

Category Guide

2027 CAMME AWARDS CATEGORY GUIDE

RULES & IMPORTANT ITEMS TO REVIEW BEFORE ENTERING

The Illinois Apartment Association (IAA) is pleased to present the category guide for our 2027 Chicagoland Apartment Marketing and Management Excellence (CAMME) Awards. The CAMME Awards is an annual peer-judged awards program. Winners of the 2027 awards will be announced on Friday, April 23, 2027 during the awards ceremony to be held at the Fairmont Chicago, Millenium Park.

Please read this entire guide thoroughly before entering.

2027 RULES FOR ENTRANTS

It is CRITICAL that entrants understand the following items prior to entering, as exceptions will not be made:

Unless otherwise indicated, entry materials (including any reports requested) should be for the time period of January 2026 – December 2026.

It is the responsibility of the person entering a category to read & review all rules/information for the category they enter, even if they are not the one responsible for providing the materials for said entry, PRIOR TO ENTERING.

ENTRY (& ENTRY PARTNER) FEES ARE NON-REFUNDABLE AT ANY POINT, FOR ANY REASON, AFTER THE APPLICATION (ENTRY FORM) HAS BEEN SUBMITTED - NO EXCEPTIONS

As such, a reminder to double-check the following:

- The definition(s) of the category you plan to enter (including the building type, if applicable)
- All the materials that are required to be compiled and submitted for the category you plan to enter
- That you have access to and can provide the information and materials required for judging the category you plan to enter
- The judging criteria for the category you plan to enter (the bullet points listed under the "JUDGING CRITERIA FOR THIS CATEGORY" heading)
- The deadline for submission of materials
- The way the category you plan to enter is judged (online, video interview, or on-site)

ENTRANTS WHO DO NOT SUBMIT THEIR MATERIALS BY THE MATERIAL SUBMISSION DEADLINE *WILL BE DISQUALIFIED*-NO EXCEPTIONS

If you want to enter a person or property into one of the categories that is split up based on up to four different pre-defined building types (affordable, low-rise/garden, mid-rise/hi-rise & vintage):

- But your property falls into more than one of those pre-defined types (i.e. both vintage and mid-rise/hi-rise), **you must select** the **one type** that best reflects your property (or the one your property would be most competitive in).
- Once you select the pre-defined building type your property (or person from your property) will be competing under, the property/any person attached to the property, may only compete under that one pre-defined building type.

RULE(S) FOR "PEOPLE" CATEGORIES:

- If you are looking to enter someone into the Assistant Property Manager, Chief Engineer/Maintenance Supervisor, Leasing Professional, Leasing Manager, Maintenance Professional, or Property Manager category **AND** the entrant works at multiple sites, you may only provide the data points related to one of your sites when it comes to compiling your materials for your entry.

GUIDELINES FOR SUBMITTING YOUTUBE VIDEOS (WHERE APPLICABLE):

- For models/units: We recommend you **shoot your video in landscape mode (if you hold your phone/camera horizontally), NOT portrait mode (if you hold your phone/camera vertically)**, as it will capture so much more of your entry for judges
- For people category interviews: We recommend you shoot your video **in portrait mode (hold your phone/camera vertically)**
- The entrant is responsible for editing their YouTube video, and **ALL VIDEOS MUST BE CREATED & EDITED BY THE ENTERING COMPANY'S STAFF (NOT OUTSOURCED TO A PROFESSIONAL COMPANY). The entry will be disqualified if it's determined that the video was outsourced or created using AI.**

RULES FOR SUBMITTING PHOTOS:

- Any logos, other than that of the entering property/company, should not be visible in any of the photos
- Entrants in each category must submit 2 photos (except for the renovation categories, which require 2 "before" and 2 "after" photos, for a total of 4) to be used during the awards ceremony
- All photos that are submitted must be a minimum size of 300K; preferably larger
- All photos that are submitted must be submitted in .jpg or .jpeg formats
- The entrant should be professionally dressed, and there should be no one else in the photographs for the following people categories:
  - Assistant Property Manager
  - Chief Engineer/Maintenance Supervisor
  - Concierge Professional
  - Door Staff Professional
  - Leasing Manager
  - Leasing Professional
  - Maintenance Professional
  - Property Manager
  - Rookie Professional
- All photos must be in color (no black & white photos)
- Photo collages are NOT allowed
- Review all photos prior to submitting (with your property manager and/or marketing director) and ensure they comply with your company policies and rules.

JUDGING DATES

The 2027 CAMME Awards will be judged over a 3-week period from **February 22 – March 12, 2027.**

TYPES OF JUDGING

CAMME Awards entries will be judged in one of two ways. The way each category is judged is outlined on that category's page within the Category Guide; next to "Method of Judging."

ONLINE JUDGING: All categories, except Property Excellence, will be judged online (via OpenWater software). Entrants will not be contacted by any judges if they enter the categories that are judged online.

ON-SITE JUDGING: Property Excellence categories will be judged on-site. Judges, once assigned & notified of their assignments, will be told to contact the entered properties to set up a property visit sometime within the three judging weeks of February 22 – March 12, 2027. It will be the responsibility of assigned judges to coordinate the on-site interviews anytime during the two-week judging period.

HOW TO ENTER: **The application submission period is November 16, 2026 – December 18, 2026**

A link to the award software system, OpenWater, will be emailed and posted on the CAMME Awards web page CAMME Webpage as soon as it becomes available. Additionally, please note that:

- The individual submitting an entry is the only one that can upload/submit the materials for the entry, using the login credentials they create. If you are submitting an entry on someone else's behalf, and want them to be responsible for uploading supporting documents and materials, they will need to use your unique login credentials.

DEADLINE FOR SUBMITTING ALL MATERIALS FOR ALL CATEGORIES:

Material submission period is open from January 11, 2027 – February 12, 2027) Materials will not be accepted after February 12. No extensions will be given nor exceptions made, under any circumstances.

2027 CAMME AWARDS DEFINITIONS

BUILDING TYPE DEFINITIONS

VINTAGE: Any property built in or before 1974.

LOW-RISE/GARDEN: Any property with four (4) or fewer floors.

MID-RISE/HI-RISE: Any property with five (5) or more floors (starting at the ground level).

AFFORDABLE: Any property with 100% of its' units qualifying under the programs administered by a local regulatory agency such as HUD, IHDA or other public housing authorities. For example: project-based section 8, Housing Choice Voucher program and low-income tax credits.

ADDITIONAL DEFINITIONS

BUILD DATE: The build date refers to the date the building received its first certificate of occupancy. *(If your building was built in two phases, the date of the oldest building's certificate of occupancy is the date that you should use.)*

FINAL NOTES FOR ENTRANTS

This document is intended to provide an overview of key rules and guidelines for entrants but does not cover ALL aspects of the program. As such, IAA & the CAMME Task Force Co-Chairs reserve the right to add/adjust any information in this document. Additionally, IAA has the authority to make any decisions regarding any matter concerning this program at any point in the cycle of the program.

The IAA is excited to produce this program and looks forward to your participation. Best of luck to all the entrants! If you have any questions, please check the CAMME Awards page of the IAA website (www.iaahq.org), or contact IAA staff members Andrea Brady or Maria Ragusa, contact details are below.

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2027 CAMME AWARDS CATEGORIES

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ONLY PROPERTY EXCELLENCE ENTRIES WILL BE JUDGED ONSITE.

ALL OTHER APPLICANTS WILL BE JUDGED IN OUR AWARDS SOFTWARE, OPEN WATER. THEY WILL NOT BE CONTACTED BY JUDGES, WILL NOT BE INTERVIEWED, AND WILL BE JUDGED SOLELY BASED ON THE MATERIALS SUBMITTED, AND VIDEO INTERVIEWS, IF REQUIRED (AND AS INDICATED IN THE CATEGORY DESCRIPTION).

ASSISTANT PROPERTY MANAGER, LOW-RISE/GARDEN

This category is for **Assistant Managers that act as the main support**/"right-hand person" **for the Property Manager**, and is **not intended for those who strictly do bookkeeping**. The Assistant Property Manager categories are split by building type. **BE SURE** to **review the building type definitions** and **rules.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED. Video submissions are now required (see below).

MATERIALS ENTRANT IS REQUIRED TO SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of *the entrant professionally dressed onsite (no one else should be in the photos)***
- **1 written PDF that addresses each of the following bullet points with supporting documentation, in 15 pages or less. *Scoring penalty will be applied if the page total is exceeded.***
  - How have you contributed to marketing efforts that improved traffic, occupancy and retention?
  - Describe how your collection measures impact the property's bottom line, including average delinquency rate.
  - Describe your role in community event planning and/or how you assist in building community with residents.
  - Share examples of creative and/or innovative ideas or processes that you have personally developed/implemented at your property and describe their impact.
  - Share any professional development programs or continuing education you have participated in.
  - What, if anything, is your role in developing the budget and how do you help achieve ownership's financial goals?

NEW REQUIREMENT: Submit a video via YouTube (*not professionally produced; not AI generated; and not to exceed 15 minutes*) answering the following questions:

- Tell us about a time you stepped up to lead beyond your assigned responsibilities. How did you establish priorities, bring the team together, and keep operations on track?
- Describe an occupancy, collections, or resident-service challenge you helped address. What actions did you personally take, who did you partner with, and what measurable difference did it make?
- Share an example of how you coached a teammate or improved a team process.
- Why do you feel deserving of winning this CAMME Award? What sets you apart from the rest?

JUDGING CRITERIA FOR THIS CATEGORY

- Achievement of owner's financial & performance goals for the property
- Maintenance reports/schedules
- Effectiveness of marketing programs
- Occupancy challenges and resolution
- Resident retention and satisfaction programs
- Training/education programs, including Fair Housing, continuing education, licenses, and designations
- Creativity & innovation of entrant's ideas & solutions to problems
- Expertise & professionalism of entrant

ASSISTANT PROPERTY MANAGER, MID-RISE/HI-RISE

This category is for **Assistant Managers that act as the main support**/"right-hand person" **for the Property Manager**, and is **not intended for those who strictly do bookkeeping**. The Assistant Property Manager categories are split by building type. **BE SURE** to **review the building type definitions** and **rules.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED. Video submissions are now required (see below).

MATERIALS ENTRANT IS REQUIRED TO SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the entrant professionally dressed *(no one else should be in the photos)***
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- Training/education programs, including Fair Housing, continuing education, licenses, and designations
- Creativity & innovation of entrant's ideas & solutions to problems
- Expertise & professionalism of entrant

CHIEF ENGINEER/MAINTENANCE SUPERVISOR, AFFORDABLE

The Chief Engineer/Maintenance Supervisor categories are split by building type. **BE SURE** to **review the building type definitions** and **rules before you enter and before you submit your materials.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED. Video submissions are now required (see below).

MATERIALS ENTRANT IS REQUIRED TO SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the entrant professionally dressed (*no one else should be in the photos*)**
- **1 written PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Scoring penalty will be applied if the page total is exceeded.***
  - What is your role in developing the maintenance budget, and how do you control expenses while meeting ownership goals?
  - Describe your role in resident satisfaction and provide any supporting documentation.
  - Share how you work to maintain a standard of excellence in curb appeal, unit turns, cleanliness, work order satisfaction, etc.
  - How do you assign daily responsibilities, track task completion and ensure your team meets deadlines?
  - How do you train, coach and develop your team to ensure compliance with safety requirements, Fair Housing and required certifications?
  - What is your role in planning, bidding, budgeting and overseeing capital projects, including renovations, landscaping and major equipment replacements?
  - How do you manage ongoing contract maintenance and vendors?
  - How do you support the Property Manager and ensure the property's maintenance operations run efficiently?
- **NEW REQUIREMENT: Submit a video via YouTube (*not professionally produced; not AI generated; and not to exceed 15 minutes*) answering the following questions:**

- Walk us through a significant maintenance challenge or service disruption. How did you prioritize safety, direct your team, and communicate with management and residents?
- Describe how you train your team to prevent problems rather than simply react to them. Share one example of how your approach improved reliability, service, or costs.
- Tell us about an improvement you led in preventive maintenance, unit turns, or work-order service. How did you gain team buy-in, partner with the Property Manager, and measure the results?
- Why do you feel deserving of winning this CAMME Award? What sets you apart from the rest?

