

Knowledge Gets Managers Started. People Skills Help Them Succeed.

For HOA management companies, technical knowledge and interpersonal performance solve different parts of the same leadership challenge. **CCAM and S-CHP are complementary - not competing - credentials.**

CCAM	S-CHP™	TOGETHER
Validates California-focused HOA knowledge, law, ethics and management practices.	Evaluates how managers communicate, listen, think, negotiate, manage conflict and build relationships.	A broader professional-development model: knowledge + applied interpersonal competency.

What S-CHP™ Adds to Your Manager Development Strategy

S-CHP™ is designed around the human side of community management - the skills managers use when a homeowner is upset, a board is divided, a vendor relationship is strained, priorities compete, or a difficult decision must be communicated with clarity and professionalism.

• Communication	• Active Listening	• Conflict Management	• Critical Thinking
• Emotional Awareness	• Interpersonal Effectiveness	• Negotiation	• Relationship Building

A Clear Comparison for Decision Makers

	CCAM	S-CHP™
Primary question	What does the manager know?	How does the manager perform?
Primary focus	HOA management knowledge	Professional / interpersonal competencies
Communication	Supporting management skill	Core competency
Conflict management	Management application	Core competency
Critical thinking	Applied indirectly	Directly assessed
Relationship building	Indirect	Directly assessed
Assessment model	Coursework + proctored exam	Scenario-based SkillGP assessments

Why this matters to a management company	A practical development path
Stronger communication can support better board and homeowner interactions, more constructive conflict handling, stronger professional presence, and more consistent relationship management.	Know it. Build the management foundation. Practice it. Apply interpersonal skills to real HOA scenarios. Demonstrate it. Validate competency through S-CHP™.

Build Managers Who Know the Work - and Can Lead the People.

Explore S-CHP™ for your manager-development program at hoa-now.com

Positioning is based on the HOA-NOW CCAM vs. S-CHP comparison. CCAM is a credential of the California Association of Community Managers (CACM). HOA-NOW™ and S-CHP™ are independent and are not presented as affiliated with CACM.