

The ZOOM OUTLOOK



Brian Scally, Vice President, Director of Management, Stillman Management Realty Corp.

Sometimes good things come out of hard times. What, if anything, has the pandemic actually helped you solve?

Prior to the pandemic, we really didn't meet via Zoom. We had a conference call or maybe a phone call with a couple of board members. But I think we've all become relative experts in the use of Zoom, and using that in our board meetings throughout the pandemic has been a really good tool for all of us.

What has it helped you solve or improve?

Well, I think communication. A conference call is good, but there's a lot of voices. Being able to see one another and

pause and wait until someone asks a question or answers a question – having that ability is great. And it's just improved our communication skills between the boards and between residents. We've done annual meetings with Zoom, and it's worked really, really well, getting our points across to the boards and to residents.

Your company's growing, and you're adding new people. How have you used Zoom internally?

We are having weekly Zoom meetings with all of our

managers. So as we are learning information, we are disseminating that to our managers via Zoom, and then our managers get it out either in print form or through a Zoom meeting with boards, or even emails to the residents. So it's another tool that we use as a team to better communicate with our buildings.

You mentioned monthly board meetings on Zoom. Is that going to endure after this pandemic has passed, or is that something that's going to fade away?



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