JUDGING CRITERIA FOR THIS CATEGORY

- Assistance with achievement of owner's financial & performance goals for the property
- Cost savings programs or initiatives implemented
- Written preventative maintenance schedule and execution
- Communication with on-site team, including maintenance, management, etc. (& regional manager if applicable)
- Knowledge & maintenance of equipment and building systems
- Process of apartment preparation
- Impact on resident satisfaction surveys and retention
- Training/education programs, including Fair Housing, continuing education, licenses, and designations
- Ability to demonstrate leadership
- Creativity & innovation of entrant’s ideas & solutions to problems

CHIEF ENGINEER/MAINTENANCE SUPERVISOR, LOW-RISE/GARDEN

The Chief Engineer/Maintenance Supervisor categories are split by building type. **BE SURE** to **review the building type definitions** and **rules before you enter and before you submit your materials.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED. Video submissions are now required (see below).

MATERIALS ENTRANT IS REQUIRED TO SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the entrant professionally dressed (*no one else should be in the photos)***
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- Creativity & innovation of entrant’s ideas & solutions to problems

CHIEF ENGINEER/MAINTENANCE SUPERVISOR, MID-RISE/HI-RISE

The Chief Engineer/Maintenance Supervisor categories are split by building type. **BE SURE** to **review the building type definitions** and **rules before you enter and before you submit your materials.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED. Video submissions are now required (see below).

MATERIALS ENTRANT IS REQUIRED TO SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the entrant professionally dressed (*no one else should be in the photos)***
- **1 written PDF that addresses each of the following bullet points with supporting documentation in *15* pages or less. *Scoring penalty will be applied if the page total is exceeded.***
  - What is your role in developing the maintenance budget, and how do you control expenses while meeting ownership goals?
  - Describe your role in resident satisfaction and provide any supporting documentation.
  - Share how you work to maintain a standard of excellence in curb appeal, unit turns, cleanliness, work order satisfaction, etc.
  - How do you assign daily responsibilities, track task completion and ensure your team meets deadlines?
  - How do you train, coach and develop your team to ensure compliance with safety requirements, Fair Housing and required certifications?
  - What is your role in planning, bidding, budgeting and overseeing capital projects, including renovations, landscaping and major equipment replacements?
  - How do you manage ongoing contract maintenance and vendors?
  - How do you support the Property Manager and ensure the property's maintenance operations run efficiently?
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- Impact on resident satisfaction surveys and retention
- Training/education programs, including Fair Housing, continuing education, licenses, and designations
- Ability to demonstrate leadership
- Creativity & innovation of entrant’s ideas & solutions to problems

CHIEF ENGINEER/MAINTENANCE SUPERVISOR, VINTAGE

The Chief Engineer/Maintenance Supervisor categories are split by building type. **BE SURE** to **review the building type definitions** and **rules before you enter and before you submit your materials.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED. **Video submissions are now required (see below).**

MATERIALS ENTRANT IS REQUIRED TO SUBMIT FOR THIS CATEGORY

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  - Describe your role in resident satisfaction and provide any supporting documentation.
  - Share how you work to maintain a standard of excellence in curb appeal, unit turns, cleanliness, work order satisfaction, etc.
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  - How do you manage ongoing contract maintenance and vendors?
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- Walk us through a significant maintenance challenge or service disruption. How did you prioritize safety, direct your team, and communicate with management and residents?
- Describe how you train your team to prevent problems rather than simply react to them. Share one example of how your approach improved reliability, service, or costs.
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- Cost savings programs or initiatives implemented
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- Communication with on-site team, including maintenance, management, etc. (& regional manager if applicable)
- Knowledge & maintenance of equipment and building systems
- Process of apartment preparation
- Impact on resident satisfaction surveys and retention
- Training/education programs, including Fair Housing, continuing education, licenses, and designations
- Ability to demonstrate leadership
- Creativity & innovation of entrant’s ideas & solutions to problems

COMMUNITY AMENITIES PACKAGE, LOW-RISE/GARDEN

This category is for **properties that have indoor and/or outdoor amenities that are available for resident use. Retail space is not applicable.** Amenity examples include: fitness centers, dog spas, pools, clubrooms, etc. Leasing centers/community leasing centers are not included in this category. If you're interested in entering your leasing center, you should enter the Community Leasing Center category.

The Community Amenities Package categories are split by building type. **BE SURE** to **review the building type definitions and rules before you enter and before you submit your materials.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that collaborated with it on its community amenities package to be an "entry partner" (for an additional fee). A few examples of supplier/vendor companies that the property could invite to be their entry partner include furniture rental companies, interior design firms, and sign companies.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO SUBMIT FOR THIS CATEGORY

- **2 JPEGS that each feature one *(ONLY 1)* of your property's amenities.**
- **1 written PDF that contains a narrative on your amenities, covers the subject matter of each of the judging criteria for this category, and includes what you think makes your amenities stand out from your competition.**
- **A YouTube video (CREATED & EDITED BY PROPERTY STAFF-NOT CREATED AND/OR EDITED BY PROFESSIONALS or AI) that is no longer than 10 minutes, and that showcases your property's amenities.**

JUDGING CRITERIA FOR THIS CATEGORY

- Innovative approach to use of space
- Functional layout of amenities
- Appeal to property's market
- Overall design

COMMUNITY AMENITIES PACKAGE, MID-RISE/HI-RISE

This category is for **properties that have indoor and/or outdoor amenities that are available for resident use. Retail space is not applicable.** Amenity examples include: fitness centers, dog spas, pools, clubrooms, etc. Leasing centers/community leasing centers are not included in this category. If you're interested in entering your leasing center, you should enter the Community Leasing Center category.

The Community Amenities Package categories are split by building type. **BE SURE** to **review the building type definitions and rules before you entering and submitting your materials.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that collaborated with it on its community amenities package to be an "entry partner" (*for an additional fee*). A few examples of supplier/vendor companies that the property could invite to be their entry partner include furniture rental companies, interior design firms, and sign companies.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos that each feature one *(ONLY 1)* of your property's amenities.**
- **1 written PDF that contains a narrative on your amenities, covers the subject matter of each of the judging criteria for this category, and includes what you think makes your amenities stand out from your competition.**
- **A YouTube video (CREATED & EDITED BY PROPERTY STAFF-NOT CREATED AND/OR EDITED BY PROFESSIONALS or AI) that is no longer than 10 minutes, and that showcases your property's amenities.**

JUDGING CRITERIA FOR THIS CATEGORY

- Innovative approach to use of space
- Functional layout of amenities
- Appeal to property's market
- Overall design

COMMUNITY LEASING CENTER

This category is only for properties with spaces **solely devoted to staff leasing apartments** (not clubhouses or other common areas).

BE SURE to **review the rules before entering and submitting your materials.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that collaborated with it on its community leasing center to be an "entry partner" (*for an additional fee*). A couple examples of supplier/vendor companies that the property could invite to be their entry partner include furniture rental companies and interior design firms.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos that feature your property's leasing center**
- **A YouTube video (CREATED & EDITED BY PROPERTY STAFF-NOT CREATED AND/OR EDITED BY PROFESSIONALS or AI) that is no longer than 10 minutes, that showcases your property's leasing center.**

JUDGING CRITERIA FOR THIS CATEGORY

- Appeal of the leasing center, including the entry area
- Professional atmosphere
- Creative use of space
- Functional layout

COMMUNITY SERVICE PROGRAM, CORPORATE

This category is for **management companies** that have c**onducted a program, initiative, or single event that: supported a philanthropy**, **was planned by the company's employees and the company's employees had to make a commitment of time and/or money**. Examples include volunteering at a Ronald McDonald House, putting together a group of employees to run for Team PAWS in the Chicago Marathon, serving meals at a local homeless shelter, sponsoring, and supporting a Wounded Warrior Project event, etc.

BE SURE to **review the rules before entering and submitting your materials.**

ENTRY PARTNERS WELCOME: In this category, a management company or a supplier company may invite the philanthropy (charity) that they worked with (on a program, initiative, or single event) to be an "entry partner" (*for an additional fee*).

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos from your community service program (or event).**
- **1 written PDF that addresses each of the following bullet points with supporting documentation) in 15 pages or less. *Penalty will be applied to overall scoring if page limit is exceeded.***
  - Identify & describe the program (or event).
  - Why did you choose this program (or event)?
  - Describe how you executed this program (or event).
  - Explain what the outcome of this program/event was (i.e. $ raised, number of participants, etc.). Be sure to include information on participation.
  - Within the PDF, provide any materials used to promote the program (i.e. event flyers, invitations, etc.), additional photos from the program, and copies of any local press attention the events/program received (i.e. newspaper articles, etc.).
  - Finally, include up to 2 testimonials.

JUDGING CRITERIA FOR THIS CATEGORY

- Clarity of initiative/program/event concept
- Creativity of initiative/program/event concept
- Achievement of purpose of initiative/program/event concept
- Participation in initiative/program/event

COMMUNITY SERVICE PROGRAM, PROPERTY

This category is for **properties** that have **conducted a program, initiative, or single event that: supported a philanthropy was planned by the property staff and where the property staff and/or residents had to make a commitment of time and/or money.** Examples include partnering with a food bank on a food drive, collecting professional attire for Dress for Success, cleaning up/painting a local school, etc.

BE SURE to **review the rules before entering and submitting your materials.**

ENTRY PARTNERS WELCOME: In this category, a property may invite the philanthropy (charity) that they worked with (on a program, initiative, or single event) to be an "entry partner" (*for an additional fee*).

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos from your community service program (or event).**
- **1 written PDF that addresses each of the following bullet points with supporting documentation) in 15 pages or less.**
  - Identify & describe the program (or event).
  - Why did you choose this program (or event)?
  - Describe how you executed this program (or event).
  - Explain what the outcome of this program/event was (i.e. $ raised, number of participants, etc.). Be sure to include information on participation.
  - Within the PDF, provide any materials used to promote the program (i.e. event flyers, invitations, etc.), additional photos from the program, and copies of any local press attention the events/program received (i.e. newspaper articles, etc.).
  - Finally, include up to 2 testimonials.

JUDGING CRITERIA FOR THIS CATEGORY

- Clarity of initiative/program/event concept
- Creativity of initiative/program/event concept
- Achievement of purpose of initiative/program/event concept
- Participation in initiative/program/event

COMPREHENSIVE MARKETING PROGRAM, CORPORATE

This category is only for **management companies** to provide & submit information on **4 or more pieces/samples from their new, current, or ongoing marketing program**. *If you are looking just to enter just your website, please enter the Website, Corporate category.* Additionally, please note that **this category is specifically for materials featuring the management company, not specific properties.** Examples include apps, business collateral, email marketing campaigns, outdoor advertisements, public relations campaigns **(done by the management company, not by an outside PR firm or third-party company)**.

BE SURE to **review the rules before you enter and before you submit your materials.**

ENTRY PARTNERS WELCOME: In this category, a management company may invite a supplier/vendor company that it collaborated with on its comprehensive marketing program to be their "entry partner" (for an additional fee). A couple examples of potential entry partners include marketing firms and graphic designers.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos that each feature one *(ONLY 1)* piece/item from your company's marketing program.**
- **1 written PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Penalty will be applied to overal score if page limit is exceeded:***
  - Identify who your target market was.
  - Identify what your objectives were.
  - Describe the steps you took to reach that market & meet those objectives.
  - Describe how you evaluated/measured/reached your market & objectives.
  - Describe the outcome and any associated costs compared to budget.
  - Finally, include screenshots/pictures/images/website addresses/etc. of the items you are entering.

JUDGING CRITERIA FOR THIS CATEGORY

- Program concept
- Content & creativity of program
- Graphic element design (images, illustrations, photos, graphics) across program
- Clarity & consistency of message across program
- Achievement of purpose of program

CONCIERGE PROFESSIONAL

This award is meant to recognize excellence for an **individual that spends over 50% of their time solely devoted to enhancing and customizing the resident experience through service provision, event planning, and/or customer greeting.** The existence of this person would be considered a value-add amenity and can be an in-house employee or a third-party employee. ***If the individual is not involved in event planning and resident retention, they should be entered into the Door Professional category.***
Duties might include: Point person for many resident requests such as: amenity reservations, package delivery, resident event planning, restaurant reservations, guest suite reservations, scheduling car service, plant care/pet walking when applicable, work order follow up calls, walk amenities throughout the day to "fluff," etc.

BE SURE to **review the rules before you enter and before you submit your materials.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program).

