



# RAMMY AWARDS

## *Category Guide*

The VAMA | Central Virginia RAMMY Awards is an annual ceremony to recognize and celebrate industry professionals and apartment community accomplishments over the last year.

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## Important General Awards Information

**2026 RAMMY Awards Ceremony:** Save the date! The winners will be announced on the evening of Friday, February 6<sup>th</sup>, 2026, at the Richmond Convention Center. Details on registration for the awards dinner program will be posted on the VAMA website ([www.vamaonline.org](http://www.vamaonline.org)) once they are available.

### **2026 RAMMY AWARD Categories:**

This guide contains all categories that will be offered this year as well as the submission requirements for each one. Please note that any category with 3 or fewer nominees will be eliminated.

### **2026 RAMMY AWARD Category Fees:**

\$89 for Individual Awards

\$89 for Community Awards

\$129 for Community of the Year

\$0 Supplier Individual of the Year

**\*ALL INDIVIDUAL WINNERS from the 2025 RAMMY Awards cannot be nominated for the same category this year!**

**\*\*ALL COMMUNITY WINNERS from the 2025 RAMMY Awards can nominate for the same category again this year.**

### **Important RAMMY Awards Dates:**

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

- NOMINATION PERIOD: August 7<sup>th</sup> – September 12<sup>th</sup>, 2025
- NOMINATION DEADLINE: September 12<sup>th</sup>, 2025
- CATEGORY ENTRY MATERIAL SUBMISSION PERIOD: September 1<sup>st</sup> – October 15<sup>th</sup>, 2025
- CATEGORY ENTRY MATERIAL SUBMISSION DEADLINE: October 15<sup>th</sup>, 2025
- JUDGING PERIOD: September 15<sup>th</sup>, 2025 – January 16<sup>th</sup>, 2026
- JUDGING DATES FOR FINALISTS (this is only for some categories and will be judged via virtual Zoom interview): November 13<sup>th</sup>, 2025 – January 16<sup>th</sup>, 2026
- VAMA RAMMY AWARDS & DINNER: Friday, February 6<sup>th</sup>, 2026, at the Richmond Convention Center

Please note that there will be NO refunds given for incomplete applications. It is YOUR responsibility to make sure all required information is submitted and on time! **The deadline to cancel any nomination is September 12<sup>th</sup>, 2025.**

## **Nomination Process:**

VAMA partners with OpenWater, a Professional Awards Management System, to help us manage the RAMMY 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 your VAMA member password). You will keep this login and password to track the nominations you submit. **If you created an account last year, you would use the same log-in information again this year.**
2. Once an account is created, you will log-in and begin nominating individuals, communities, or companies for various award categories. You do this by:
  - a. Click start application
  - b. Using the drop-down menu, select the category for which you want to nominate.
  - c. Enter your (nominator) Name, Email, Phone number, and Company Name (this may auto-populate).
  - d. Enter in your Company/Community Address.
  - e. Then enter the required nominee information. The Nominee's email address and cell number must be a direct email/number to the nominee. If nominating for a community / company award, it must be a direct email/number to the primary contact.
3. Once you are done with this nomination and have 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, so 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 are 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).
4. After you submit your order, we will email the newly nominated Candidate / Community / Company, notifying them of the nomination with a link to their application to submit the required materials for the award judging.
5. Nominations close September 12<sup>th</sup>, 2025.
6. Award Category Nominees will have until October 15<sup>th</sup>, 2025, to complete the application of required information for judging.

## Once you or your company / community has been nominated, what happens next?

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

Once you are nominated, you will receive an email from Kathy Howery (kathy@vamaonline.org) notifying you that you have been nominated for a RAMMY award and informing you which award you were nominated for - keep this email for your records! This email will contain instructions and a link to create/access the nominee account. This is where you log in and select the category for which you were nominated and then submit the answers to the required questions. **If the nominee created an account last year, they would use the same log-in information again this year.** If we have 6 or more nominations for a single category, judges will use these questionnaires to narrow down to 6 finalists who will then be interviewed by a judge, via Zoom.

