

**“Frustrated with the lack of communication with your HOA management company?”**

**...open communication with  
your HOA is our priority.  
Call us today!**

**512-670-5187**

**[www.psprop.net](http://www.psprop.net)**

**PS**

**Property Management Company, Inc.**

**HOA & CONDOMINIUM MANAGEMENT SPECIALIST SINCE 1987**

## THE CONTENTS



6 MAIN FEATURE

### The Friendship Festival

Fiesta Amistad offers great times while promoting a good cause.

11 TALENT

### Creating Cards with Class

Lynn Cox creates hand-crafted greeting cards and scrapbooks that delight.

14 BUSINESS FOCUS

### They've Got Your Back

Relax Mattress offers sleep solutions for everyone.



18 BUSINESS FOCUS

### The Velvet Hammer

P.S. Property Management helps HOAs protect property values.

20 BUSINESS FOCUS

### Service Above and Beyond

AshLaur Real Estate, Inc. raises the bar when it comes to excellent real estate service.

22 SCHOOL MATTERS

### Faith in Education

Pflugerville welcomes the Concordia Cardinals.



26 MAKEOVER

### Queen for a Day

One lucky woman won a day of pampering and prizes with the help of several local businesses.

And ...

**PLUGGED IN** Stay enlightened and in touch with current books, the latest movies, and live music in the area. **17**

**SAVE THE DATE** Keep current on this month's events and festivities. **30**

*Now Everyone Can Afford Laser Hair Removal*





**ALLURE**  
laser & day spa

**512.388.5656**  
www.AllureLaserDaySpa.com

Bikini w/FREE Underarms	\$75
Extended Bikini w/FREE Lip or Chin	\$89
Brazilian	\$99
Abdomen Line	\$38
Above Tailbone	\$38
Underarms w/FREE Lip or Chin	\$75
Full Legs	\$199
Lower Legs	\$129
Chest or Stomach	\$139
Back	\$139
Both Arms or Shoulders	\$75
Full Face	\$99
Nape of Neck	\$38
Feet & Toes	\$38

**PAY AS YOU GO AND LOCK IN THESE PRICES AT YOUR FIRST APPOINTMENT!**

Old Town Square  
One Chisholm Trail, Suite 5150  
Round Rock, TX 78681

# The Velvet Hammer



By C. Wayne Dawson

**P.S. Property Management helps HOAs protect property values by speaking softly and carrying a fair contract.**

*Rick Zilem, Phyllis Starr, Terry Zilem, Ricky Zilem*

**“W**e have two jobs,” says Phyllis Starr of P.S. Property Management. “We manage risk for our Homeowner Association (HOA) clients. Our second job is to teach people to live in peace with one another.” Doing our job helps the HOA do theirs, namely, protecting property values

How does such a lady-like grandmother keep irate neighbors from declaring war on one another

and her property management company? “People have a hard time being ugly with me because I’m fair, never raise my voice, and stick to my guns. That’s why my daddy called me ‘The Velvet Hammer.’”

Managing risk can be a tall order, especially when Phyllis and her family-run business take on a new client. “When a HOA calls us, it’s because their former management company messed up,” she says. One client had \$80,000 in

delinquent dues on the books, due in part because the former managers collected dues quarterly. Meantime, security and maintenance crews were paid monthly. The bills mounted so high that the former company had to levy a special assessment on the homeowners, who were understandably upset.”

P.S. Property Management stepped in and immediately scheduled collections monthly. “It was a lot of work,” Phyllis says, “and some of the

homeowners protested. But within six months we brought the debt down to \$20,000 and offered owners a discount if they paid their dues yearly. The problem was solved.”

The root of much friction between an HOA and their management company on one side,



and the homeowners on the other, is that a lot of real estate agents don't inform buyers of community requirements. Phyllis knows which residents never reviewed their covenants when she gets phone calls asking “What do you mean I can't breed dogs on my property?” or, “What do you mean I can't park a boat trailer in my driveway?” She advises purchasers to read their HOA restrictions before they buy.

Another cause of stress between homeowners and managers is that many such companies take on too many customers with too little staff. Small to medium clients receive scant attention, while larger ones are serviced better. P.S. Property Management, on the other hand, takes pride in taking care of each community equally. Phyllis personally trains each employee, including three generations of family members who work at P.S., including her son Rick Zilem and his son Ricky, both possessing degrees in real estate and finance.

To learn more about running a community fairly and efficiently, contact P.S. Property Management at (512) 251-6122. ■

**Is your HOA management company burning through your community's money?**

**YOU HAVE OPTIONS!**

Call now to find out how to save your community thousands

*PS* Property Management Company, Inc. [www.psprop.net](http://www.psprop.net) 670-5187  
Association and Condo Management Specialist since 1987

**The CHIROPRACTIC Station**  
Georgetown, Texas

**Dr. Scot Knight, DC**  
16 Years Experience

**The Official Team Chiropractor for the Round Rock Express Baseball Team**

The Chiropractic Station prides itself on being known as "The Home of the Affordable Adjustment." Dr. Scot Knight specializes in affordable, convenient, and accessible chiropractic care. Our atmosphere is fun and upbeat, and no appointments are necessary. Whether you are a new patient or an established patient, our office visit is just \$20. "It's just that simple!"

- No Appointments Necessary
- No Contracts
- No Start-Up Cost
- No Hidden Fees
- No Hassles

**\$20 Spinal Adjustments ANYTIME!**

Dr. Scot Knight | (512) 758-7848 | [www.ChiropracticStation.com](http://www.ChiropracticStation.com)  
2913 Williams Dr., Suite 205 | Georgetown, TX 78628