Entrants WILL NOT BE CONTACTED BY JUDGES and do not need to set up an interview for judging. The materials submitted will be used by judges to score the entry within the online awards platform.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of *the entrant professionally dressed***
- **1 written PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less:**
  - Explain this Concierge Professional's role, and what impact they make in assisting the management team.
  - What makes this Concierge Professional stand apart? How does this individual go above and beyond their job responsibilities/job description?
  - Provide a quote from the Concierge Professional's answer to "Where do you feel your role is the most valuable and why? and "What part of your role do you enjoy the most and why?"
  - Share any programs the Concierge Professional has implemented to ensure residents' satisfaction, and how they have contributed to the success of your property.
  - Has this Concierge Professional been mentioned in ratings or reviews? Please provide an example(s).
  - Provide an example of how this role contributes to resident retention when it comes to renewals.
  - Explain how this Concierge Professional communicates with the residents.
  - In the spirit of "going above and beyond," give an example of:
    - A resident planned event that was particularly well received;
    - A resident issue/concern that the Concierge took ownership of and how they turned it around into a positive outcome;
    - An idea from the Concierge Professional that was implemented that decreased risk exposure or liability for the property and residents.

JUDGING CRITERIA FOR THIS CATEGORY

- Qualitative reports of resident satisfaction (resident satisfaction surveys, testimonials, online reviews)
- Examples of how Concierge work assisted management
- Examples of resident satisfaction programs/services implemented
- Examples of teamwork

CURB APPEAL, AFFORDABLE

Properties that enter this category **will be judged on BOTH** their **landscaping as well as** their **entrance/exterior signage.**

The curb appeal categories are split by building type. **BE SURE** to **review the building type definitions and the rules before entering.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with on its curb appeal to be an "entry partner" (for an additional fee). A few examples of supplier/vendor companies that a property could invite to be their entry partner include landscaping companies, landscape architects, and signage companies.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the property's exterior (each picture showing the property as if you are looking at it from the curb).**
- **A YouTube video (CREATED & EDITED BY PROPERTY STAFF-NOT CREATED AND/OR EDITED BY PROFESSIONALS or AI) that is between no longer than 7 minutes long, that showcases your property's curb appeal.**

JUDGING CRITERIA FOR THIS CATEGORY

- Overall design of property/appeal of all components as they relate to each other
- Originality of features (such as fountains, architecture, hardscape structures, etc.)
- Coordination and appeal of exterior finishes
- Use of flowers, trees, shrubs & other plantings
- Entrance/exterior signage
- Property appears well maintained

CURB APPEAL, LOW-RISE/GARDEN

Properties that enter this category **will be judged on BOTH** their **landscaping as well as** their **entrance/exterior signage.**

The curb appeal categories are split by building type. **BE SURE** to **review the building type definitions and the rules before entering.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with on its curb appeal to be an "entry partner" (for an additional fee). A few examples of supplier/vendor companies that a property could invite to be their entry partner include landscaping companies, landscape architects, and signage companies.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG PHOTOS of the property's exterior (each picture showing the property as if you are looking at it from the curb).**
- **A YouTube video (CREATED & EDITED BY PROPERTY STAFF-NOT CREATED AND/OR EDITED BY PROFESSIONALS OR AI) that is no longer than 7 minutes long, that showcases your property's curb appeal.**

JUDGING CRITERIA FOR THIS CATEGORY

- Overall design of property/appeal of all components as they relate to each other
- Originality of features (such as fountains, architecture, hardscape structures, etc.)
- Coordination and appeal of exterior finishes
- Use of flowers, trees, shrubs & other plantings
- Entrance/exterior signage
- Property appears well maintained

CURB APPEAL, MID-RISE/HI-RISE

Properties that enter this category **will be judged on BOTH** their **landscaping as well as** their **entrance/exterior signage.**

The curb appeal categories are split by building type. **BE SURE** to **review the building type definitions** and **rules before entering.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with on its curb appeal to be an "entry partner" (for an additional fee). A few examples of supplier/vendor companies that a property could invite to be their entry partner include landscaping companies, landscape architects, and signage companies.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the property's exterior (each picture showing the property as if you are looking at it from the curb).**
- **A YouTube video (CREATED & EDITED BY PROPERTY STAFF-NOT CREATED AND/OR EDITED BY PROFESSIONALS OR AI) that is no longer than 7 minutes long, and that showcases your property's curb appeal.**

JUDGING CRITERIA FOR THIS CATEGORY

- Overall design of property/appeal of all components as they relate to each other
- Originality of features (such as fountains, architecture, hardscape structures, etc.)
- Coordination and appeal of exterior finishes
- Use of flowers, trees, shrubs & other plantings
- Entrance/exterior signage
- Property appears well maintained

CURB APPEAL, VINTAGE

Properties that enter this category **will be judged on BOTH** their **landscaping as well as** their **entrance/exterior signage.**

The curb appeal categories are split by building type. **BE SURE** to **review the building type definitions** in this document to make sure you're entering the correct category, **and to review the rules before you enter and before you submit your materials.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with on its curb appeal to be an "entry partner" (for an additional fee). A few examples of supplier/vendor companies that a property could invite to be their entry partner include landscaping companies, landscape architects, and signage companies.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the property's exterior (each picture showing the property as if you are looking at it from the curb).**
- **A YouTube video (CREATED & EDITED BY PROPERTY STAFF-NOT CREATED AND/OR EDITED BY PROFESSIONALS OR AI) that is no longer than 7 minutes long, and that showcases your property's curb appeal.**

JUDGING CRITERIA FOR THIS CATEGORY

- Overall design of property/appeal of all components as they relate to each other
- Originality of features (such as fountains, architecture, hardscape structures, etc.)
- Coordination and appeal of exterior finishes
- Use of flowers, trees, shrubs & other plantings
- Entrance/exterior signage
- Property appears well maintained

DOOR STAFF PROFESSIONAL

This award is meant to recognize excellence for an **individual that spends 100% of their time solely devoted to enhancing and customizing the resident experience through service provision and/or customer greeting.** The existence of this person would be considered a value-add amenity and can be an in-house employee or a third-party employee. ***If this individual is involved in event planning and/or resident retention efforts, they should be entered into the Concierge Professional category.***

Duties might include: Greets all entrants to the property; opens doors; creates memorable experiences with their interactions; announces prospect tours to leasing team; hails cabs; enters work orders for residents; communicates deliveries, guest arrivals, etc.; manages bell carts; maintains the lobby area; monitors all cameras; completes incident reporting, etc.

BE SURE to **review the rules** at the front of the guide **before you enter and before you submit your materials** for your entry.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of *the entrant professionally dressed; should be the ONLY person shown in the photo***
- **1 written PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less:**
  - Explain this Door Staff Professional's role, and what impact they make in assisting the management team.
  - What makes this individual stand apart? How do they go above and beyond their job responsibilities/job description?
  - Provide a quote from the Door Staff Professional's answer to "What do you enjoy most about your role?" and "How do you feel you personally make an impact as part of the community door staff team?"
  - Explain how the Door Staff Professional communicates with team members between shifts.
  - How does the Door Staff Professional handle resident complaints? Provide an example of a time they were challenged with a resident issue and how they overcame it.
  - Has this individual been mentioned in ratings or reviews? Please provide an example(s).
  - Provide an example of how the Door Staff Professional takes ownership of the lobby.
  - What is their greeting when someone arrives in the lobby? Provide examples.
  - In the spirit of "going above and beyond," give an example of:
    - A resident issue/concern that the Door Staff Professional took ownership of and how they turned it around into a positive outcome;
    - How the Door Staff Professional guarantees consistent quality service;
    - An idea from the Door Staff Professional that decreased risk exposure or liability for the property and residents.

JUDGING CRITERIA FOR THIS CATEGORY

- Qualitative reports of resident satisfaction (resident satisfaction surveys, testimonials, online reviews)
- Examples of how the Door Staff Professional's work assisted management
- Examples of teamwork

INDIVIDUAL MARKETING/ADVERTISING PIECE, CORPORATE

This category asks **management companies *(& only management companies)*** to provide & submit information on 1 piece (or example) of their marketing/advertising. ONLY (1) PIECE should be covered per entry. Examples include: an app, business collateral piece, a piece from an email marketing campaign, outdoor advertisement, etc.

BE SURE to **review the rules before you enter and before you submit your materials**.

ENTRY PARTNERS WELCOME: In this category, a management company may invite a supplier/vendor company that it collaborated with on its marketing/advertising piece to be an "entry partner" (for an additional fee). A few examples of supplier/vendor companies that a management company could invite to be their entry partner include marketing firms, graphic designers, and advertising agencies.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEGS photos that each feature one *(ONLY 1)* screenshot or image of your company's entry**
- **1 PDF that addresses each of the following bullet points (& provides documentation/reports/surveys/etc. to back up and/or support your entry) in 5 pages or less:**
    - Identify who your target market was.
    - Identify what your objectives were.
    - Describe the steps you took to reach that market & meet those objectives.
    - Describe how you evaluated/measured how you reached your market & objectives.
    - Describe the outcome and any associated costs compared to budget.
    - If (and only if) you are entering an app, detail the instructions on how to download and get into the app. Please include login credentials if needed.
    - Within the PDF, include a screenshot/picture/image of the item you're entering, as well as the website address (if applicable/you're entering an app, for example).

JUDGING CRITERIA FOR THIS CATEGORY

- Concept
- Content, creativity, and design layout
- Graphic element design (images, illustrations, photos, graphics)
- Clarity & consistency of message
- Achievement of purpose

INDIVIDUAL MARKETING/ADVERTISING PIECE, PROPERTY

This category asks **properties** to provide & submit information on **1 piece (or example) of their marketing/advertising**. (This category is not for property or company specific websites, which have their own separate categories.) ONLY (1) **ONE PIECE for a SINGLE PROPERTY** should be covered per entry. Examples include: an app, business collateral piece, a piece from an email marketing campaign, outdoor advertisement, etc.

BE SURE to **review the rules before you enter and before you submit your materials.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with on its marketing/advertising piece to be an "entry partner" (for an additional fee). A few examples of supplier/vendor companies that a property could invite to be their entry partner include marketing firms, graphic designers, and advertising agencies.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos that each feature one *(ONLY 1)* screenshot or image of your entry.**
- **1 written PDF that addresses each of the following bullet points with supporting documentation in 5 pages or less:**
    - Identify who your target market was.
    - Identify what your objectives were.
    - Describe the steps you took to reach that market & meet those objectives.
    - Describe how you evaluated/measured how you reached your market & objectives.
    - Describe the outcome and any associated costs compared to budget.
    - If (and only if) you are entering an app, detail the instructions on how to download and get into the app. Please include login credentials if needed.
    - Include a screenshot/picture/image of the item you're entering, as well as the website address (if applicable).

JUDGING CRITERIA FOR THIS CATEGORY

- Concept
- Content, creativity and design layout
- Graphic element design (images, illustrations, photos, graphics)
- Clarity & consistency of message
- Achievement of purpose

INNOVATIVE BUILDING DESIGN

This category is only for **buildings that have received their certificate of occupancy within the last 3 years**. Examples of innovative design could involve (or include): technological or building systems, a sustainable initiative, and/or an interesting design combining form & function. **BE SURE to review the rules before you enter and before you submit your materials.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that collaborated with it on the design of the building to be an "entry partner" (for an additional fee). Examples of supplier/vendor companies that a property could invite to be their entry partner include architecture firms, development firms, construction companies, and engineering firms.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the property's exterior (showing the property as if you are looking at it from the curb).**
- **1 written PDF that addresses each of the following bullet points with supporting documentation in 20 pages or less. *Penalty will be applied to overall scoring if page limit is exceeded.***
    - Describe in detail how your property demonstrates innovation in sustainability. Ideas include LEED Certification, NAHB Green Building Program Certification, mechanical, design, materials, energy consumption, electrical, plumbing, finishes, features, landscaping, etc.
    - Describe in detail how your property demonstrates innovation in architecture (describe how both the interior AND exterior architecture contribute to the property's innovative design). Ideas include flow/functionality of space, finishes, design, structure, etc.
    - Describe in detail how your property demonstrates innovation in technology. Ideas include mechanical, electrical, plumbing, etc.
    - Describe how your property demonstrates innovation in amenities. Ideas include yoga rooms, green walls, and/or innovative approaches to common amenities such as rooftops, computer lounges, etc.
    - Describe in detail how your property demonstrates innovation of sustainability as a site (overall). This is where you can describe the "story of your site" and why it was built that way. For example, the building's position on the lot, manmade vs. natural elements, engineering, etc. Be sure to include any ratings and data points relevant to the overall property's innovative design, as well as any awards or accreditations.

