



# ACE

AWARDS

## 2025 CATEGORY GUIDE



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## **Important General Awards Information**

### **2025 ACE AWARDS Ceremony:**

Save the date! 2025 winners will be announced the evening of Friday, October 10, 2025 Hilton Norfolk, The Main. Details on registration for the awards dinner program will be posted on the VAMA website ([www.vamaonline.org](http://www.vamaonline.org)) when they are available.

### **2025 ACE AWARD Categories:**

This guide contains all categories that will be offered for 2025, as well as what will be required to submit for each of them. Please note, any category with 3 or less nominees will be eliminated.

### **2025 ACE AWARD Category Fees:**

\$89 for Individual Awards

\$89 for Community Awards

\$129 for Community of the Year

\$0 Supplier Individual of the Year

**\*\*\*\*\*NEW in 2025\*\*\*\*\***

**ALL INDIVIDUAL and COMMUNITY WINNERS from the 2024 ACE Awards cannot be nominated for the same category in which they won!**

### **Important ACE AWARDS Dates:**

Key dates for the 2025 program are listed below. Please be sure to thoroughly review the category guide, including the rules & guidelines, for additional information.

NOMINATION SUBMISSION PERIOD: April 4th – May 9th

NOMINATION DEADLINE: May 19<sup>th</sup>

ENTRY MATERIAL SUBMISSION PERIOD: May 9<sup>th</sup> – June 6th

ENTRY MATERIAL SUBMISSION DEADLINE: June 6th

JUDGING PERIOD: June 23rd– Aug 30th.

JUDGING DATES FOR FINAL 8 FINALIST (this is only for some categories) JUDGED  
VIA ONLINE INTERVIEW USING ZOOM: Aug 9th – Aug 30<sup>th</sup>

VAMA ACE AWARDS & DINNER: Friday, October 10, 2025 at the Hilton Norfolk The  
Main

**Please note that there will be NO refunds given. It is YOUR responsibility to make  
sure all required information is submitted and on time**

## **Nomination Process:**

We will continue to partner with OpenWater a Professional Awards Management System to help us manage the ACE Awards nomination, entry submission, and judging! The process is outlined in detail below. Please review this before you begin the nomination process.

### **How to nominate:**

1. Nominators (people who are doing the nominating) create an account login (this is different than the VAMA member password). You will keep this login and password to track your nominations you submit. If you created an account last year, you will use the same login information!
2. Once an account is created, you will begin nominating individuals or community / company for various awards categories. You do this by:
  - Click start application
  - Select the category in which to nominate. First, you select from the drop-down options which award category you are nominating.
  - Put in your (nominator) Name, Email, and Company Name (this may auto-populate).
  - Enter in your Company/Community Address
  - Then enter the required nominee information. The Nominee's email address and cell phone number must be a direct email/ number to the nominee or if nominating for a community / company award email must be the primary contact email/ cell phone number.
3. Once you are done with this nomination and filled out all required information - Click "Add to cart" **IMPORTANT:** *At this point, you have the option to "Check Out" if you are ready for the Payment Options (either invoice OR pay with credit card). If you would like to nominate additional categories in this same order (meaning, they are on the same invoice), you should select "Make Another Submission" and do this process over and over again until all of the nominations you want on this order is complete and then you will click "Check Out" and select the payment option you would like. NOTE: What is listed in your cart at the time of checkout will be all items listed on the invoice. You can log in and do this as many times as needed in your awards account (if you need multiple nominations on different invoices).*  
**ONCE YOU CHECK OUT – MAKE SURE TO HIT FINALIZE!**
4. After you submit your order, we will email the newly nominated Candidate / Community / Company, notifying them of your nomination with a link to the application to submit the required entry material for the award.
5. Nominations close May 9th
6. Award Category Nominee Candidates will have till **June 6th** to complete the application of required entry information for judging.

## **Once you or your company / community are nominated, what happens next?**

### **Individual Award Category Nominees:**

Once you are nominated, you will receive an email from Haley Ladia (haley@vamaonline.org) letting you know you have been nominated for an ACE award and explaining which award you were nominated for, keep this email for your records! This email will contain instructions as well as a link to create/access the nominee account. This is where you go in and select the category in which you were nominated and then submit the answers to the required questions. See the CATEGORY GUIDE for the exact category requirements. In the case we have 8 or more nominations, judges will use these questionnaires to narrow down to 8 finalists who will then be interviewed via Zoom by the judge.

