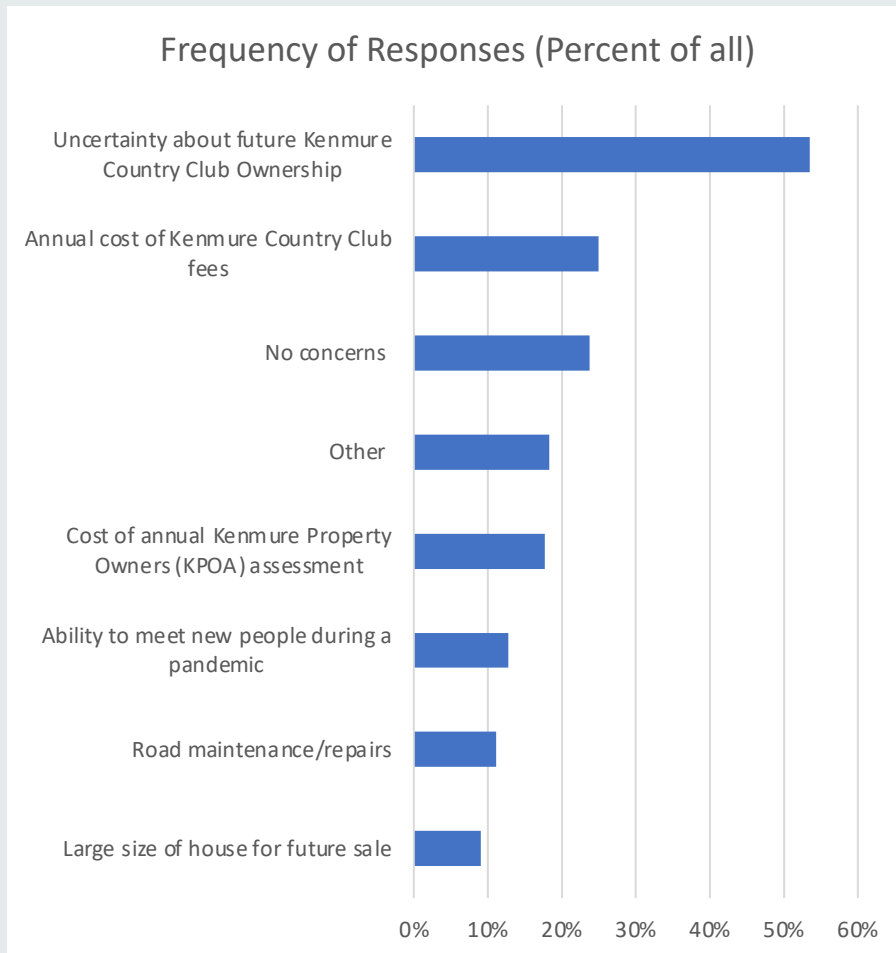
## Weighted Average



# Concerns of Kenmure's Residents

Nick Weedman

# About 25% didn't express any Concerns; for those than did the #1 concern was uncertainty of future Kenmure Country Club Ownership



weighted average doesn't show any difference in ranking (note "no concerns" respondents didn't rank the questions)

# General Thoughts

- People don't seem to understand the difference between KPOA and KCC – keep getting a mix of comments about the club when it's a KPOA oversight and vice versa
- Some people aren't aware of the *Plan for Transition of KEI from Kenmure*
- Reasonable number of suggestions were received throughout the survey comments – see file containing all the verbatims

# Realtor Feedback

Interviews conducted April 17<sup>th</sup> to 24<sup>th</sup> with 5 Realtors knowledgeable  
about Kenmure

Greg Newbold

# Realtor Feedback to Enhance Property Values and QoL

- 5 realtors with 1+ hour interviews each – same questionnaire, high volume sellers in Kenmure, 2 lived in Kenmure, 1 with KEI, one president of real estate association
- Realtors are very positive about Kenmure and its location within Western North Carolina.
- Kenmure needs to promote itself on the internet which should be life-style oriented showing Kenmure's beauty and activities. Newer buyers are more interested in hiking, biking, other activities.
- Potential buyers often ask about viability of our Country Club + golf course because of national declining interest in golf and closure of many courses.
- Some potential buyers perceive Kenmure as unfriendly to children. Yet families were viewed as a key demographic for both the larger homes within Kenmure and for Kenmure's perceived value.
- The Newcomers' group is positively received for a way to integrate quickly in the community.
- The majority of realtors are NOT knowledgeable about Kenmure and some draw upon KEI Realtors or club personnel, if available, to fill the gap during a buyer showing.
- All Realtors\* interviewed viewed that requiring club membership would decrease sales.