JUDGING CRITERIA FOR THIS CATEGORY

- Sustainability of property
- Innovation of property's technology (use of technology as part of overall innovative design)
- Innovation of property's interior & exterior architecture
- Innovation of property's amenities
- Innovation of property as a whole (overall)

INNOVATIVE MARKETING, CORPORATE

This category is for those **management companies** that **have introduced a new marketing idea/technology, strategy, or tactical campaign** to the **Illinois** multifamily housing market **within the last year**. The marketing effort should be both original and creative, and have demonstrable, measurable results.

BE SURE to **review the rules before you enter and before you submit your materials.**

ENTRY PARTNERS WELCOME: In this category, a management company may invite a supplier/vendor company that it collaborated with on its innovative marketing idea/technology/strategy/tactical campaign to be an "entry partner" (for an additional fee).

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos that "encapsulate the idea" or "tell the story" of your innovative entry.**
- **1 written PDF that addresses each of the following bullet points with supporting documentationin 10 pages or less:**
    - Describe this new marketing effort, including reason for implementation and any associated costs compared to budget.
    - What makes it innovative?
    - What did you hope to accomplish with this program?
    - Where is it being implemented & what are the target resident demographics for that building or market?
    - What measurements were put in place to determine if the outcome was successful?
    - Based on the goals you established, did it achieve its purpose? Or what did you learn from the experience?
    - Additionally, include any photos/screenshots, etc., that "encapsulate the idea" or "tell the story" of your innovative entry.
- **A YouTube video (CREATED & EDITED BY ENTERING COMPANY'S STAFF-NOT CREATED AND/OR EDITED BY PROFESSIONALS OR AI) that is between 3 to 5 minutes long, and that demonstrates this new marketing idea or method and explains why the entering company undertook this new program. *THE DEMONSTRATION MUST BE PERFORMED BY A MEMBER OF THE ENTERING COMPANY'S STAFF.***

JUDGING CRITERIA FOR THIS CATEGORY

- Originality of the idea/technology implemented
- Overall creativity
- Achievement of purpose based on company's established goals

LEASING MANAGER, LOW-RISE/GARDEN

This category is **only for leasing managers who manage people or a team.** *Individuals who do not manage others should enter the Leasing Professional category.* The Leasing Manager categories are split by building type. **BE SURE** to **review the building type definitions** and **review the rules before you enter.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of *the entrant professionally dressed***
- **1 written PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Penalty will be applied to overall scoring if the page limit is exceeded.***
    - Do you have a list of weekly or monthly tasks that you delegate to team members? Please answer this question, and then describe how you delegate & track them.
    - Explain your role as a policy expert (financial verification of potential residents, market surveys, reviewing/auditing files, monitoring prospect trends, etc.).
    - Describe how you maintain your renewal program.
    - Describe how you assist with generating traffic to the building (social media presence, marketing, etc.).
- **A YouTube video (NOT CREATED AND/OR EDITED BY PROFESSIONALS OR AI), not to exceed 15 minutes, answering the following questions:**
    - Explain how you work with your property manager and assistant property manager to maintain the overall operation and effectiveness of the leasing office.
    - How do you provide excellent customer service?
    - How do you motivate not only yourself but also your leasing team?

JUDGING CRITERIA FOR THIS CATEGORY

- Level of entrant's policy expertise
- Market knowledge & awareness
- Resident retention & interaction
- Entrant's impact on the team
- Training/education programs, including Fair Housing, continuing education, licenses & designations
- Creativity & innovation of entrant's ideas and solutions to problems
- Expertise & professionalism of entrant

LEASING MANAGER, MID-RISE/HI-RISE

This category is **only for leasing managers who manage people or a team.** *Individuals who do not manage others should enter the Leasing Professional category.* The Leasing Manager categories are split by building type. **BE SURE** to **review the building type definitions** to make sure you're entering the correct category and **review the rules before you enter and before you submit your materials.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of *the entrant professionally dressed (no one else should be in the photos)***
- **1 written PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Penalty will be applied to overall scoring if the page limit is exceeded.***
    - Do you have a list of weekly or monthly tasks that you delegate to team members? Please answer this question, and then describe how you delegate & track them.
    - Explain your role as a policy expert (financial verification of potential residents, market surveys, reviewing/auditing files, monitoring prospect trends, etc.).
    - Describe how you maintain your renewal program.
    - Describe how you assist with generating traffic to the building (social media presence, marketing, etc.).
- **A YouTube video (NOT CREATED AND/OR EDITED BY PROFESSIONALS OR AI) ,not to exceed 15 minutes, answering the following questions:**
    - Explain how you work with your property manager and assistant property manager to maintain the overall operation and effectiveness of the leasing office.
    - How do you provide excellent customer service?
    - How do you motivate not only yourself but also your leasing team?

JUDGING CRITERIA FOR THIS CATEGORY

- Level of entrant's policy expertise
- Market knowledge & awareness
- Resident retention & interaction
- Entrant's impact on the team
- Training/education programs, including Fair Housing, continuing education, licenses & designations
- Creativity & innovation of entrant's ideas and solutions to problems
- Expertise & professionalism of entrant

LEASING MANAGER, VINTAGE

This category is **only for leasing managers who manage people or a team.** *Individuals who do not manage others should enter the Leasing Professional category.* The Leasing Manager categories are split by building type. **BE SURE** to **review the building type definitions** to make sure you're entering the correct category and **review the rules before you enter and before you submit your materials.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of *the entrant professionally dressed (no one else should be in the photos)***
- **1 written PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Penalty will be applied to overall scoring if the page limit is exceeded.***
    - Do you have a list of weekly or monthly tasks that you delegate to team members? Please answer this question, and then describe how you delegate & track them (the tasks).
    - Explain your role as a policy expert (financial verification of potential residents, market surveys, reviewing/auditing files, monitoring prospect trends, etc.).
    - Describe how you maintain your renewal program.
    - Describe how you assist with generating traffic to the building (social media presence, marketing, etc.).
- **A YouTube video (NOT CREATED AND/OR EDITED BY PROFESSIONALS OR AI) ,not to exceed 15 minutes, answering the following questions:**
    - Explain how you work with your property manager and assistant property manager to maintain the overall operation and effectiveness of the leasing office.
    - How do you provide excellent customer service?
    - How do you motivate not only yourself but also your leasing team?

JUDGING CRITERIA FOR THIS CATEGORY

- Level of entrant's policy expertise
- Market knowledge & awareness
- Resident retention & interaction
- Entrant's impact on the team
- Training/education programs, including Fair Housing, continuing education, licenses & designations
- Creativity & innovation of entrant's ideas and solutions to problems
- Expertise & professionalism of entrant

LEASING PROFESSIONAL, LOW-RISE/GARDEN

This category is **only for leasing professionals** that **spend 80% or more of their time leasing apartments**, **and do not manage others.** *If the individual manages people or a team, they should enter the Leasing Manager category.* The Leasing Professional categories are split by building type. **BE SURE** to **review the building type definitions** and **the rules before you enter.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of *the entrant professionally dressed (no one else should be in the photos)***
- **1 written PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Penalty will be applied to overall scoring if the page limit is exceeded.***
    - Give an example of your leasing successes, either in increasing your closing ratios, or in increasing the net effectiveness of your lease rent.
    - 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. What do you believe the benefits of these programs are in terms of results and retention?
    - Identify an objection that you must overcome on a regular basis and describe how you overcome it.
    - Describe how you keep up to date on the sub-market & comparable properties and identify how often you visit comparable properties.
    - Share how you impact resident satisfaction, providing examples to back it up.
    - 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, and designations).
- **A YouTube video (NOT CREATED AND/OR EDITED BY PROFESSIONALS OR AI) ,not to exceed 15 minutes, answering the following questions:**
    - Describe how you build a relationship with new prospects. What are the special things you do through the move-in process to build rapport?
    - What are the top three objections at your property? How do you overcome them?
    - What sets you apart from the leasing professionals at your competitors?

JUDGING CRITERIA FOR THIS CATEGORY

- Quantitative reports of leasing results (including closing ratios)
- Entrant's knowledge of their product & ability to overcome objections
- Market knowledge & awareness
- Resident retention & interaction
- Entrant's impact on the team
- Training/education programs, including Fair Housing, continuing education, licenses & designations
- Creativity & innovation of entrant's ideas and solutions to problems
- Expertise & professionalism of entrant

LEASING PROFESSIONAL, MID-RISE/HI-RISE

This category is **only for leasing professionals** that **spend 80% or more of their time leasing apartments**, **and do not manage others.** *If the individual manages people or a team, they should enter the Leasing Manager category.* The Leasing Professional categories are split by building type. **BE SURE** to **review the building type definitions** and **the rules before you enter.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of *the entrant professionally dressed (no one else should be in the photos)***
- **1 written PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Penalty will be applied to overall scoring if the page limit is exceeded.***
    - Give an example of your leasing successes, either in increasing your closing ratios, or in increasing the net effectiveness of your lease rent.
    - 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. What do you believe the benefits of these programs are in terms of results and retention?
    - Identify an objection that you must overcome on a regular basis and describe how you overcome it.
    - Describe how you keep up to date on the sub-market & comparable properties and identify how often you visit comparable properties.
    - Share how you impact resident satisfaction, providing examples to back it up.
    - 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, and designations).
- **A YouTube video (NOT CREATED AND/OR EDITED BY PROFESSIONALS OR AI) ,not to exceed 15 minutes, answering the following questions:**
    - Describe how you build a relationship with new prospects. What are the special things you do through the move-in process to build rapport?
    - What are the top three objections at your property? How do you overcome them?
    - What sets you apart from the leasing professionals at your competitors?

JUDGING CRITERIA FOR THIS CATEGORY

- Quantitative reports of leasing results (including closing ratios)
- Entrant's knowledge of their product & ability to overcome objections
- Market knowledge & awareness
- Resident retention & interaction
- Entrant's impact on the team
- Training/education programs, including Fair Housing, continuing education, licenses & designations
- Creativity & innovation of entrant's ideas and solutions to problems
- Expertise & professionalism of entrant

LEASING PROFESSIONAL, VINTAGE

This category is **only for leasing professionals** that **spend 80% or more of their time leasing apartments**, **and do not manage others.** *If the individual manages people or a team, they should enter the Leasing Manager category.* The Leasing Professional categories are split by building type. **BE SURE** to **review the building type definitions** and **the rules before you enter.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of *the entrant professionally dressed (no one else should be in the photos)***
- **1 written PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Penalty will be applied to overall scoring if the page limit is exceeded.***
    - Give an example of your leasing successes, either in increasing your closing ratios, or in increasing the net effectiveness of your lease rent.
    - 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. What do you believe the benefits of these programs are in terms of results and retention?
    - Identify an objection that you must overcome on a regular basis and describe how you overcome it.
    - Describe how you keep up to date on the sub-market & comparable properties and identify how often you visit comparable properties.
    - Share how you impact resident satisfaction, providing examples to back it up.
    - 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, and designations).
- **A YouTube video (NOT CREATED AND/OR EDITED BY PROFESSIONALS OR AI) ,not to exceed 15 minutes, answering the following questions:**
    - Describe how you build a relationship with new prospects. What are the special things you do through the move-in process to build rapport?
    - What are the top three objections at your property? How do you overcome them?
    - What sets you apart from the leasing professionals at your competitors?

JUDGING CRITERIA FOR THIS CATEGORY

- Quantitative reports of leasing results (including closing ratios)
- Entrant's knowledge of their product & ability to overcome objections
- Market knowledge & awareness
- Resident retention & interaction
- Entrant's impact on the team
- Training/education programs, including Fair Housing, continuing education, licenses & designations
- Creativity & innovation of entrant's ideas and solutions to problems
- Expertise & professionalism of entrant

MAINTENANCE PROFESSIONAL, LOW-RISE/GARDEN

This category is for maintenance professionals (including janitorial professionals) who **complete work orders and act as a support to the chief engineer/maintenance supervisor.** The Maintenance Professional categories are split by building type. **BE SURE** to **review the building type definitions** and **rules before you enter.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of *the entrant professionally dressed (no one else should be in the photos).***
- **1 written PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Penalty will be applied to overall scoring if page limit is exceeded.***
    - 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 Chief Engineer/Maintenance Supervisor. What was the impact and result of your involvement?
    - Describe your role in resident satisfaction, providing examples/surveys & survey results/reports to back up your description.
    - 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.
    - Provide details on any continuing education you have completed to improve your expertise/grow professionally.
    - Share how you work to maintain a standard of excellence in curb appeal, unit turns, cleanliness, work order satisfaction, etc.
    - Describe your approach to work orders, and include work order reports
    - Give an example of one way you went above and beyond the call of duty for a resident or fellow employee.