### **Company / Community Category Nominees:**

Once a company or community is nominated, the primary contact listed on the nomination will receive an email from Haley Ladia (haley@vamaonline.org) letting them know they have been nominated for an ACE Company / Community award and explaining which award the company / community was nominated for. keep this email for your records! This email will contain instructions as well as a link to create/access the nominee account. This is where you go in and select the category in which you were nominated and then submit the answers to the required entry questions and upload documents/pictures/links for the category. See the CATEGORY GUIDE for the exact category requirements.

### **Judging:**

VAMA will provide judges with their own login and password to log into the system to review the nominee submissions for the category in which they are judging. Any category that narrows down the nominees to 8 finalists to receive a Zoom interview will be notified about the date and times once the judge selects the final 8. You must provide a cell phone number for the Nominee so that we can get ahold of them for the interview.

### **Nomination Fees:**

All nomination fees must be paid before the ACE Awards Ceremony taking place October 10, 2025.

### **Event Registration:**

Registration for the event will open in August of 2025. All nominees must register and pay to attend the event. All registration fees must be paid before the ACE Awards Ceremony taking place October 10, 2025.

## **ACE Individual Award Categories & Criteria**

### **Community Manager of the Year \$89:**

*Subcategories*

*Up to 199 Units*

*200 - 299 Units*

*300 Units and Up*

Once nominated, each nominee will need to fill out a questionnaire for their nomination to be considered. This questionnaire represents the first phase of judging and will be scored in addition to the individual Zoom interview. In the event more than 8 individuals are nominated for any one category, results from the scoring of the questionnaire will be used to narrow down the field to 8 finalists. The final score for all finalists will be calculated by combining the score of the questionnaire with the score from the individual interview.

Individuals can nominate themselves or can be nominated by others from their company. The nomination fee is billed to the community/company that the nominated person works for. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

#### **Submission Requirements**

- Complete an online questionnaire that addresses each of the following bullet points:
  - Name, Company Name, Community Name, Number of units, Number of team members you manage.
  - Years in industry, years at community, NAA credentials earned.
  - Share how you empower and coach your team and identify if any of your current or past employees have been promoted. Please also provide examples of how you cross-train your team, as well as the kind(s) of education/training you do for your team (including Fair Housing, continuing education, licenses, designations, etc.).
  - What is your role in preparing/developing the budget (based on ownership goals)? How do you manage to meet the budget expectations?
  - Describe how you work with the Maintenance Supervisor to create an effective turn schedule, property cleaning schedule/program and maintain your property's curb appeal.
  - Describe the programs and/or services you have developed/utilized on-site to ensure your residents' satisfaction and resident retention. What do you believe the benefits of these programs are? Have you consistently met your occupancy goal?
  - Share any professional development programs you have participated in (including Fair Housing, continuing education, licenses, credentials or association-related committees/events)
  - Share a "story of your success" from your time as a manager (topic ideas: collections, resident satisfaction, streamlining a procedure, etc.).

### **Assistant Manager of the Year \$89:**

*Subcategories*

*251 Units and Up*

*Up to 250 Units*

Once nominated, each nominee will need to fill out a questionnaire for their nomination to be considered. This questionnaire represents the first phase of judging and will be scored in addition to the individual Zoom interview. In the event more than 8 individuals are nominated for any one category, results from the scoring of the questionnaire will be used to narrow down the field to 8 finalists. The final score for all finalists will be calculated by combining the score of the questionnaire with the score from the individual interview.

Individuals can nominate themselves or can be nominated by others from their company. The nomination fee

is billed to the community/company that the nominated person works for. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

**Submission Requirements:**

- Complete an online questionnaire that addresses each of the following bullet points:
  - Name, company Name, Community Name, Number of units
  - Years in industry, years at community, NAA credentials earned.
  - Explain your role in helping the property manager prepare/develop the budget (based on ownership goals). Explain your role in achieving those expectations.
  - Provide examples of how you assist your property manager with occupancy, collections, & office support, including ways you have overcome any obstacles within these areas.
  - Describe how your collection measures impact the property's bottom line, including the average delinquency rate.
  - Share an example of your leadership in a time when your manager was absent.
  - Share any professional development programs you have participated in (including Fair Housing, continuing education, licenses, credentials or association-related committees/events)

**Rookie of the Year \$89:**

This award recognizes those who are new to the industry within the past two years (March 2023 – Present). Nominees for this category are not only new to their role but have displayed leadership qualities and a passion for what they do. Once nominated, each nominee will need to complete a short questionnaire for their nomination to be considered. This questionnaire represents the first phase of judging and will be scored in conjunction with the individual Zoom interview. In the event more than 8 individuals are nominated for any one category, results from the scoring of the questionnaire will be used to narrow down the field to 8 finalists. The final score for all finalists will be calculated by combining the score of the questionnaire with the score from the individual interview.