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

Once a company or community is nominated, the primary contact listed on the nomination will receive an email from Kathy Howery (kathy@vamaonline.org) informing them they have been nominated for a RAMMY Company/Community award, and for which award the company/community was nominated - keep this email for your records! This email will contain instructions and a link to create/access the nominee account. This is where you log in and select the category for which you were nominated and then submit the answers to the required questions and/or upload documents/pictures/links for the category.

### **Judging:**

VAMA will provide judges with their login and password to log into the system, where they will review the nominee submissions for the category they were assigned for judging. For any category that narrows down the nominees to 6 finalists to receive a Zoom interview, the nominees will be notified about the date and times once the judge selects the final 6. You must provide a cell phone number for the Nominee so that we can reach them for the interview.

### **Nomination Fees:**

All nomination fees must be paid before the RAMMY Awards Ceremony, taking place on February 6<sup>th</sup>, 2026.

### **Event Registration & Attendance:**

Registration for this event will open in December 2025. All nominees must register and pay to attend the event (attendee tickets are not included with the nomination). All registration fees must be paid prior to the RAMMY Awards Ceremony, taking place on February 6, 2026.

## **RAMMY Individual Award Categories & Criteria:**

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. 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.

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

#### ***Subcategories***

*Up to 250 Units*

*251 Units and Up*

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.

#### **Submission Requirements:**

- Complete an online questionnaire that addresses each of the following:
  - 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 or used 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?
  - What is your management philosophy, and how do you foster collaboration and excellence among your team?
  - Share a "story of your success" from your time as a manager (topic ideas: collections, resident satisfaction, streamlining a procedure, etc.).
  - What qualities and skills do you possess that make you stand out and excel in your professional role?
  - Share any professional development programs in which you have participated (including Fair Housing, continuing education, licenses, credentials, or association-related committees/events).

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

#### ***Subcategories***

*Up to 250 Units*

*251 Units and Up*

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.

**Submission Requirements:**

- Complete an online questionnaire that addresses each of the following:
  - 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 when your manager was absent.
  - Describe your customer service philosophy and how you encourage your team to provide excellent customer service.
  - What is your most memorable experience with a resident or prospective resident?
  - What is your process/method for staying up to date on the most relevant marketing trends?
  - What qualities and skills do you possess that make you stand out and excel in your professional role?
  - Share any professional development programs in which you have participated (including Fair Housing, continuing education, licenses, credentials, or association-related committees/events).

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

***Subcategories***

*Up to 250 Units*

*251 Units and Up*

This award recognizes those who are responsible for leasing apartments on-site. 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.

**Submission Requirements:**

- Complete an online questionnaire that addresses each of the following:
  - Name, Company Name, Community Name, Number of units, NAA credentials (if applicable).
  - When did you enter the industry? How long have you worked at this community?
  - Give an example of your leasing successes, either by increasing your closing ratios or the net effective rent. Include reports that demonstrate your closing ratios & other results.
  - Explain your role and what impact you make in assisting the management team.

- What is your customer service philosophy, and how do you elevate the customer experience (current or prospective resident)?
- What is your most memorable experience with a resident or prospective resident?
- Where do you see yourself growing in your current position?
- What qualities and skills do you possess that make you stand out and excel in your professional role?
- Share any professional development programs in which you have participated (including Fair Housing, continuing education, licenses, credentials, or association-related committees/events).

### **On-site Rookie of the Year \$89:**

This award recognizes on-site individuals new to the industry within the past two years (July 2023 – Present). Nominees for this category are not only new to their role but have also displayed leadership qualities and a passion for what they do (**please note, Community Managers cannot be submitted for this award**). Individuals can be nominated by others from their company. The nomination fee is billed to the community/company that the nominated person works for.