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\*5 Realtors interviewed; 2 lived in Kenmure (Condo + residence), 1 with KEI, high volume sellers from Hendersonville firms, one president of real estate association



# Recommendations:

Greg Newbold

# Recommendations

- 1) Examine options for making walking safer (Slide #53 and verbatims).
  - a) Create a walking map for areas within Kenmure (include parking options)
  - b) Investigate/cost analysis for adding sidewalks/shoulders/trails
  - c) Discuss ways club could extend walking in/around the club to all residents
  - d) Investigate / cost analysis for signs to alert drivers of walkers
- 2) Examine ways to improve Internet Speeds + bandwidth for lower costs (Slide #53 and verbatims).
  - a) Investigate a community-wide service like trash collection
  - b) Investigate a fiber optics solution for entire community
- 3) Continue improving the community appearance and safety (Slide #62 and verbatims)
  - a) Entrance/gate house, rights-of-ways, and canopy trimming
  - b) Ensure construction AND alterations are done in a timely fashion
- 4) Communicate the value of our annual assessment fee including what it encompasses, examples of fees in comparable organizations, and the actions taken to keep it as low as possible (slides 43-5, 79)

## Recommendations – Cont.

- 5) Create solutions for the small resident groups to connect; ie families, singles, lot owners, which could also extend to interest groups. (Verbatims)
  - a) List serves? Have KPOA Office keep lists of small resident groups? Other ways?
- 6) Ensure consistency of committee actions from term-to-term and investigate standards
  - a) Board should investigate with advice of KARC the policy on tree cutting / home alteration + landscaping because standards were viewed as being too strict (slides # 38, 46)
  - b) Board should investigate with advice of Security Committee the policy on speeding as standards were viewed as too lax (slides #38, 46)
  - e) Have KPOA Committees examine whether all the rules are necessary and only include those that support the declarations (verbatims)
- 7) Re-examine new resident orientation as nearly half of residents have been here less than 5 years (slide 9, verbatims indicating lack-of-knowledge of various topics)
- 8) KPOA should show that it's listening to the community – if it can't act on a recommendation, it should explain/communicate why it won't/can't act on a recommendation (verbatims as above)

# Recommendations – Cont.

- 9) Promote Kenmure online to enhance property values by increasing demand – ie Zero to minimal cost options (realtor results, slide 62)
    - a) Create a subcommittee to utilize the knowledge within the community for the creation of promotional materials to be used on the website; electronic materials that realtors and/or home sellers could use
    - b) Investigate how best to educate Realtors/Realtor Offices using promotional materials (digitally for them to produce if desired)
  - 10) Determine what type of community Kenmure wants to be ie how multi-generational. How does Kenmure want to be described to future buyers for example. (Slides #36, 37, realtor feedback)
  - 11) Task the Long-Range Planning Committee to refresh the *KEI Transition Plan* and create talking points that explain the extent of planning and array of options for new ownership with the goal of enhancing and preserving property values. (slide 79, Verbatims)
  - 12) Release ALL the survey results online ie the full slide deck, the verbatim file, the realtor summary results
    - a) To all the property owners
    - b) To Lee King / KCC
  - 13) Run and analyze another survey before our paid subscription to SurveyMonkey expires on June 30<sup>th</sup> 2021. Paid subscription allows subgroup analysis.
  - 14) Announce winner of survey drawing at annual meeting.
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A blue scroll graphic with the text "The End" written in white. The scroll is horizontal and has a slight 3D effect with rounded corners and a shadow on the right side.

The End