JUDGING CRITERIA FOR THIS CATEGORY

- Communication with, and support of, Chief Engineer/Maintenance Supervisor
- Knowledge & maintenance of equipment
- Process of apartment preparation
- Resident satisfaction and retention surveys/results
- Participation of/role within preventative maintenance program
- Work order per month completion
- Expertise & presentation of entrant

MAINTENANCE PROFESSIONAL, MID-RISE/HI-RISE

This category is for maintenance professionals (including janitorial professionals) who **complete work orders and act as a support to the chief engineer/maintenance supervisor.** The Maintenance Professional categories are split by building type. **BE SURE** to **review the building type definitions** and **rules before you enter.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of *the entrant professionally dressed (no one else should be in the photos).***
- **1 written PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Penalty will be applied to overall scoring if page limit is exceeded.***
    - 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 Chief Engineer/Maintenance Supervisor. What was the impact and result of your involvement?
    - Describe your role in resident satisfaction, providing examples/surveys & survey results/reports to back up your description.
    - 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.
    - Provide details on any continuing education you have completed to improve your expertise/grow professionally.
    - Share how you work to maintain a standard of excellence in curb appeal, unit turns, cleanliness, work order satisfaction, etc.
    - Describe your approach to work orders, and include work order reports
    - Give an example of one way you went above and beyond the call of duty for a resident or fellow employee.

JUDGING CRITERIA FOR THIS CATEGORY

- Communication with, and support of, Chief Engineer/Maintenance Supervisor
- Knowledge & maintenance of equipment
- Process of apartment preparation
- Resident satisfaction and retention surveys/results
- Participation of/role within preventative maintenance program
- Work order per month completion
- Expertise & presentation of entrant

MAINTENANCE PROFESSIONAL, VINTAGE

This category is for maintenance professionals (including janitorial professionals) who **complete work orders and act as a support to the chief engineer/maintenance supervisor.** The Maintenance Professional categories are split by building type. **BE SURE** to **review the building type definitions** and **rules before you enter.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of *the entrant professionally dressed (no one else should be in the photos).***
- **1 written PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Penalty will be applied to overall scoring if page limit is exceeded.***
    - 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 Chief Engineer/Maintenance Supervisor. What was the impact and result of your involvement?
    - Describe your role in resident satisfaction, providing examples/surveys & survey results/reports to back up your description.
    - 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.
    - Provide details on any continuing education you have completed to improve your expertise/grow professionally.
    - Share how you work to maintain a standard of excellence in curb appeal, unit turns, cleanliness, work order satisfaction, etc.
    - Describe your approach to work orders, and include work order reports
    - Give an example of one way you went above and beyond the call of duty for a resident or fellow employee.

JUDGING CRITERIA FOR THIS CATEGORY

- Communication with, and support of, Chief Engineer/Maintenance Supervisor
- Knowledge & maintenance of equipment
- Process of apartment preparation
- Resident satisfaction and retention surveys/results
- Participation of/role within preventative maintenance program
- Work order per month completion
- Expertise & presentation of entrant

MAINTENANCE TEAM, AFFORDABLE

The Maintenance Team categories are split by building type. **BE SURE** to **review the building type definitions** and **rules before you entering.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos that feature the entering maintenance team, dressed professionally. Each picture should include all the maintenance team members that you would like to appear in the awards presentation.**
- **1 written PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Penalty will be applied during judging if page limit is exceeded.***
    - Explain your team's role in assisting the Chief Engineer/Maintenance Supervisor 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.

JUDGING CRITERIA FOR THIS CATEGORY

- Assistance with achievement of owner's financial & performance goals for the property
- Implementation of cost savings programs or initiatives implemented
- Written preventative maintenance schedule and execution
- Communication with on-site team, including Chief Engineer, management, etc., and regional manager (if applicable)
- Knowledge & maintenance of equipment
- Process of apartment preparation
- Impact on resident satisfaction surveys and resident retention
- Creativity & innovation of entrant's (team's) ideas and solutions to problems
- Expertise & presentation of entrant (team)

MAINTENANCE TEAM, LOW-RISE/GARDEN

The Maintenance Team categories are split by building type. **BE SURE** to **review the building type** and **rules before entering this category.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos that feature the entering maintenance team, dressed professionally. Each picture should include all the maintenance team members that you would like to appear in the awards dinner presentation.**
- **1 written PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Penalty will be applied during judging if page limit is exceeded.***
    - Explain your team's role in assisting the Chief Engineer/Maintenance Supervisor 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.

JUDGING CRITERIA FOR THIS CATEGORY

- Assistance with achievement of owner's financial & performance goals for the property
- Implementation of cost savings programs or initiatives implemented
- Written preventative maintenance schedule and execution
- Communication with on-site team, including Chief Engineer, management, etc., and regional manager (if applicable)
- Knowledge & maintenance of equipment
- Process of apartment preparation
- Impact on resident satisfaction surveys and resident retention
- Creativity & innovation of entrant's (team's) ideas and solutions to problems
- Expertise & presentation of entrant (team)

MAINTENANCE TEAM, MID-RISE/HI-RISE

The Maintenance Team categories are split by building type. **BE SURE** to **review the building type definitions** and rules prior to entering.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos that feature the entering maintenance team, dressed professionally. Each picture should include all the maintenance team members that you would like to appear in the awards presentation.**
- **1 written PDF that addresses each of the following bullet points and supporting documentation in 15 pages or less. *Penalty will be applied during judging if page limit is exceeded.***
    - Explain your team's role in assisting the Chief Engineer/Maintenance Supervisor 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.

JUDGING CRITERIA FOR THIS CATEGORY

- Assistance with achievement of owner's financial & performance goals for the property
- Implementation of cost savings programs or initiatives implemented
- Written preventative maintenance schedule and execution
- Communication with on-site team, including Chief Engineer, management, etc., and regional manager (if applicable)
- Knowledge & maintenance of equipment
- Process of apartment preparation
- Impact on resident satisfaction surveys and resident retention
- Creativity & innovation of entrant's (team's) ideas and solutions to problems
- Expertise & presentation of entrant (team)

MAINTENANCE TEAM, VINTAGE

The Maintenance Team categories are split by building type. **BE SURE** to **review the building type and rules** prior to entering.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos that feature the entering maintenance team, dressed professionally. Each picture should include all the maintenance team members that you would like to appear in the awards presentation.**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Penalty will be applied during judging if page limit is exceeded.***
    - Explain your team's role in assisting the Chief Engineer/Maintenance Supervisor 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.

JUDGING CRITERIA FOR THIS CATEGORY

- Assistance with achievement of owner's financial & performance goals for the property
- Implementation of cost savings programs or initiatives implemented
- Written preventative maintenance schedule and execution
- Communication with on-site team, including Chief Engineer, management, etc., and regional manager (if applicable)
- Knowledge & maintenance of equipment
- Process of apartment preparation
- Impact on resident satisfaction surveys and resident retention
- Creativity & innovation of entrant's (team's) ideas and solutions to problems
- Expertise & presentation of entrant (team)

MODEL, ONE BEDROOM/ONE BEDROOM DEN, ABOVE $30,000

This category is for **properties that have spent *more than* $30,000** to set up their model. **When calculating the cost** of your model, **only include what was spent on merchandise** such as furnishings. Please **do not include any money spent to change finishes as with a renovation.**

BE SURE to **review the rules before you enter and before you submit your materials.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with on its model to be an "entry partner" (for an additional fee). A few examples of vendor companies that a could invite to be their entry partner include furniture rental companies, interior design firms, and sign companies.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of your property's model.**
- **1 PDF that contains a narrative on your model and covers the subject matter of each of the judging criteria for this category, in 5 pages or less.**
- **A YouTube video (CREATED & EDITED BY PROPERTY STAFF; NOT PROFESSIONALS or AI) not to exceed 5 minutes long, that showcases your property's model.**

JUDGING CRITERIA FOR THIS CATEGORY

- Innovative approach to use of space
- Functional layout of model
- Model's appeal to property's target market
- Model's overall design

MODEL, ONE BEDROOM/ONE BEDROOM DEN, BELOW $30,000

This category is for **properties that have spent *less than* $30,000** to set up their model. **When calculating the cost** of your model, **only include what was spent on merchandise** such as furnishings. Please **do not include any money spent to change finishes as with a renovation.**

BE SURE to **review the rules before you enter and before you submit your materials.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with on its model to be an "entry partner" (for an additional fee). A few examples of vendor companies that a could invite to be their entry partner include furniture rental companies, interior design firms, and sign companies.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of your property's model.**
- **1 PDF that contains a narrative on your model and covers the subject matter of each of the judging criteria for this category, in 5pages or less.**
- **A YouTube video (CREATED & EDITED BY PROPERTY STAFF; NOT PROFESSIONALS or AI) not to exceed 5 minutes long, that showcases your property's model.**

JUDGING CRITERIA FOR THIS CATEGORY

- Innovative approach to use of space
- Functional layout of model
- Model's appeal to property's target market
- Model's overall design

MODEL, STUDIO/EFFICIENCY/CONVERTIBLE, ABOVE $20,000

This category is for **properties that have spent *more than* $20,000** to set up their model. **When calculating the cost** of your model, **only include what was spent on merchandise** such as furnishings. Please **do not include any money spent to change finishes as with a renovation.**

BE SURE to **review the rules before you enter and before you submit your materials.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with on its model to be an "entry partner" (for an additional fee). A few examples of vendor companies that a could invite to be their entry partner include furniture rental companies, interior design firms, and sign companies.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program).

Entrants WILL NOT BE CONTACTED BY JUDGES WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of your property's model.**
- **1 PDF that contains a narrative on your model and covers the subject matter of each of the judging criteria (*see below*) for this category, in 5 pages or less.**
- **A YouTube video (CREATED & EDITED BY PROPERTY STAFF; NOT BY PROFESSIONALS or AI) not to exceed 5 minutes, that showcases your property's model.**

JUDGING CRITERIA FOR THIS CATEGORY

- Innovative approach to use of space
- Functional layout of model
- Model's appeal to property's target market
- Model's overall design

MODEL, STUDIO/EFFICIENCY/CONVERTIBLE, BELOW $20,000

This category is for **properties that have spent *less than* $20,000** to set up their model. **When calculating the cost** of your model, **only include what was spent on merchandise** such as furnishings. Please **do not include any money spent to change finishes as with a renovation.**

BE SURE to **review the rules before you enter and before you submit your materials.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with on its model to be an "entry partner" (for an additional fee). A few examples of vendor companies that a could invite to be their entry partner include furniture rental companies, interior design firms, and sign companies.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program).

Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of your property's model.**
- **1 PDF that contains a narrative on your model and covers the subject matter of each of the judging criteria (see below) for this category, in 5 pages or less.**
- **A YouTube video (CREATED & EDITED BY PROPERTY STAFF; NOT BY PROFESSIONALS or AI) not to exceed 5 minutes, that showcases your property's model.**

JUDGING CRITERIA FOR THIS CATEGORY

- Innovative approach to use of space
- Functional layout of model
- Model's appeal to property's target market
- Model's overall design

MODEL, TWO/THREE BEDROOM, ABOVE $40,000

This category is for **properties that have spent *more than* $40,000** to set up their model. **When calculating the cost** of your model, **only include what was spent on merchandise** such as furnishings. Please **do not include any money spent to change finishes as with a renovation.**

BE SURE to **review the rules before you enter and before you submit your materials.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with on its model to be an "entry partner" (for an additional fee). A few examples of vendor companies that a could invite to be their entry partner include furniture rental companies, interior design firms, and sign companies.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program).

Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED ONSITE.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of your property's model.**
- **1 PDF that contains a narrative on your model and covers the subject matter of each of the judging criteria for this category, in 5 pages or less.**

AND:

- **A YouTube video (CREATED & EDITED BY PROPERTY STAFF; NOT BY PROFESSIONALS or AI) not to exceed 5 minutes, that showcases your property's model.**

JUDGING CRITERIA FOR THIS CATEGORY

- Innovative approach to use of space
- Functional layout of model
- Model's appeal to property's target market
- Model's overall design

MODEL, TWO/THREE BEDROOM, BELOW $40,000

This category is for **properties that have spent *less than* $40,000** to set up their model. **When calculating the cost** of your model, **only include what was spent on merchandise** such as furnishings. Please **do not include any money spent to change finishes as with a renovation.**

BE SURE to **review the rules before you enter and before you submit your materials.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with on its model to be an "entry partner" (for an additional fee). A few examples of vendor companies that a could invite to be their entry partner include furniture rental companies, interior design firms, and sign companies.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program).

Entrants WILL NOT BE CONTACTED BY JUDGES WILL NOT BE INTERVIEWED ONSITE.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of your property's model.**
- **1 PDF that contains a narrative on your model and covers the subject matter of each of the judging criteria for this category, in 5 pages or less.**

AND:

- **A YouTube video (CREATED & EDITED BY PROPERTY STAFF; NOT BY PROFESSIONALS or AI) not to exceed 5 minutes, that showcases your property's model.**

JUDGING CRITERIA FOR THIS CATEGORY

- Innovative approach to use of space
- Functional layout of model
- Model's appeal to property's target market
- Model's overall design

PROPERTY EXCELLENCE, BUILT BETWEEN 1975-2002, LOW-RISE/GARDEN

The Property Excellence categories are split by building type. **BE SURE** to **review the building type definitions** in this document to make sure you're entering the correct category, **and to review the rules** at the front of the guide **before you enter and before you submit your materials** for your entry.

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with to be an "entry partner" (for an additional fee). Examples of vendor companies that a property could invite to be their entry partner include architecture firms, development firms, design firms, and landscaping companies.

METHOD OF JUDGING: This category will be judged in-person/on-site at the entrant's property.

DATE(S) CATEGORY WILL BE JUDGED: Any time during CAMME judging weeks of **February 22 – March 12, 2027.** Judges that are assigned to this category will coordinate efforts to schedule a day/time that is convenient for all parties.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the property's exterior (each picture showing the property as if you are looking at it from the curb).**
- **1 PDF that addresses each of the following bullet points (& provides documentation/reports/surveys/etc. to back up and/or support your entry) in 15 pages or less:**
    - Based on your current financials, how are you meeting (or exceeding) your property's (1) revenue & occupancy, (2) expenses**,** and (3) overall net operating income (NOI)? Provide examples to back up all three parts of your answer during the onsite visit (do not attach financials with entry materials).
    - Explain your preventative maintenance program, its effectiveness on the overall operations of the property, and how it benefits your property/asset overall (successes).
    - Identify & describe the reason for your success at maintaining property appearance, cleanliness, curb appeal, etc. (i.e. inspection schedule, etc.).
    - Provide key statistics, such as: closing rate, retention rate, occupancy rate, rent growth, etc.
    - Explain your marketing program and its effectiveness on (1) increased traffic, (2) retention**,** and (3) renewals.
    - Describe your social media and reputation management programs and how you track (or gauge) their success. Back up with documentation wherever available/possible.
    - Describe the programs and/or services you have developed/utilized on-site to ensure your residents' satisfaction and resident retention (can include virtual programs). What do you believe the benefits of these programs are?

JUDGING CRITERIA FOR THIS CATEGORY

- Achievement of owner's financial & performance goals for the property
- Condition of exterior overall (including curb appeal & maintenance)
- Landscaping
- Condition of interior overall (including cleanliness)
- Model apartment condition & design
- Major mechanical systems (regular & preventative maintenance)
- Unit maintenance programs & average unit turn time
- Effectiveness of marketing programs (including advertising, outreach, & social media, and how they are evaluated)
- Effectiveness of both corporate & community (neighborhood) outreach programs
- Resident satisfaction programs, including any survey programs to measure success

PROPERTY EXCELLENCE, BUILT BETWEEN 1975-2002, MID-RISE/HI-RISE

The Property Excellence categories are split by building type. **BE SURE** to **review the building type definitions** in this document to make sure you're entering the correct category, **and to review the rules before you enter and before you submit your materials.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with to be an "entry partner" (for an additional fee). Examples of vendor companies that a property could invite to be their entry partner include architecture firms, development firms, design firms, and landscaping companies.

METHOD OF JUDGING: This category will be judged in-person/on-site at the entrant's property.

DATE(S) CATEGORY WILL BE JUDGED: Any time during CAMME judging weeks of **February 22 – March 12, 2027.** Judges that are assigned to this category will coordinate efforts to schedule a day/time that is convenient for all parties.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEGS of the property's exterior (each picture showing the property as if you are looking at it from the curb).**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less:**
    - Based on your current financials, how are you meeting (or exceeding) your property's (1) revenue & occupancy, (2) expenses**,** and (3) overall net operating income (NOI)? Provide examples to back up all three parts of your answer during the onsite visit (do not attach financials with entry materials).
    - Explain your preventative maintenance program, its effectiveness on the overall operations of the property, and how it benefits your property/asset overall (successes).
    - Identify & describe the reason for your success at maintaining property appearance, cleanliness, curb appeal, etc. (i.e. inspection schedule, etc.).
    - Provide key statistics, such as: closing rate, retention rate, occupancy rate, rent growth, etc.
    - Explain your marketing program and its effectiveness on (1) increased traffic, (2) retention**,** and (3) renewals.
    - Describe your social media and reputation management programs and how you track (or gauge) their success. Back up with documentation wherever available/possible.
    - Describe the programs and/or services you have developed/utilized on-site to ensure your residents' satisfaction and resident retention (can include virtual programs). What do you believe the benefits of these programs are?

JUDGING CRITERIA FOR THIS CATEGORY

- Achievement of owner's financial & performance goals for the property
- Condition of exterior overall (including curb appeal & maintenance)
- Landscaping
- Condition of interior overall (including cleanliness)
- Model apartment condition & design
- Major mechanical systems (regular & preventative maintenance)
- Unit maintenance programs & average unit turn time
- Effectiveness of marketing programs (including advertising, outreach, & social media, and how they are evaluated)
- Effectiveness of both corporate & community (neighborhood) outreach programs
- Resident satisfaction programs, including any survey programs to measure success

PROPERTY EXCELLENCE, BUILT BETWEEN 2003-2019, LOW-RISE/GARDEN

The Property Excellence categories are split by building type. **BE SURE** to **review the building type definitions** in this document to make sure you're entering the correct category, **and to review the rules** at the front of the guide **before you enter and before you submit your materials** for your entry.

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with to be an "entry partner" (for an additional fee). Examples of vendor companies that a property could invite to be their entry partner include architecture firms, development firms, design firms, and landscaping companies.

METHOD OF JUDGING: This category will be judged in-person/on-site at the entrant's property.

DATE(S) CATEGORY WILL BE JUDGED: Any time during CAMME judging weeks of **February 22 – March 12, 2027.** Judges that are assigned to this category will coordinate efforts to schedule a day/time that is convenient for all parties.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the property's exterior (each picture showing the property as if you are looking at it from the curb).**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less:**
    - Based on your current financials, how are you meeting (or exceeding) your property's (1) revenue & occupancy, (2) expenses**,** and (3) overall net operating income (NOI)? Provide examples to back up all three parts of your answer during the onsite visit (do not attach financials with entry materials).
    - Explain your preventative maintenance program, its effectiveness on the overall operations of the property, and how it benefits your property/asset overall (successes).
    - Identify & describe the reason for your success at maintaining property appearance, cleanliness, curb appeal, etc. (i.e. inspection schedule, etc.).
    - Provide key statistics, such as: closing rate, retention rate, occupancy rate, rent growth, etc.
    - Explain your marketing program and its effectiveness on (1) increased traffic, (2) retention**,** and (3) renewals.
    - Describe your social media and reputation management programs and how you track (or gauge) their success. Back up with documentation wherever available/possible.
    - Describe the programs and/or services you have developed/utilized on-site to ensure your residents' satisfaction and resident retention (can include virtual programs). What do you believe the benefits of these programs are?

JUDGING CRITERIA FOR THIS CATEGORY

- Achievement of owner's financial & performance goals for the property
- Condition of exterior overall (including curb appeal & maintenance)
- Landscaping
- Condition of interior overall (including cleanliness)
- Model apartment condition & design
- Major mechanical systems (regular & preventative maintenance)
- Unit maintenance programs & average unit turn time
- Effectiveness of marketing programs (including advertising, outreach, & social media, and how they are evaluated)
- Effectiveness of both corporate & community (neighborhood) outreach programs
- Resident satisfaction programs, including any survey programs to measure success

PROPERTY EXCELLENCE, BUILT BETWEEN 2003-2019, MID-RISE/HI-RISE

The Property Excellence categories are split by building type. **BE SURE** to **review the building type definitions** in this document to make sure you're entering the correct category, **and to review the rules** at the front of the guide **before you enter and before you submit your materials** for your entry.

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with to be an "entry partner" (for an additional fee). Examples of vendor companies that a property could invite to be their entry partner include architecture firms, development firms, design firms, and landscaping companies.

METHOD OF JUDGING: This category will be judged in-person/on-site at the entrant's property.

DATE(S) CATEGORY WILL BE JUDGED: Any time during CAMME judging weeks of **February 22 – March 12, 2027.** Judges that are assigned to this category will coordinate efforts to schedule a day/time that is convenient for all parties.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEGS of the property's exterior (each picture showing the property as if you are looking at it from the curb).**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less:**
    - Based on your current financials, how are you meeting (or exceeding) your property's (1) revenue & occupancy, (2) expenses**,** and (3) overall net operating income (NOI)? Provide examples to back up all three parts of your answer during the onsite visit (do not attach financials with entry materials).
    - Explain your preventative maintenance program, its effectiveness on the overall operations of the property, and how it benefits your property/asset overall (successes).
    - Identify & describe the reason for your success at maintaining property appearance, cleanliness, curb appeal, etc. (i.e. inspection schedule, etc.).
    - Provide key statistics, such as: closing rate, retention rate, occupancy rate, rent growth, etc.
    - Explain your marketing program and its effectiveness on (1) increased traffic, (2) retention**,** and (3) renewals.
    - Describe your social media and reputation management programs and how you track (or gauge) their success. Back up with documentation wherever available/possible.
    - Describe the programs and/or services you have developed/utilized on-site to ensure your residents' satisfaction and resident retention (can include virtual programs). What do you believe the benefits of these programs are?

JUDGING CRITERIA FOR THIS CATEGORY

- Achievement of owner's financial & performance goals for the property
- Condition of exterior overall (including curb appeal & maintenance)
- Landscaping
- Condition of interior overall (including cleanliness)
- Model apartment condition & design
- Major mechanical systems (regular & preventative maintenance)
- Unit maintenance programs & average unit turn time
- Effectiveness of marketing programs (including advertising, outreach, & social media, and how they are evaluated)
- Effectiveness of both corporate & community (neighborhood) outreach programs
- Resident satisfaction programs, including any survey programs to measure success

PROPERTY EXCELLENCE, BUILT BETWEEN 2020-2026, LOW-RISE/GARDEN

The Property Excellence categories are split by building type. **BE SURE** to **review the building type definitions** in this document to make sure you're entering the correct category, **and to review the rules** at the front of the guide **before you enter and before you submit your materials** for your entry.

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with to be an "entry partner" (for an additional fee). Examples of vendor companies that a property could invite to be their entry partner include architecture firms, development firms, design firms, and landscaping companies.

METHOD OF JUDGING: This category will be judged in-person/on-site at the entrant's property.