#### **Submission Requirements:**

- Complete an online questionnaire that addresses each of the following:
  - Name, Company Name, Community Name, Number of units
  - Approximate date you started working in the multifamily industry, how long you have worked at current community, and any professional designations or certifications earned.
  - Identify and describe your professional title and job responsibilities.
  - What is your customer service philosophy, and how do you elevate the customer experience (current or prospective resident)?
  - How have you impacted team performance and/or satisfaction?
  - Share a “story of success” from your time in this role.
  - Where do you see yourself growing in your current position?
  - What qualities and skills do you possess that make you stand out and excel in your professional role?
  - Share any professional development programs in which you have participated (including Fair Housing, continuing education, licenses, credentials, or association-related committees/events).

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

#### ***Subcategories***

*Up to 250 Units*

*251 Units and Up*

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.

#### **Submission Requirements:**

- Complete an online questionnaire that addresses each of the following:

- 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. Provide examples of how you cross-train your team and the kinds of education or training you offer to them.
- What is your customer service and management philosophy?
- What is your most memorable experience with a resident or employee?
- Describe your property's preventative maintenance program, its effect on the 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.
- Describe a situation when you had to adapt to a significant change in your work environment and how you handled that change.
- What qualities and skills do you possess that make you stand out and excel in your professional role?
- Share any professional development programs in which you have participated (including Fair Housing, continuing education, licenses, credentials, or association-related committees/events).

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

#### *Subcategories*

*Up to 250 Units*

*251 Units and Up*

This award recognizes those who work in the maintenance department on-site but are not managers. 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.

#### Submission Requirements:

- Complete an online questionnaire that addresses each of the following:
  - Name, Company Name, Community Name, Number of units.
  - Years in industry, years at community, NAA credentials earned.
  - Identify & describe your position's job responsibilities.
  - What is your most memorable experience with a resident or prospective resident?
  - Describe your role in the property's preventative maintenance program, its effect on the 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.

- How do you maintain a standard of excellence in curb appeal, unit turns, cleanliness, work order satisfaction, etc.?
- What qualities and skills do you possess that make you stand out and excel in your professional role?
- Share any professional development programs in which you have participated (including Fair Housing, continuing education, licenses, credentials, or association-related committees/events).

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

This award recognizes maintenance professionals who are new to the industry within the past two years (July 2023 – Present). Nominees for this category are not only new to their role but have also displayed leadership qualities and a passion for what they do **(please note, Maintenance Supervisors cannot be submitted for this award)**. 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.

#### Submission Requirements:

- Complete an online questionnaire that addresses each of the following:
  - Name, Company Name, Community Name, Number of units
  - Approximate date you started working in the multifamily industry, how long you have worked at current community, and any professional designations or certifications earned.
  - Identify and describe your professional title and job responsibilities.
  - What is your customer service philosophy?
  - How do you contribute to the overall success of the company?
  - Share a “story of success” from your time in this role.
  - How have you impacted team performance and/or satisfaction? Provide at least 1 specific example to support your answer.
  - Where do you see yourself growing in your current position?
  - What qualities and skills do you possess that make you stand out and excel in your professional role?
  - Share any professional development programs in which you have participated (including Fair Housing, continuing education, licenses, credentials, or association-related committees/events)

### **On-Site Outstanding Performer \$89:**

This award recognizes on-site individuals who have gone above and beyond their everyday responsibilities to make the community outstanding and proven themselves to be an integral part of the on-site team **(please note, Community Managers cannot be submitted for this award)**. 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.

#### Submission Requirements:

- Complete an online questionnaire that addresses each of the following:
  - Name, Company Name, Community Name, Number of units
  - Years in the industry, years at the community, NAA credentials earned.

- Identify and describe your job title and responsibilities.
- What is your customer service philosophy, and how do you elevate the customer experience (current or prospective resident)?
- What is your most memorable experience with a resident or prospective resident?
- Describe the programs and/or services you have developed or used on-site to ensure your residents' satisfaction and resident retention.
- Describe a situation when you had to adapt to a significant change in your work environment and how you handled that change.
- Share a “story of success” from your time in your position.
- What makes you stand apart? How do you go above and beyond your job responsibilities?
- How have you impacted on-site team performance and/or satisfaction? Provide at least 1 example to support your answer.
- Share any professional development programs in which you have participated (including Fair Housing, continuing education, licenses, credentials, or association-related committees/events).
- A letter of recommendation from an on-site team member to explain why the nominee is an outstanding performer/team player (the letter should be completed by someone in a higher-ranking position than the nominee).