Individuals can be nominated by others from their company. The nomination fee is billed to the community/company that the nominated person works for. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

**Submission Requirements:**

- Complete an online questionnaire that addresses each of the following bullet points:
  - Name, Company Name, Community Name, Number of units
  - Provide the date you were hired.
  - What makes you stand apart? How do you go above & beyond their job responsibilities/job description?
  - How do you contribute to the overall success of the company?
  - Provide examples of any instances where you demonstrated outstanding financial/cost-saving service (such as in customer satisfaction, company operations, closing ratios, etc.).
  - How have you impacted team performance and/or satisfaction? Provide at least 1 example to support your answer.
  - Share any professional development programs you have participated in (including Fair Housing, continuing education, licenses, credentials or association-related committees/events)

**Leasing Professional of the Year \$89:**

*Subcategories*

*251 Units and Up*

*Up to 250 Units*

This award recognizes those who are responsible for leasing apartments onsite. The process for this award changed in 2023; we will no longer be doing secret shops. Once nominated, each nominee will complete a short questionnaire for their nomination to be considered. This questionnaire represents the first phase of judging and will be scored in conjunction with the individual Zoom interview. In the event more than 8 individuals are nominated for any one category, results from the scoring of the questionnaire will be used to narrow down the field to 8 finalists. The final score for all finalists will be calculated by combining the score of the questionnaire with the score from the individual interview.

Individuals can nominate themselves or can be nominated by others from their company. The nomination fee is billed to the company that the nominated person works for. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

#### Submission Requirements:

- Complete an online questionnaire that addresses each of the following bullet points:
  - Name, Company Name, Community Name, Number of units
  - When did you enter the industry? How long have they worked at the community?
  - Give an example of your leasing successes, either in increasing your closing ratios or in increasing the net effectiveness of your lease rent. Include reports that demonstrate your closing ratios & other results.
  - Explain your role and what impact you make in assisting the management team.
  - Describe the programs and/or services you have developed/utilized on-site to ensure your residents' satisfaction and resident retention.
  - Define & describe what makes you successful at customer service and leasing.
  - Share any professional development programs you have participated in (including Fair Housing, continuing education, licenses, credentials or association-related committees/events)

#### **Maintenance Supervisor of the Year \$89:**

*Subcategories*

*Up to 199 Units*

*200 - 299 Units*

*300 Units and Up*

Once nominated, each nominee will need to fill out a questionnaire for their nomination to be considered. This questionnaire represents the first phase of judging and will be scored in addition to the individual Zoom interview. In the event more than 8 individuals are nominated for any one category, results from the scoring of the questionnaire will be used to narrow down the field to 8 finalists. The final score for all finalists will be calculated by combining the score of the questionnaire with the score from the individual interview.

Individuals can nominate themselves or can be nominated by others from their company. The nomination fee is billed to the community/company that the nominated person works for. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

#### Submission Requirements:

- Complete an online questionnaire that addresses each of the following bullet points:
  - Name, Company Name, Community Name, Number of units, Number of team members you manage.
  - Years in industry, years at community, NAA credentials earned.
  - Please also provide examples of how you cross-train your team, as well as the kind(s) of education/training you provide for your team.
  - Define & describe the qualities that make you a good leader.



- How do you promote teamwork to ensure success in the community's daily goals?
- Describe your property's preventative maintenance program, its effect on the overall operations of the property and how it benefits your property overall (successes). Include timeframes, as well as what is completed in what timeframes (i.e. major mechanical, unit inspections/unit turns/pm's, project planning, financial/green practices, etc.).
- Describe how you assist your property manager in reaching community budgetary goals.
- Share any professional development programs you have participated in (including Fair Housing, continuing education, licenses, credentials or association-related committees/events)

### **Maintenance Professional of the Year (Non-Supervisor) \$89:**

*Subcategories*

*251 Units and Up*

*Up to 250 Units*

This award recognizes those who work in the maintenance department on-site but are not managers. Once nominated, each nominee will need to fill out a short questionnaire for their nomination to be considered. This questionnaire represents the first phase of judging and will be scored in addition to the individual Zoom interview. In the event more than 8 individuals are nominated for any one category, results from the scoring of the questionnaire will be used to narrow down the field to 8 finalists. The final score for all finalists will be calculated by combining the score of the questionnaire with the score from the individual interview.