DATE(S) CATEGORY WILL BE JUDGED: Any time during CAMME judging weeks of **February 22 – March 12, 2027.** Judges that are assigned to this category will coordinate efforts to schedule a day/time that is convenient for all parties.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEGS of the property's exterior (each picture showing the property as if you are looking at it from the curb).**
- **1 PDF that addresses each of the following bullet points with supporting documentationin 15 pages or less:**
    - Based on your current financials, how are you meeting (or exceeding) your property's (1) revenue & occupancy, (2) expenses**,** and (3) overall net operating income (NOI)? Provide examples to back up all three parts of your answer during the onsite visit (do not attach financials with entry materials).
    - Explain your preventative maintenance program, its effectiveness on the overall operations of the property, and how it benefits your property/asset overall (successes).
    - Identify & describe the reason for your success at maintaining property appearance, cleanliness, curb appeal, etc. (i.e. inspection schedule, etc.).
    - Provide key statistics, such as: closing rate, retention rate, occupancy rate, rent growth, etc.
    - Explain your marketing program and its effectiveness on (1) increased traffic, (2) retention**,** and (3) renewals.
    - Describe your social media and reputation programs and how you track (or gauge) their success. Back up with documentation wherever available/possible.
    - Describe the programs and/or services you have developed/utilized on-site to ensure your residents' satisfaction and resident retention (can include virtual programs). What do you believe the benefits of these programs are?

JUDGING CRITERIA FOR THIS CATEGORY

- Achievement of owner's financial & performance goals for the property
- Condition of exterior overall (including curb appeal & maintenance)
- Landscaping
- Condition of interior overall (including cleanliness)
- Model apartment condition & design
- Major mechanical systems (regular & preventative maintenance)
- Unit maintenance programs & average unit turn time
- Effectiveness of marketing programs (including advertising, outreach, & social media, and how they are evaluated)
- Effectiveness of both corporate & community (neighborhood) outreach programs
- Resident satisfaction programs, including any survey programs to measure success

PROPERTY EXCELLENCE, BUILT BETWEEN 2020-2026, MID-RISE/HI-RISE

The Property Excellence categories are split by building type. **BE SURE** to **review the building type definitions** in this document to make sure you're entering the correct category, **and to review the rules** at the front of the guide **before you enter and before you submit your materials** for your entry.

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with to be an "entry partner" (for an additional fee). Examples of vendor companies that a property could invite to be their entry partner include architecture firms, development firms, design firms, and landscaping companies.

METHOD OF JUDGING: This category will be judged in-person/on-site at the entrant's property.

DATE(S) CATEGORY WILL BE JUDGED: Any time during CAMME judging weeks of **February 22 – March 12, 2027.** Judges that are assigned to this category will coordinate efforts to schedule a day/time that is convenient for all parties.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the property's exterior (each picture showing the property as if you are looking at it from the curb).**
- **1 PDF that addresses each of the following bullet points with supporting documentation) in 15 pages or less:**
    - Based on your current financials, how are you meeting (or exceeding) your property's (1) revenue & occupancy, (2) expenses**,** and (3) overall net operating income (NOI)? Provide examples to back up all three parts of your answer during the onsite visit (do not attach financials with entry materials).
    - Explain your preventative maintenance program, its effectiveness on the overall operations of the property, and how it benefits your property/asset overall (successes).
    - Identify & describe the reason for your success at maintaining property appearance, cleanliness, curb appeal, etc. (i.e. inspection schedule, etc.).
    - Provide key statistics, such as: closing rate, retention rate, occupancy rate, rent growth, etc.
    - Explain your marketing program and its effectiveness on (1) increased traffic, (2) retention**,** and (3) renewals.
    - Describe your social media and reputation management programs and how you track (or gauge) their success. Back up with documentation wherever available/possible.
    - Describe the programs and/or services you have developed/utilized on-site to ensure your residents' satisfaction and resident retention (can include virtual programs). What do you believe the benefits of these programs are?

JUDGING CRITERIA FOR THIS CATEGORY

- Achievement of owner's financial & performance goals for the property
- Condition of exterior overall (including curb appeal & maintenance)
- Landscaping
- Condition of interior overall (including cleanliness)
- Model apartment condition & design
- Major mechanical systems (regular & preventative maintenance)
- Unit maintenance programs & average unit turn time
- Effectiveness of marketing programs (including advertising, outreach, & social media, and how they are evaluated)
- Effectiveness of both corporate & community (neighborhood) outreach programs
- Resident satisfaction programs, including any survey programs to measure success

PROPERTY EXCELLENCE, UNDER 100 UNITS

This category is not split by building type. **Review the rules before you enter and before you submit your materials.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with to be an "entry partner" (for an additional fee). Examples of vendor companies that a property could invite to be their entry partner include architecture firms, development firms, design firms, and landscaping companies.

METHOD OF JUDGING: This category will be judged in-person/on-site at the entrant's property.

DATE(S) CATEGORY WILL BE JUDGED: Any time during CAMME judging weeks of **February 22 – March 12, 2027.** Judges that are assigned to this category will coordinate efforts to schedule a day/time that is convenient for all parties.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the property's exterior (each picture showing the property as if you are looking at it from the curb).**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less:**
    - Based on your current financials, how are you meeting (or exceeding) your property's (1) revenue & occupancy, (2) expenses**,** and (3) overall net operating income (NOI)? Provide examples to back up all three parts of your answer during the onsite visit (do not attach financials with entry materials).
    - Explain your preventative maintenance program, its effectiveness on the overall operations of the property, and how it benefits your property/asset overall (successes).
    - Identify & describe the reason for your success at maintaining property appearance, cleanliness, curb appeal, etc. (i.e. inspection schedule, etc.).
    - Provide key statistics, such as: closing rate, retention rate, occupancy rate, rent growth, etc.
    - Explain your marketing program and its effectiveness on (1) increased traffic, (2) retention**,** and (3) renewals.
    - Describe your social media and reputation management programs and how you track (or gauge) their success. Back up with documentation wherever available/possible.
    - Describe the programs and/or services you have developed/utilized on-site to ensure your residents' satisfaction and resident retention (can include virtual programs). What do you believe the benefits of these programs are?

JUDGING CRITERIA FOR THIS CATEGORY

- Achievement of owner's financial & performance goals for the property
- Condition of exterior overall (including curb appeal & maintenance)
- Landscaping
- Condition of interior overall (including cleanliness)
- Model apartment condition & design
- Major mechanical systems (regular & preventative maintenance)
- Unit maintenance programs & average unit turn time
- Effectiveness of marketing programs (including advertising, outreach, & social media, and how they are evaluated)
- Effectiveness of both corporate & community (neighborhood) outreach programs
- Resident satisfaction programs, including any survey programs to measure success

PROPERTY EXCELLENCE, VINTAGE

Any property built in or before 1974 that has not undergone substantial renovations. **If the building is at least 75% renovated, please enter the new category, Vintage Renovated (next page). BE SURE** to **review the rules before you enter and before you submit your materials.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with to be an "entry partner" (for an additional fee). Examples of vendor companies that a property could invite to be their entry partner include architecture firms, development firms, design firms, and landscaping companies.

METHOD OF JUDGING: This category will be judged in-person/on-site at the entrant's property.

DATE(S) CATEGORY WILL BE JUDGED: Any time during CAMME judging weeks of **February 22 – March 12, 2027.** Judges that are assigned to this category will coordinate efforts to schedule a day/time that is convenient for all parties.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the property's exterior (each picture showing the property as if you are looking at it from the curb).**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less:**
    - Based on your current financials, how are you meeting (or exceeding) your property's (1) revenue & occupancy, (2) expenses**,** and (3) overall net operating income (NOI)? Provide examples to back up all three parts of your answer during the onsite visit (do not attach financials with entry materials).
    - Explain your preventative maintenance program, its effectiveness on the overall operations of the property, and how it benefits your property/asset overall (successes).
    - Identify & describe the reason for your success at maintaining property appearance, cleanliness, curb appeal, etc. (i.e. inspection schedule, etc.).
    - Provide key statistics, such as: closing rate, retention rate, occupancy rate, rent growth, etc.
    - Explain your marketing program and its effectiveness on (1) increased traffic, (2) retention**,** and (3) renewals.
    - Describe your social media and reputation management programs and how you track (or gauge) their success. Back up with documentation wherever available/possible.
    - Describe the programs and/or services you have developed/utilized on-site to ensure your residents' satisfaction and resident retention (can include virtual programs). What do you believe the benefits of these programs are?

JUDGING CRITERIA FOR THIS CATEGORY

- Achievement of owner's financial & performance goals for the property
- Condition of exterior overall (including curb appeal & maintenance)
- Landscaping
- Condition of interior overall (including cleanliness)
- Model apartment condition & design
- Major mechanical systems (regular & preventative maintenance)
- Unit maintenance programs & average unit turn time
- Effectiveness of marketing programs (including advertising, outreach, & social media, and how they are evaluated)
- Effectiveness of both corporate & community (neighborhood) outreach programs
- Resident satisfaction programs, including any survey programs to measure success

PROPERTY EXCELLENCE, VINTAGE: RENOVATED

A property with a build date in or before 1974 that **has** undergone substantial renovations, with at least 75% of the total building renovated. If the building does not fit that criteria, please enter Property Excellence, Vintage (previous page). **BE SURE to review the rules before you enter and before you submit your materials.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with to be an "entry partner" (for an additional fee). Examples of vendor companies that a property could invite to be their entry partner include architecture firms, development firms, design firms, and landscaping companies.

METHOD OF JUDGING: This category will be judged in-person/on-site at the entrant's property.

DATE(S) CATEGORY WILL BE JUDGED: Any time during CAMME judging weeks of **February 22 – March 12, 2027.** Judges that are assigned to this category will coordinate efforts to schedule a day/time that is convenient for all parties.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the property's exterior (each picture showing the property as if you are looking at it from the curb).**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less:**
    - Based on your current financials, how are you meeting (or exceeding) your property's (1) revenue & occupancy, (2) expenses**,** and (3) overall net operating income (NOI)? Provide examples to back up all three parts of your answer during the onsite visit (do not attach financials with entry materials).
    - Explain your preventative maintenance program, its effectiveness on the overall operations of the property, and how it benefits your property/asset overall (successes).
    - Identify & describe the reason for your success at maintaining property appearance, cleanliness, curb appeal, etc. (i.e. inspection schedule, etc.).
    - Provide key statistics, such as: closing rate, retention rate, occupancy rate, rent growth, etc.
    - Explain your marketing program and its effectiveness on (1) increased traffic, (2) retention**,** and (3) renewals.
    - Describe your social media and reputation management programs and how you track (or gauge) their success. Back up with documentation wherever available/possible.
    - Describe the programs and/or services you have developed/utilized on-site to ensure your residents' satisfaction and resident retention (can include virtual programs). What do you believe the benefits of these programs are?

JUDGING CRITERIA FOR THIS CATEGORY

- Achievement of owner's financial & performance goals for the property
- Condition of exterior overall (including curb appeal & maintenance)
- Landscaping
- Condition of interior overall (including cleanliness)
- Model apartment condition & design
- Major mechanical systems (regular & preventative maintenance)
- Unit maintenance programs & average unit turn time
- Effectiveness of marketing programs (including advertising, outreach, & social media, and how they are evaluated)
- Effectiveness of both corporate & community (neighborhood) outreach programs
- Resident satisfaction programs, including any survey programs to measure success

PROPERTY MANAGER, AFFORDABLE

The Property Manager categories are split by building type. **BE SURE** to **review the building type definitions and review the rules before you enter this category.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED**. New requirement includes submitting a video (see below).**

MATERIALS ENTRANT IS REQUIRED TO SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the nominee professionally dressed *(no one else should be in the photos)***
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Penalty will be applied during judging if page limit is exceeded.***
  - What is your role in developing the budget and how do you ensure financial goals are met?
  - How do you measure the effectiveness of your marketing strategy in generating traffic, improving conversions and increasing occupancy?
  - Explain your preventative maintenance program, and how it improves property operations, preserves asset value and controls expenses.
  - Describe how you work with the Chief Engineer/Maintenance Supervisor to create a property cleaning schedule/program and maintain your property's curb appeal.
  - How do you establish performance expectations, coach team members, ensure compliance with company policies and state/federal laws, and create accountability?
  - Share a "story of your success" from your time as a manager.
  - How do you prioritize competing deadlines while ensuring operations and reporting requirements are met?
  - How do your renewal rates and resident retention compare with company/budgetary goals?
- **NEW REQUIREMENT: Submit a video via YouTube (*not professionally produced; not AI generated; and not to exceed 15 minutes*) answering the following questions:**

- Tell us about a challenging goal you led your property team toward. How did you translate that goal into clear priorities, build commitment, and measure progress?
- Describe a specific example of how you created opportunities for team members to learn, make decisions, and take ownership. What changed for the team and the property?
- Share a time when resident needs, team capacity, and ownership's financial goals required difficult trade-offs. How did you make and communicate your decision, and what was the outcome?
- Why do you feel deserving of winning this CAMME Award? What sets you apart from the rest?

