



Serif Condominium Homeowners Association

c/o The HOA Election Guys, Inc
27472 Portola Pkwy #205-412
Foothill Ranch, CA 92610

DO NOT DISCARD THIS PAGE

The perforated stub at the bottom will need to be signed and returned with your ballot.

In addition to this notice, this package contains the following:

1. One Official Ballot
2. One double-window envelope
3. One smaller Secret Ballot envelope
4. Three pages of candidate statements

Please note: The candidates are solely responsible for the content in their statements, neither the Association, nor the Inspector of Elections have redacted or edited any of the content in the statements enclosed in this election package.

Andy Chen/Kimberly Dunfee
Serif Condominium HOA
960 Market Street, Suite 100
San Francisco, CA 94102

March 23, 2026

A Meeting of the Members will be held as follows:

Date: April 28, 2026
Time: 5:30 PM
Location: via zoom.com (Zoom info will be posted at: www.TheHOAElectionGuys.com/serif)

If you do not have the ability to access zoom, the following physical location will be available with a device to access the zoom meeting: **The Serif Solarium**

Please Note: *The Inspector of Elections will be conducting the vote count over zoom and will NOT be present at the Serif Solarium. Thus, ballots will not be accepted at the meeting and should be received by us by April 27, 2026.*

This Meeting of the Members is being held to vote on the election of **THREE (3) Board Members** to the Board of Directors for a two-year term and **ONE (1) Residential Director** to the 950-974 Market Master Owners Association (the "Master Association") for a one-year term.

For the election to be held, a quorum of the membership must return a ballot, or attend the meeting.

The Serif Condominium Homeowners Association bylaws define a quorum as "51%" of the voting power of the association, or 124 members. This quorum requirement is lowered to 20% (49 members) at a reconvened meeting. If quorum is not reached at any meeting, the members in attendance at the meeting may vote to either (a) reconvene the meeting to a later date, or (b) close the meeting without reconvening, meaning no election will take place (this is done via a voice vote of the homeowners present at the meeting). If a meeting is reconvened the deadline for receiving ballots will be extended as well. Please return your ballot so that we can meet quorum!

If you have any questions, please do not hesitate to contact your association's Inspector of Elections. The HOA Election Guys, Inc can be reached at (888) 380-3332 or by email at info@thehoaelectionguys.com

Detach along perforated line and place this stub in the provided window envelope.
Please make sure that the addresses are showing through the windows.

OWNER SIGN ABOVE (only one owner's signature is required) **Signature must show through window or ballot will not be counted!**

Andy Chen/Kimberly Dunfee
Serif Condominium HOA
960 Market Street, Suite 100
San Francisco, CA 94102

Instructions:

- 1) Cast your vote(s) on the enclosed ballot.
- 2) Insert ballot into the smaller Secret Ballot envelope.
- 3) Insert the sealed Secret Ballot envelope into the window envelope.
- 4) Sign this stub in the left corner (**your ballot will not be counted if you do not sign this stub**)
- 5) Detach and insert this stub into the window envelope, making sure your signature and the addresses are showing through the windows.
- 6) Mail your ballot (if not provided, make sure you apply postage!)

Serif Condominium Homeowners Association

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27472 Portola Pkwy #205-412
Foothill Ranch, CA 92610

CANDIDATE STATEMENTS

Janet Li

Dear SERIF Condominiums Community,

My name is Janet (YU-HSUAN) Li, and I am excited to announce my candidacy for the upcoming board elections at SERIF Condominiums. I am eager to bring my extensive experience in finance, accounting, and real estate management to serve our community.

With experience in real estate and financial management, I have had the privilege of overseeing corporate finance, accounting, audit, compliance, cash management, cost control, and business process improvement activities. In my current role as the Deputy Financial Controller at CDC US Corporation, I manage complex financial operations and ensure that all processes are efficient and compliant with regulations. My journey in this field has equipped me with a comprehensive understanding of the financial intricacies and strategic management required to enhance the value and livability of our condominium community.

If elected, my priorities will include:

Financial Transparency and Accountability: Ensuring that all financial activities are conducted with the highest level of transparency and accountability, providing clear and detailed reports to the community.

Cost Management: Implementing effective cost control measures to optimize our budget and enhance the value of our investments.

Community Engagement: Fostering a collaborative and inclusive environment where residents' voices are heard, and their concerns are addressed promptly.

Property Enhancement: Working diligently to maintain and improve our property, ensuring it remains a desirable and well-maintained place to live.

I am committed to leveraging my expertise to benefit our community, ensuring that our financial and operational decisions are made in the best interests of all residents. Together, we can create a thriving and harmonious living environment at SERIF Condominiums.

Thank you for considering my candidacy. I look forward to the opportunity to serve and make a positive impact on our community.

Sincerely,
Janet Li

CANDIDATE STATEMENTS

Mark Shkolnikov



I am pleased to announce my candidacy for a seat on the SERIF Board.

With more than 15 years of experience in real estate, architecture, and design, I am committed to supporting the continued success of SERIF's residences, as well as the hotel and retail components that contribute to the broader community.

I am the founder of workshop.ms, a practice focused on design, development, and construction. Previously, I served as a Principal at Group i and at IwamotoScott Architecture, where I led the interior design efforts for SERIF. Through that work, I developed a deep understanding of the residences and common areas, from finish selections and equipment to building systems and utilities.

In addition to my professional practice, I have served as an Adjunct Professor at the California College of the Arts. My involvement with the SERIF project at 960 Market Street began in 2016, and I remained engaged through both the design and construction phases. It has been especially meaningful to see the vision for SERIF become a lived community.

If elected, I would bring a combination of project knowledge, design expertise, and long-term commitment to the property. My goal is to help ensure that SERIF remains a well-maintained, thoughtfully managed, and desirable place to live—one that continues to create positive experiences for residents, visitors, and staff alike.

CANDIDATE STATEMENTS

William Yeh

Dear SERIF Condominiums Community,

My name is Wei-Liang Yeh, and I am honored to submit my candidacy for the SERIF Condominiums Board.

Over the past decade, I have dedicated my career to financial leadership, real estate development oversight, and operational governance. I currently serve as Company Controller in San Francisco, overseeing hotel and restaurant operations as well as condominium sales within a large mixed-use development. Prior to this role, I managed the finance and accounting functions of a USD 400+ million U.S. real estate development project, working closely with ownership groups, joint venture partners, and cross-border stakeholders.

My professional background includes Big Four auditing experience, public company accounting leadership, IPO advisory in the healthcare sector, and corporate fundraising. As a Certified Public Accountant, I have spent my career focused on financial transparency, internal controls, compliance, and long-term value creation.

If elected to the Board, my priorities would include:

Financial Transparency & Governance

Ensuring clear, accurate, and timely financial reporting so all homeowners understand how our HOA funds are managed.

Prudent Budgeting & Cost Discipline

Applying disciplined cost control principles while maintaining the quality and standards that protect property values.

Long-Term Asset Protection

Supporting responsible reserve planning and capital improvement decisions to safeguard our investment.

Operational Oversight & Accountability

Strengthening internal processes and ensuring that vendors and management partners operate efficiently and in alignment with community expectations.

Constructive Communication

Promoting respectful dialogue and fact-based decision making that balances diverse homeowner perspectives.

SERIF represents not only a residence, but a long-term asset for each of us. With my experience in finance, development, and operational management, I am committed to supporting thoughtful governance and decisions that prioritize stability, transparency, and value preservation for our community.

Thank you for your consideration. I look forward to the opportunity to serve.

Sincerely,
Wei-Liang Yeh