Individuals can nominate themselves or can be nominated by others from their company. The nomination fee is billed to the community/company that the nominated person works for. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

#### **Submission Requirements:**

- Complete an online questionnaire that addresses each of the following bullet points:
  - Name, Company Name, Community Name, Number of units,
  - Years in industry, years at community, NAA credentials earned.
  - Identify & describe your position's job responsibilities.
  - Describe your role in the property's preventative maintenance program, its effect on the overall operations of the property and how it benefits your property overall (successes).
  - Provide an example of a time when you supported your Maintenance Supervisor. What was the impact and result of your involvement?
  - Explain the steps you take to ensure apartment turnovers are completed in a timely fashion and to the highest quality standards. Include reports on apartment turnovers, work orders, etc.
  - Share the process/how you maintain a standard of excellence in curb appeal, unit turns, cleanliness, work order satisfaction, etc.
  - Share any professional development programs you have participated in (including Fair Housing, continuing education, licenses, credentials or association-related committees/events)

### **Regional Maintenance Director/Maintenance Director \$89:**

This award recognizes those who oversee more than one community as a Regional Maintenance Director/Manager. Once nominated, each nominee will need to complete a questionnaire for their nomination to be considered. This questionnaire represents the first phase of judging and will be scored in conjunction with the individual Zoom interview. In the event more than 8 individuals are nominated for any one category, results from the scoring of the questionnaire will be used to narrow down the field to 8 finalists. The final score for all finalists will be calculated by combining the score of the questionnaire with the score from the individual interview.

Individuals can nominate themselves or can be nominated by others from their company. The nomination fee

is billed to the community/company that the nominated person works for. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

**Submission Requirements:**

- Complete an online questionnaire that addresses each of the following bullet points:
  - Name, Company Name, Number of units, Number of team members you manage.
  - Years in industry, years at community, NAA credentials earned.
  - Define & describe the qualities that make you a good leader.
  - Identify your role in the capital planning, bidding process, and execution of capital projects (i.e. landscaping, building renovations, mechanical replacements, elevator modernizations, etc.).
  - What policies/procedures have you put in place to streamline maintenance operations across the communities you oversee?
  - How do you promote teamwork to ensure success in maintenance teams at your company?
  - Describe your property's preventative maintenance program, its effect on the overall operations of the property and how it benefits your company overall (successes). Include timeframes, as well as what is completed in what timeframes (i.e. major mechanical, unit inspections/unit turns/pm's, project planning, financial/green practices, etc.).
  - Describe how you assist your maintenance team in reaching community budgetary goals.
  - Share any professional development programs you have participated in (including Fair Housing, continuing education, licenses, credentials or association-related committees/events)

**Rookie Maintenance Professional of the Year \$89:**

This award recognizes those who are new to the industry within the past two years (March 2022 – Present) in the Maintenance department. Nominees for this category are not only new to their role but have displayed leadership qualities and a passion for what they do. Once nominated, each nominee will need to complete a questionnaire for their nomination to be considered. This questionnaire represents the first phase of judging and will be scored in conjunction with the individual Zoom interview. In the event more than 8 individuals are nominated for any one category, results from the scoring of the questionnaire will be used to narrow down the field to 8 finalists. The final score for all finalists will be calculated by combining the score of the questionnaire with the score from the individual interview.

Individuals can nominate themselves or can be nominated by others from their company. The nomination fee is billed to the community/company that the nominated person works for. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

**Submission Requirements:**

- Complete an online questionnaire that addresses each of the following bullet points:
  - Name, Company Name, Community Name, Number of units
  - Date the rookie was hired.
  - What makes you stand apart? How do you go above and beyond your job responsibilities/job description?
  - How do you contribute to the overall success of the company?
  - Provide examples of any instances where you demonstrated outstanding financial/cost-saving service (such as in customer satisfaction, company operations, etc.).
  - How have you impacted team performance and/or satisfaction? Provide at least 1 example to support your answer.
  - Share any professional development programs you have participated in (including Fair Housing, continuing education, licenses, credentials or association-related committees/events)

### **Regional Manager of the Year \$89:**

This category recognizes a multi-property Regional Manager or Portfolio Manager who bridges the gap between properties, owners, and corporate offices. Regional supervisors who demonstrate excellence in managing a multi-site property portfolio are eligible. Once nominated, each nominee will complete a short questionnaire for their nomination to be considered. This questionnaire represents the first phase of judging and will be scored in conjunction with the individual Zoom interview. In the event more than 8 individuals are nominated for any one category, results from the scoring of the questionnaire will be used to narrow down the field to 8 finalists. The final score for all finalists will be calculated by combining the score of the questionnaire with the score from the individual interview.