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

This award recognizes those who oversee more than one community as a Regional Maintenance Director/Manager. 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.

#### Submission Requirements:

- Complete an online questionnaire that addresses each of the following:
  - Name, Company Name, Number of units managed, Number of team members you manage.
  - Years in industry, years at company, any NAA credentials earned.
  - What is your most memorable experience with a resident or employee?
  - 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 implemented to streamline maintenance operations across the communities you oversee?
  - How do you promote teamwork to ensure success in maintenance teams at your company?
  - Describe how you assist your maintenance team in reaching the community's budget 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. Include examples of employee recognition.

- Share any professional development programs in which you have participated (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. 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.

#### Submission Requirements:

- Complete an online questionnaire that addresses each of the following:
  - Name, Company Name, Number of units you manage, Number of team members you manage.
  - Years in the industry, years at the company, any NAA credentials earned.
  - What is your management philosophy, and how do you foster collaboration and excellence among your team?
  - What is your role in preparing/developing the budget? How do you manage to meet the budget expectations?
  - Describe the programs and/or services you have developed or used for your on-site teams that have 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.
  - Provide examples of how you cross-train your team, as well as the kind(s) of education/training you offer 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.).
  - What qualities and skills do you possess that make you stand out and excel in your professional role?
  - Share any professional development programs in which you have participated (including Fair Housing, continuing education, licenses, credentials, or association-related committees/events).

### **Corporate Professional of the Year \$89:**

This award recognizes a corporate team member who has demonstrated exceptional accomplishments in Residential Property Management. **Individuals may not fit the criteria of any other award category.** Individuals may only be nominated by others from their company. The nomination fee is billed to the community/company that the nominated person works for.

#### Submission Requirements:

- Complete an online questionnaire that addresses each of the following:

- Name, Company Name, Professional Title
- Years in industry, years at the company, any NAA credentials or other professional designations earned.
- Identify & describe your job title and responsibilities.
- What is your customer service and management philosophy?
- Describe a situation when you had to adapt to a significant change in your work environment, and how you handled that change.
- How do you promote teamwork within your company? Please provide an example.
- Describe your communication methods for relaying important information to onsite employees as well as your corporate colleagues.
- Describe the programs and/or services you have developed or used 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.
- What qualities and skills do you possess that make you stand out and excel in your professional role?
- Share any professional development programs in which you have participated (including Fair Housing, continuing education, licenses, credentials, or association-related committees/events).

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

This award recognizes individuals who actively support the rental housing industry, provide excellent and reliable service, make a positive impact on the apartment industry, and whose company is currently a member of VAMA. **The Nominee must actively participate in and support the local Central Virginia chapter of VAMA, as this award is based on service in this area alone and not on a statewide or nationwide level.** Individuals can nominate themselves, be nominated by others from their company, or be nominated by a customer.

#### Submission Requirements:

- Complete an online questionnaire that addresses each of the following:
  - Name, Company Name, Professional Title
  - Years in industry, years at current company, any professional certifications, designations, or credentials earned.
  - Identify and describe your position's title and job responsibilities.
  - What is your customer service philosophy?
  - Describe a situation when you had to adapt to a significant change in your work environment, and how you handled that change.
  - How does your role within your company impact the multifamily industry?
  - How have you been involved in supporting the VAMA | Central Virginia chapter over the past 12 months?
  - What would you tell non-members about the benefits of being a supplier member with VAMA?
  - What is the biggest lesson you have learned as a supplier when working with our owner/operator members?
  - Share a "story of success" from your time in this position, as it relates to customers or experiences in your Virginia territory.
  - What is your most memorable experience with a customer?

