

AS SEEN IN
Forbes, Fortune & Entrepreneur

Leading Women in Business: Minneapolis/St. Paul

All in the Family

Family-operated and woman-owned **Community Association Group** is a powerful force in homeowner association management.



Camaraderie comes naturally at Community Association Group (CAG), where mother-daughter team Deborah Ho-Beckstrom and Aly Beckstrom ensure better management for better living.

Founded in 2001, the full-service property management firm provides smart, cost-saving strategies for homeowner associations across the Twin Cities.

“People are often surprised to learn we built this business together,” says Ho-Beckstrom, CAG’s founder and CEO. “Men have owned family businesses for generations. Now we hope to become the norm.”

“We are truly a family-run business, and that family includes our clients and staff,” says Beckstrom, vice president, who’s grown her career alongside the company. “It’s fair to say my mom brought me into this industry. After getting my degree in Housing Studies from the University of Minnesota, I followed in her footsteps and became a licensed REALTOR® and Certified Property Manager®. But my knowledge and expertise grew most from being under her tutelage.”

Together with business partner Emily Odland, the trio of experienced industry leaders focuses on increasing values, simplifying processes, and saving time for every community they serve.

“Our tenured team, including our long-standing partners Donny O’Brien and Chris Belling, delivers unmatched industry expertise and low manager turnover for clients, which helps us develop stronger relationships

between our staff, clients, and board,” Odland says. “That’s what elevates CAG above our competitors.”

At CAG, full-service homeowner association management means going above and beyond the basics. Each client is paired with a dedicated representative who works directly with the community to handle every need, and the company provides expert guidance that assists community boards of directors in making better decisions.

“Very few firms provide the level of training and administrative support we do,” Ho-Beckstrom says.

“Our higher level of care helps each board make qualified decisions in the governance of their communities,” adds Beckstrom.

Success on Her Terms

“I started my association management career in 1975 and quickly recognized the need for a stronger level of professionalism across the industry,” says Ho-Beckstrom. For over 40 years, she’s worked hard to improve educational programs and integrity industry wide.

“I formed my company in a male-dominated industry—not just as one of a few women, but as the first and only biracial woman business owner in a commercial or



residential real estate management company in Minnesota,” she continues, while acknowledging challenges overcome along the way. “My ideas and recommendations have often been dismissed. Ironically, people still assume there must be a male boss or company head above me.”

That’s one factor driving company-wide initiatives to develop future female business leaders. “I love helping other women mature in this industry. Together, we’ve proven women can be solid business leaders, not only in our industry but across all sectors,” Ho-Beckstrom says. “At the end of the day, that’s what matters most.”



4672 Slater Road
Eagan, MN 55122
651-882-0400
cagmn.com