Individuals can nominate themselves or can be nominated by others from their company. The nomination fee is billed to the community/company that the nominated person works for. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

#### **Submission Requirements:**

- Complete an online questionnaire that addresses each of the following bullet points:
  - Name, Company Name, Number of units you manage, Number of team members you manage.
  - Years in industry, years at community, NAA credentials earned.
  - What is your role in preparing/developing the budget (based on ownership goals)? How do you manage to meet the budget expectations?
  - Describe the programs and/or services you have developed/utilized for your on-site teams that has helped them succeed in their goals.
  - Describe the onboarding process when you hire new employees for your sites?
  - Share how you empower and coach your team and identify if any of your current or past employees have been promoted. Please include examples of employee recognition.
  - Please also provide examples of how you cross-train your team, as well as the kind(s) of education/training you do for your team (including Fair Housing, continuing education, licenses, designations, etc.).
  - Share a "story of your success" from your time as a regional manager (topic ideas: employee relations, community service, increase in revenue, resident satisfaction, streamlining a procedure, etc.).

### **Corporate Support Person of the Year \$89:**

This award recognizes a corporate support team member who has demonstrated exceptional accomplishments in Residential Property Management. Individuals may not fit the criteria of any other award category. Once nominated, each nominee will need to complete a questionnaire for their nomination to be considered. This questionnaire represents the first phase of judging and will be scored in conjunction with the individual Zoom interview. In the event more than 8 individuals are nominated for any one category, results from the scoring of the questionnaire will be used to narrow down the field to 8 finalists. The final score for all finalists will be calculated by combining the score of the questionnaire with the score from the individual interview.

Individuals can be nominated by others from their company. The nomination fee is billed to the community/company that the nominated person works for. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

#### **Submission Requirements:**

- Complete an online questionnaire that addresses each of the following bullet points:
  - Name, Company Name, Title
  - Years in industry, years at the Company, NAA credentials earned.

- Identify & describe your position's job responsibilities.
- How do you promote teamwork within your company, please provide an example.
- Describe your communication methods for communicating important information to both fellow corporate colleagues and onsite employees.
- Describe the programs and/or services you have developed/utilized for your company that have helped streamline operations in the area in which you serve.
- Share a "story of your success" from your time in this position.
- Share any professional development programs you have participated in (including Fair Housing, continuing education, licenses, credentials or association-related committees/events)

### **Marketing Professional of the Year (Corporate) \$89:**

This award recognizes those who work in Marketing at the corporate office. Nominees will be asked to submit examples of successful marketing campaigns along with answers to questionnaires. The questionnaire & Marketing example submissions represent the first phase of judging and will be scored in conjunction with the individual Zoom interview. In the event more than 8 individuals are nominated for any one category, results from the scoring of the questionnaire will be used to narrow down the field to 8 finalists. The final score for all finalists will be calculated by combining the score of the questionnaire with the score from the individual interview.

Individuals can nominate themselves or can be nominated by others from their company. The nomination fee is billed to the community/company that the nominated person works for. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

#### **Submission Requirements:**

- Complete an online questionnaire that addresses each of the following bullet points:
  - Name, Company Name, Title
  - Years in industry, years at the Company, NAA credentials earned.
  - Identify & describe your position's job responsibilities.
  - Describe your most successful marketing initiative that you developed within the last 12 months. How was it developed and why was it successful?
  - How do you continually evaluate who your prospective target audience is in the markets where your communities are located?
  - What is your process/method for staying up to date on the most relevant marketing trends?
  - Provide an example of how you have implemented a new marketing trend you have heard about.

### **Supplier Individual of the Year - \$0**

This award recognizes individuals who actively support the rental housing industry, provide excellent and reliable service, positively impact the apartment industry, and whose company is currently a member of VAMA. The Nominee must actively participate in and support the local Hampton Roads chapter of VAMA, as this award is based on service in this area alone and not on a statewide or nationwide level. Once nominated, each nominee will complete a short questionnaire for their nomination to be considered. This questionnaire represents the first phase of judging and will be scored in conjunction with the individual Zoom interview. If more than 6 individuals are nominated for any one category, the scores of the questionnaires will be used to narrow down the field to 6 finalists. The final score for all finalists will be calculated by combining the questionnaire score with the score from the individual interview.

Individuals can nominate themselves, be nominated by others from their company, or be nominated by a customer. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

Submission Requirements:

- Complete an online questionnaire that addresses each of the following:
  - o Name, Company Name, Professional Title
  - o Years in industry, years at current company, any NAA credentials earned (or any other awards or professional certifications).
  - o Identify and describe your position's job responsibilities.
  - o Share any professional development programs you have participated in (including continuing education, licenses, and credentials).
  - o How does your role within your company impact the multifamily industry?
  - o How have you been involved in supporting the VAMA | Hampton Roads chapter over the past 12 months?
  - o What would you tell non-members about the benefits of being a supplier member with VAMA?
  - o What is the biggest lesson you have learned as a supplier when working with our owner/operator members?
  - o Where do you see yourself growing in your current position?
  - o Share a "story of success" from your time in this position as it relates to the Hampton Roads chapter of VAMA.