- What qualities and skills do you possess that make you stand out and excel in your professional role?
- Provide a letter of recommendation from a client in the multifamily housing industry (client must be a member of VAMA). A maximum of 3 letters will be accepted (a minimum of 1 letter is required).

## **Community / Company Awards:**

Communities may nominate themselves or be nominated by their company. The nomination fee will be billed to the nominated community/company. Once nominated, the community will need to provide the requested information relating to the award category in the form of a questionnaire. Some categories do require additional supporting materials such as photos, videos, floor plans, etc. (details for each category requirement are below).

### **On-site 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.

#### **Submission Requirements:**

Complete an online questionnaire that addresses each of the following bullet points:

- Identify & describe all programs (or events).
- Why did you choose these programs (or events)?
- Describe how you executed these programs (or events).
- Explain the outcome of these programs/events (i.e. \$ raised, number of participants, etc.). Be sure to include information on participation.
- Upload a PDF including 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 Curb Appeal \$89:**

#### ***Subcategories:***

*Garden Style built pre-2012*

*Garden Style built 2012 or after*

*Mid Rise / High Rise, any age*

This award recognizes a property's design, overall efforts to create exceptional visual curb appeal, and ability to showcase the community.

#### **Submission Requirements**

Instead of a site visit like we have done in the past, we are asking you to submit 8-10 photos that showcase each of the following items:

- Community Entrance
- Amenity Spaces
- Signage around the property
- Exterior of buildings
- Shared common areas

- Green spaces (floral, trees, mulch beds, shrubs, water areas, etc.)

### **Best Resident Lifestyle Award \$89:**

This award recognizes the communities that 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.

#### Submission Requirements:

- Complete online questionnaire that addresses each of the following:
  - 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/events (what was the outcome)?
  - Include a minimum of 3 resident testimonials within the PDF.
  - Finally, include any materials used to promote the program within the PDF (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.).
- *OPTIONAL: A video showcasing your community lifestyle may be included (not required).*

### **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 has to offer. Examples include fitness centers, dog spas, pools, clubrooms, etc. Leasing centers/community leasing centers are not included in this category, and retail space is not applicable.

#### 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 photographs of all your amenities (a maximum of 15 photos).

### **Best Online Reputation \$89:**

This award recognizes communities that maintain and effectively manage a positive online reputation. For this category, the nominee will be judged based on Google reviews, Apartment Ratings, Yelp, Facebook, etc. The judge will search your property online and pull this information from November 1, 2024, until the date of judging (sometime in October – November). Judging will be based on positive and negative reviews, responses and response time, feedback, etc., and averaged out to get an overall score. Nominees for this category must have a minimum of at least 15 reviews (during the above approved period) and may not pick and choose which reviews are judged.

#### Submission Requirements:

- Name of community, unit count, Primary Contact first & last Name, and email address.
- Community address
- URL for community website.

### **Community Social Media Award \$89:**

This category asks properties to provide and submit information on at least 2 social media platforms that their property uses (i.e. Facebook, X – formerly Twitter, Instagram, TikTok), and that reflects their best work.

#### Submission Requirements:

- Photos featuring a single screenshot from the social media platforms that you've entered (1 photo per platform).
- Complete an online questionnaire that addresses each of the following:
  - Identify the social media platforms used by your property that are covered in your entry. Provide screenshots from, and the website addresses for, all platforms that you identify.
  - Share why you selected these social media platforms, the frequency of updates on those platforms, and who is responsible for those updates.
  - Identify your target market and your objectives.
  - Describe the steps you took to reach that market and meet those objectives.
  - Describe how you evaluated/measured your goals to reach your market and meet objectives.
  - Describe the outcome (including increased followers, interaction or engagement, costs compared to budget, etc.).

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

#### *Subcategories*

*Up to 250 Units*

*251 Units and Up*

This award recognizes outstanding teams working together to make their property successful.