## Community & Company Awards & Criteria:

### Onsite Community Service Award \$89:

This award recognizes a *community* that has demonstrated a sincere personal service to society, their community, charities, and/or the multifamily industry at large. Communities MAY self-nominate. Once nominated, the community will need to complete a questionnaire and then submit photos/descriptions of Community Service Events and the impact they had on the community. The nomination fee will be billed to the nominated community. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

#### Submission Requirements:

One PDF that addresses each of the following bullet points (& provides documentation/pictures/flyers/reports/surveys/etc. to support your entry). All items listed below will be contained in ONE PDF file.

- Identify & describe all programs (or events).
- Why did you choose these programs (or events)?
- Describe how you executed these programs (or events).
- Explain what the outcome of these programs/events were (i.e. \$ raised, number of participants, etc.). Be sure to include information on participation.
- Within the PDF, provide any materials used to promote the programs (i.e. event flyers, invitations, etc.), photos from the programs (other ones are for the awards dinner only) and copies of any local press attention the events/programs received (i.e. newspaper articles, etc.).

### Management Company Community Service Award \$89:

This award recognizes a *Management Company* that has demonstrated a sincere personal service to society, their community, charities, and/or the multifamily industry at large. Management Companies MAY self-nominate. Once nominated, the management company will need to complete a questionnaire and then submit photos/descriptions of Community Service Events and the impact they had on the community. The nomination fee will be billed to the nominated company. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

#### Submission Requirements:

1 PDF that addresses each of the following bullet points (& provides documentation/pictures/flyers/reports/surveys/etc. to support your entry). All items listed below will be contained in ONE PDF file.

- Identify & describe all programs (or events).
- Why did you choose these programs (or events)?
- Describe how you executed these programs (or events).
- Explain what the outcome of these programs/events were (i.e. \$ raised, number of participants, etc.). Be sure to include information on participation.
- Within the PDF, provide any materials used to promote the programs (i.e. event flyers, invitations, etc.), photos from the programs (other ones are for the awards dinner only) and copies of any local press attention the events/programs received (i.e. newspaper articles, etc.).

### Best Landscaping \$89:

#### *Subcategories:*

*Garden Style built pre-2000*

*Garden Style built 2000 or after*

*Mid Rise / High Rise any age*

This award recognizes a property's design, overall efforts to create exceptional visual curb appeal and their ability to showcase the community. The judging will be based on a video created by you, that acts as a guide for the judge to make them feel as though they are touring the community. Communities MAY nominate themselves or be nominated by their company. The nomination fee will be billed to the nominated community/company. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

**Submission Requirements:**

Instead of a site visit like we have done in the past, we are asking you to submit 8 pictures that showcase each of the following items.

- Community Entrance
- Amenity Spaces
- Signage around the property
- Exterior of buildings
- Shared common areas
- Green spaces (florals, trees, mulch beds, bushes, water areas...etc)

**Resident Lifestyle of the Year Award \$89:**

This award recognizes the communities who go above and beyond to make their residents feel at home by bringing them together to get them involved with each other and create a special lifestyle. Submit a PDF file of the resident lifestyle events and involvement. You will also submit pictures, flyers, resident testimonials, videos or anything else you have that highlights your successful year for the judges to review. Communities MAY nominate themselves or be nominated by their company. The nomination fee will be billed to the nominated community/company. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

**Submission Requirements:**

Instead of a book as we have done in the past, we are asking that you assemble one PDF document that addresses each of the following bullet points.

- Identify & describe your initiatives/program(s) in detail, including resident participation and any associated budgets and actual costs.
- Why did you choose this, and how was it executed?
- How has the initiative/program affected your retention/renewals?
- What have you seen as a result of the program (what was the outcome)?
- Include a minimum of 3 resident testimonials within the PDF.
- Finally, include any materials used to promote the program (i.e. event flyers, invitations, etc.), photos from the program, and copies of any local press attention the initiative/program received (i.e. newspaper articles, etc.) within the PDF.

**Best Amenity Package \$89:**

This award recognizes the WOW factor in apartment communities, the Amenities. This is your time to showcase all the top-notch amenities your community offers. Amenity examples include: fitness centers, dog spas, pools, clubrooms, etc. Leasing centers/community leasing centers are not included in this category. Retail space is not applicable. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

**Submission Requirements:**

- A Word or PDF document covering the following: uniqueness and variety of amenities offered, benefits to ensure resident satisfaction, measurement of satisfaction from amenity usage, use of



technology in amenities, and any additional information you would like the judges to know.

- Please submit pictures of all of your amenities.

Communities MAY nominate themselves or be nominated by their company. Nomination fee will be billed to nominated community/company.

### **Community Online Influencer Award \$89:**

This category asks properties to provide and submit information on at least 2 of the social media platforms (i.e. Facebook, Twitter, Instagram, TikTok) that their property uses, and they feel reflects their best work. You will also be asked to share a success story relating to their social media. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

Submission Requirements:

- JPEGs that each feature a single screenshot from the social media platforms that you've entered.
- One PDF that addresses each of the following bullet points (and provides documentation/reports/surveys/etc. to back up and/or support your entry) in 10 pages or less:
  - Identify the social media platforms from your property that you will cover in your entry. Provide screenshots from, and the website addresses for, all platforms that you identify.
  - Share why you selected the platforms that you use, the frequency of updates on those platforms, and who handles/is responsible for those updates.
  - Identify who your target market was.
  - Identify what your objectives were.
  - Describe the steps you took to reach that market and meet those objectives.
  - Describe how you evaluated/measured how you reached your market and Objectives.
  - Describe the outcome (including growth in number of followers, interaction/engagement, costs compared to budget, etc.).

Communities MAY nominate themselves or be nominated by their company. The nomination fee will be billed to the nominated community/company.

### **Maintenance Team \$89:**

Nominated teams will be asked to submit photos of the team in action and also complete a questionnaire highlighting goals, individual contributions, and how the team works together to be successful. In the case of more than 8 nominees, questionnaires will be used to narrow down to 8 finalists that will be interviewed. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

Submission Requirements:

- A picture of the maintenance team, professionally dressed.
- Complete an online questionnaire that addresses each of the following bullet points:
  - Explain your team's role in assisting in preparing/developing the budget (based on ownership goals).
  - Describe how your maintenance team works together to support each other, your property manager, and the rest of your on-site team regularly, providing examples to back up your points. Ideas include cost savings programs, green initiatives, preventative maintenance programs, creative processes to streamline efficiency, etc.
  - Provide any specific examples of how your maintenance team works together in an emergency.
  - Describe your (maintenance) team's role in resident satisfaction & retention and include



any resident satisfaction & retention reports/surveys & survey results, etc., that support your description.

- Identify the services that are performed in-house (by property staff), as well as those that are contracted out. Provide the reasoning behind these decisions (what's contracted out vs handled in-house).
- Describe your property's preventative maintenance program, its effect on the overall operations of the property, and how it benefits your property overall (successes).
- Include your timeframes as well as what is completed in what timeframes (i.e. major mechanical, unit inspections/pm's, project planning, financial/green practices, etc.).
- Share how you work to maintain a standard of excellence in curb appeal, unit turns, cleanliness, work order satisfaction, etc.

Communities MAY nominate themselves or be nominated by their company. The nomination fee will be billed to the nominated community/company.

### **Community Team of the Year \$89:**

Nominated teams will be asked to submit photos of the team in action and also complete a questionnaire highlighting goals, individual contributions, and how the team works together to be successful. In the case of more than 8 nominees, questionnaires will be used to narrow down to 8 finalists that will be interviewed. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

Submission Requirements:

- A picture of the Community team, professionally dressed.
- Complete an online questionnaire that addresses each of the following bullet points:
  - Explain your team's role in assisting in preparing/developing the budget (based on ownership goals).
  - Describe how your team supports each other, your property manager, and the rest of your on-site team regularly, providing examples to back up your points. Ideas include cost savings programs, green initiatives, preventative maintenance programs, resident retention, leasing goals, creative processes to streamline efficiency, etc.
  - Provide any specific examples of how your team works together in an emergency.
  - Identify the services that are performed in-house (by property staff), as well as those that are contracted out. Provide the reasoning behind these decisions (what's contracted out vs handled in-house).
  - Describe your property's employee recognition program, including any awards that the company gives and training opportunities.
  - Share how you work to maintain a standard of excellence in customer service and resident retention (include any resident satisfaction & retention reports/surveys & survey results, etc., that support your description)

Communities MAY nominate themselves or be nominated by their company. The nomination fee will be billed to the nominated community/company.