#### Submission Requirements:

- Photos of the team in action and at least 1 photo of the Community Team professionally dressed (max of 5 photos).
- Complete an online questionnaire that addresses each of the following:
  - Explain your team's role in assisting with the preparation/development of the community's annual budget (based on ownership goals).
  - Describe how your team regularly supports one another and the property manager, providing specific examples to support 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 completed by contractors. 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 provided.
- Share how your team maintains a standard of excellence in customer service and resident retention (include any resident satisfaction & retention reports/surveys & survey results, etc., that support your description).
- A list of employees, titles, awards, certifications, etc.

### **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 of where they are going to live.

#### 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.
- A floor plan of the model unit.
- Photos showcasing your model (max of 5 photos).
- A video tour of the model uploaded to a video-sharing site such as YouTube or Vimeo (five minutes or less, filmed horizontally, no audio required). Video quality will not be judged, only the content. Cell phone videos are acceptable. **Please be sure when you upload the video that it does not have an expiration date and is viewable by anyone with the link. If we cannot access your video, the video is scored as "0".**

### **Best Community Renovation \$89:**

This category recognizes a recently substantially renovated community that exhibits excellence in value, quality, and design. The renovation must include more than 40% of the apartment community interior spaces (including apartments and/or amenity spaces), and the completion date for the renovations must be after April 2024.

#### 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 and timeline of the project, measurement of success for the project, and any additional information you would like the judges to know.
- Provide before and after photos of the renovation (max of 8 photos).

### **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.

#### Submission Requirements:

- Complete a questionnaire that covers the following:

- Inventory tracking procedures.
- Managing work orders (priority, typical completion timeline, follow up, etc).
- Apartment Turnovers (general apartment turn procedures, timeline, and tracking. A step-by-step list from getting keys to next move-in. What is the average time it takes to complete a full turn?)
- Lock out / Tag out procedures.
- Any additional information you would like the judges to know.
- Photos showcasing the shop's organization, cleanliness, effective use of space, and OSHA compliance. Must include photos showing the First Aid Kit, the eye wash station, Personal Protective Equipment, and the Fire Cabinet (including interior). MAX OF 5 PHOTOS.

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

#### Subcategories:

- Conventional – Average Rent per SF (rent information will be collected and verified)
- Affordable Community (at least 50% of units must be affordable housing – tax credit, income-based, or income restricted)
- Urban Community (located in a densely populated area that offers convenient access to nightlife, shopping, dining, bus or train transportation, etc.)
- Senior Community (55 & Over)

The Community of the Year category recognizes a rental housing community maintaining the highest level of excellence in talent, resident service, maintenance, and overall operations.

#### Submission Requirements:

Complete an online questionnaire addressing the following:

- Name of community, year built, and number of units.
- A list of on-site employees with their titles and any certifications or awards they have earned (NAA credentials, state or national certifications, etc.).
- A list of all the resident amenities.
- Provide the following property statistics in percentages: current physical occupancy, current leased occupancy, and current retention rate.
- How is the on-site team trained? What educational opportunities are available to them?
- Explain your preventative maintenance program and timelines.
- Provide examples of your resident engagement efforts/initiatives to make residents feel part of a community (events, contests, etc).
- Describe your efforts to ensure resident retention and satisfaction (apart from the engagement efforts listed above).
- Describe your timeline and procedures for apartment turns, step by step, including the total time allotted for the turn.
- What makes your community stand out from the competition, and why should your community win this award?
- Upload 1-2 photos of the property's exterior (each picture showing the property as if you are looking at it from the curb).
- Upload a PDF containing at least 2 resident testimonials.

- A video tour of the community showing the on-site team, the apartment building and clubhouse exterior, the clubhouse interior, and the leasing office (showing where key control and fair housing signage are located). Video quality will not be judged, only the content. Cell phone videos are acceptable. **Video must be no more than 8 minutes long, be filmed horizontally, and be uploaded to a video-sharing site such as YouTube, Vimeo, etc. Please be sure when you upload the video that it does not have an expiration date and is viewable by anyone with the link. If we cannot access your video, the video is scored as “0”.**