### **Resident Satisfaction – Sponsored by Satisfacts \$89:**

Nominated communities will be asked for an Excel spreadsheet of a resident contact list in an Excel file; must include property name, resident name, street address, unit number, city, state, and zip code, plus email address; all should ideally be separate fields. This must be received by SatisFacts two to three weeks before the survey rollout, which will be in July - August. Property must distribute and/or post a pre-marketing flyer (free pdf from SatisFacts, or they can buy them in the SatisFacts store via Benson Integrated Media Solutions (go to [www.mysatisfacts.com](http://www.mysatisfacts.com), click on SatisFacts Benson icon on the left). Nominees must

approve the following per property incentive (that they fulfill; SatisFacts will do the actual drawing and advise on the winners for each property): one \$250 rent credit and five \$50 rent credits. Communities MAY nominate themselves or be nominated by their company.

The nomination fee will be billed to the nominated community/company. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

**Submission Requirements:**

- Nominated communities will be asked for an Excel spreadsheet of the resident contact list in an Excel file; which must include property name, resident name, street address, unit number, city, state and zip code, plus email address; all should ideally be separate fields.

**Model of the Year \$89:**

This award recognizes the WOW factor in the Model Apartment. This is your time to showcase the prospect's first impression as to where they are going to live. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

**Submission Requirements:**

- A Word document or PDF covering the following: describe the design concept, uniqueness of the model, measurement of the effectiveness of the model, appeal to property's target market, and any additional information you would like the judges to know.
- Floorplan of the model.
- Please submit pictures of all of your model.

Communities MAY nominate themselves or be nominated by their company. The nomination fee will be billed to the nominated community/company.

**Best Community Unit Rehab \$89:**

This category recognizes a recently substantially renovated community apartment unit that exhibits excellence in value, quality and design. Nominees will be asked to submit a 1-page description of the renovation that includes details regarding the scope of work, timeline, and before and after pictures for the judges to review. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

**Submission Requirements:**

- A Word document covering the following: length and scope of the project, accommodations made for residents during the project, the impact of improvement, cost-effectiveness/timeline of the project, measurement of success of the project, and any additional information you would like the judges to know.
- Provide before and after photos of the renovation.

Communities MAY nominate themselves or be nominated by their company. The nomination fee will be billed to the nominated community/company.

**NEW Maintenance Shop of the Year \$89:**

This award recognizes the hub for our maintenance procedures, the shop itself. This is your time to showcase the shop's functionality, organization, cleanliness, and OSHA compliance. Effective use of the space is important. Communities may nominate themselves or be nominated by their company.

The nomination fee will be billed to the nominated community/company. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

Submission Requirements:

- Complete a questionnaire that covers the following:
  - o Inventory tracking procedures.
  - o Managing work orders (priority, typical completion timeline, follow-up, etc.).
  - o Timeline for turning an apartment (step by step from getting keys to next move-in; including the average time it takes to turn a unit)
  - o Lockout Tag Out Procedures.
  - o Is there any additional information you would like the judges to know?
- Photos to showcase the shop's organization, cleanliness, effective use of space, and OSHA compliance. (You will receive a point for each photo submitted and also points based off of the accuracy and quality of said photos.)
  - o You must include photos of the First Aid Kit, the eyewash station, Personal Protective Equipment, and the Fire Cabinet (including the interior).

### **Community of the Year (Must pick just one) \$129:**

*Subcategories:*

*Average Rent (average rent information will be collected and verified)*

*Tax Credit (This year this category will be split into two categories: Built prior to 2015 OR Built 2015 and after.)*

*Senior Community*

*Mixed Use Community of the Year*

The Community of the Year category recognizes a rental housing community that maintains the highest level of excellence in talent, resident service, maintenance, and overall operations. Communities MAY nominate themselves or be nominated by their company. The nomination fee will be billed to the nominated community/company. 2024 winner of this category not eligible to be nominated for 2025 for this same category.

#### **Submission Requirements:**

- 1 PDF that contains the following information about the nominated community:
  - Community Name, Year Built, and Number of Units
  - Employee names & their titles
  - Certifications or awards they have earned (NAA Credentials, State or national certifications)
  - List of resident amenities.
  - What do you do to train and educate your employees?
  - Give me an example of what you do to retain your residents.
  - How does your team stay motivated?
  - How do you engage your residents to be involved in the community?
  - What makes your community stand out from the competition?
  - How do you receive and process maintenance requests?
  - Average time to turn an apartment?
  - How does the maintenance team stay organized?
  - 2 Resident Testimonials
- A video walkthrough of the community and the onsite team uploaded to a video site such as YouTube or Vimeo (4 minutes or less, filmed horizontally, showing the apartment building and clubhouse (if applicable) exterior, interior, leasing office (showing where key control and fair housing signage is located). Video quality will not be judged, just content. This should be done on a cell phone. **When uploading the video, please set it to not expire and anyone with a link can view.**