JUDGING CRITERIA FOR THIS CATEGORY

- Achievement of owner's financial & performance goals for the property
- Achievement of occupancy goal
- Maintenance reports/schedules
- Program/schedule for property cleaning and curb appeal
- Effectiveness of marketing programs
- Resident satisfaction & retention programs
- Staff education/training, including Fair Housing, and development/promotions
- Creativity & innovations of entrant's ideas overall
- Entrant's ability to problem- solve
- Expertise & professionalism of entrant

PROPERTY MANAGER, LOW-RISE/GARDEN

The Property Manager categories are split by building type. **BE SURE** to **review the building type definitions and review the rules before you enter this category.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED. **New requirement includes submitting a video (see below).**

MATERIALS ENTRANT IS REQUIRED TO SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the nominee professionally dressed (*no one else should be in the photos*)**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Penalty will be applied during judging if page limit is exceeded.***
  - What is your role in developing the budget and how do you ensure financial goals are met?
  - How do you measure the effectiveness of your marketing strategy in generating traffic, improving conversions and increasing occupancy?
  - Explain your preventative maintenance program, and how it improves property operations, preserves asset value and controls expenses.
  - Describe how you work with the Chief Engineer/Maintenance Supervisor to create a property cleaning schedule/program and maintain your property's curb appeal.
  - How do you establish performance expectations, coach team members, ensure compliance with company policies and state/federal laws, and create accountability?
  - Share a "story of your success" from your time as a manager.
  - How do you prioritize competing deadlines while ensuring operations and reporting requirements are met?
  - How do your renewal rates and resident retention compare with company/budgetary goals?
- **NEW REQUIREMENT: Submit a video via YouTube (*not professionally produced; not AI generated; and not to exceed 15 minutes*) answering the following questions:**

- Tell us about a challenging goal you led your property team toward. How did you translate that goal into clear priorities, build commitment, and measure progress?
- Describe a specific example of how you created opportunities for team members to learn, make decisions, and take ownership. What changed for the team and the property?
- Share a time when resident needs, team capacity, and ownership's financial goals required difficult trade-offs. How did you make and communicate your decision, and what was the outcome?
- Why do you feel deserving of winning this CAMME Award? What sets you apart from the rest?

JUDGING CRITERIA FOR THIS CATEGORY

- Achievement of owner's financial & performance goals for the property
- Achievement of occupancy goal
- Maintenance reports/schedules
- Program/schedule for property cleaning and curb appeal
- Effectiveness of marketing programs
- Resident satisfaction & retention programs
- Staff education/training, including Fair Housing, and development/promotions
- Creativity & innovations of entrant's ideas overall
- Entrant's ability to problem- solve
- Expertise & professionalism of entrant

PROPERTY MANAGER, MID-RISE/HI-RISE

The Property Manager categories are split by building type. **BE SURE** to **review the building type definitions and review the rules before you enter this category.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED. **New requirement includes submitting a video (see below).**

MATERIALS ENTRANT IS REQUIRED TO SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the nominee professionally dressed (*no one else should be in the photos*)**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Penalty will be applied during judging if page limit is exceeded.***
  - What is your role in developing the budget and how do you ensure financial goals are met?
  - How do you measure the effectiveness of your marketing strategy in generating traffic, improving conversions and increasing occupancy?
  - Explain your preventative maintenance program, and how it improves property operations, preserves asset value and controls expenses.
  - Describe how you work with the Chief Engineer/Maintenance Supervisor to create a property cleaning schedule/program and maintain your property's curb appeal.
  - How do you establish performance expectations, coach team members, ensure compliance with company policies and state/federal laws, and create accountability?
  - Share a "story of your success" from your time as a manager.
  - How do you prioritize competing deadlines while ensuring operations and reporting requirements are met?
  - How do your renewal rates and resident retention compare with company/budgetary goals?
- **NEW REQUIREMENT: Submit a video via YouTube (*not professionally produced; not AI generated; and not to exceed 15 minutes*) answering the following questions:**

- Tell us about a challenging goal you led your property team toward. How did you translate that goal into clear priorities, build commitment, and measure progress?
- Describe a specific example of how you created opportunities for team members to learn, make decisions, and take ownership. What changed for the team and the property?
- Share a time when resident needs, team capacity, and ownership's financial goals required difficult trade-offs. How did you make and communicate your decision, and what was the outcome?
- Why do you feel deserving of winning this CAMME Award? What sets you apart from the rest?

JUDGING CRITERIA FOR THIS CATEGORY

- Achievement of owner's financial & performance goals for the property
- Achievement of occupancy goal
- Maintenance reports/schedules
- Program/schedule for property cleaning and curb appeal
- Effectiveness of marketing programs
- Resident satisfaction & retention programs
- Staff education/training, including Fair Housing, and development/promotions
- Creativity & innovations of entrant's ideas overall
- Entrant's ability to problem- solve
- Expertise & professionalism of entrant

PROPERTY MANAGER, VINTAGE

The Property Manager categories are split by building type. **BE SURE** to **review the building type definitions and review the rules before you enter this category.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program). Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED. **New requirement includes submitting a video (see below).**

MATERIALS ENTRANT IS REQUIRED TO SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the nominee professionally dressed (*no one else should be in the photos*)**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Penalty will be applied during judging if page limit is exceeded.***
  - What is your role in developing the budget and how do you ensure financial goals are met?
  - How do you measure the effectiveness of your marketing strategy in generating traffic, improving conversions and increasing occupancy?
  - Explain your preventative maintenance program, and how it improves property operations, preserves asset value and controls expenses.
  - Describe how you work with the Chief Engineer/Maintenance Supervisor to create a property cleaning schedule/program and maintain your property's curb appeal.
  - How do you establish performance expectations, coach team members, ensure compliance with company policies and state/federal laws, and create accountability?
  - Share a "story of your success" from your time as a manager.
  - How do you prioritize competing deadlines while ensuring operations and reporting requirements are met?
  - How do your renewal rates and resident retention compare with company/budgetary goals?
- **NEW REQUIREMENT: Submit a video via YouTube (*not professionally produced; not AI generated; and not to exceed 15 minutes*) answering the following questions:**

- Tell us about a challenging goal you led your property team toward. How did you translate that goal into clear priorities, build commitment, and measure progress?
- Describe a specific example of how you created opportunities for team members to learn, make decisions, and take ownership. What changed for the team and the property?
- Share a time when resident needs, team capacity, and ownership's financial goals required difficult trade-offs. How did you make and communicate your decision, and what was the outcome?
- Why do you feel deserving of winning this CAMME Award? What sets you apart from the rest?

JUDGING CRITERIA FOR THIS CATEGORY

- Achievement of owner's financial & performance goals for the property
- Achievement of occupancy goal
- Maintenance reports/schedules
- Program/schedule for property cleaning and curb appeal
- Effectiveness of marketing programs
- Resident satisfaction & retention programs
- Staff education/training, including Fair Housing, and development/promotions
- Creativity & innovations of entrant's ideas overall
- Entrant's ability to problem- solve
- Expertise & professionalism of entrant

RENOVATION, EXTERIOR, ABOVE $1,000,000

This category is for **properties that have spent *over* $1,000,000** on **renovating their property's exterior** (outside).

BE SURE to **review the rules** at the front of the guide **before you enter and before you submit your materials** for your entry.

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with on its renovation to be an "entry partner" (for an additional fee). Examples of supplier/vendor companies that a property could invite to be their entry partner include architecture firms, interior design firms, general contractors, and product/service providers and/or installers.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program).

Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **4 (TOTAL) JPEGS:**
  - **2 BEFORE photos** (from before the renovation) **with "before" included in the photo's filename**
  - **2 AFTER photos** (from after the renovation) **with "after" included in the photo's filename**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less:**
  - Why did your company decide to take on this renovation? Is there a specific outcome that your company was hoping to achieve?
  - Describe the scope of work of the project in detail. Additionally, include a detailed timeline of the renovation.
  - Outline the budget for the renovation and the cost of the renovation. Be sure to state if the renovation met or exceeded the budget.
  - Describe what was accomplished by the renovation (including the return on the investment).
  - Finally, include two (2) "before" and two (2) "after" photos within the PDF
- **A YouTube video (CREATED & EDITED BY PROPERTY STAFF; NOT BY PROFESSIONALS or AI) not to exceed 5 minutes, that features the exteriors (outside areas) of the property that were renovated.**

JUDGING CRITERIA FOR THIS CATEGORY

- Overall return on investment of renovation
- Achievement of the goal of the renovation (within its budget)
- Cost effectiveness of the renovation
- Well-implemented, timely/organized plan for the renovation
- Consistent use & appeal of materials (is the interior fresh, materials well-coordinated, etc.) in the renovated space(s)

RENOVATION, EXTERIOR, BELOW $1,000,000

This category is for **properties that have spent *under* $1,000,000** on **renovating their property's exterior** (outside).

BE SURE to **review the rules** at the front of the guide **before you enter and before you submit your materials** for your entry.

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with on its renovation to be an "entry partner" (for an additional fee). Examples of supplier/vendor companies that a property could invite to be their entry partner include architecture firms, interior design firms, general contractors, and product/service providers and/or installers.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program).

Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **4 (TOTAL) JPEGS:**
  - **2 BEFORE photos** (from before the renovation) **with "before" included in the photo's filename**
  - **2 AFTER photos** (from after the renovation) **with "after" included in the photo's filename**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less:**
  - Why did your company decide to take on this renovation? Is there a specific outcome that your company was hoping to achieve?
  - Describe the scope of work of the project in detail. Additionally, include a detailed timeline of the renovation.
  - Outline the budget for the renovation and the cost of the renovation. Be sure to state if the renovation met or exceeded the budget.
  - Describe what was accomplished by the renovation (including the return on the investment).
  - Finally, include two (2) "before" and two (2) "after" photos within the PDF
- **A YouTube video (CREATED & EDITED BY PROPERTY STAFF; NOT BY PROFESSIONALS or AI) not to exceed 5 minutes, that features the exteriors (outside areas) of the property that were renovated.**

JUDGING CRITERIA FOR THIS CATEGORY

- Overall return on investment of renovation
- Achievement of the goal of the renovation (within its budget)
- Cost effectiveness of the renovation
- Well-implemented, timely/organized plan for the renovation
- Consistent use & appeal of materials (is the interior fresh, materials well-coordinated, etc.) in the renovated space(s)

RENOVATION, INTERIOR, ABOVE $500,000

This category is for **properties that have spent *over* $500,000** on **renovating their interior *common areas*.**

BE SURE to **review the rules** at the front of the guide **before you enter and before you submit your materials** for your entry.

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with on its renovation to be an "entry partner" (for an additional fee). Examples of supplier/vendor companies that a property could invite to be their entry partner include architecture firms, interior design firms, general contractors, and product/service providers and/or installers.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program).

Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **4 (TOTAL) JPEGS:**
  - **2 BEFORE photos** (from before the renovation) **with "before" included in the photo's filename**
  - **2 AFTER photos** (from after the renovation) **with "after" included in the photo's filename**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less:**
  - Why did your company decide to take on this renovation? Is there a specific outcome that your company was hoping to achieve?
  - Describe the scope of work of the project in detail. Additionally, include a detailed timeline of the renovation.
  - Outline the budget for the renovation and the cost of the renovation. Be sure to state if the renovation met or exceeded the budget.
  - Describe what was accomplished by the renovation (including the return on the investment).
  - Finally, include two (2) "before" and two (2) "after" photos within the PDF
- **A YouTube video (CREATED & EDITED BY PROPERTY STAFF; NOT BY PROFESSIONALS or AI) not to exceed 5 minutes, that features the interior (inside) common areas of the property that were renovated.**

JUDGING CRITERIA FOR THIS CATEGORY

- Overall return on investment of renovation
- Achievement of the goal of the renovation (within its budget)
- Cost effectiveness of the renovation
- Well-implemented, timely/organized plan for the renovation
- Consistent use & appeal of materials (is the interior fresh, materials well-coordinated, etc.) in the renovated space(s)

RENOVATION, INTERIOR, BELOW $500,000

This category is for **properties that have spent *under* $500,000** on **renovating their interior *common areas*.**

BE SURE to **review the rules** at the front of the guide **before you enter and before you submit your materials** for your entry.

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with on its renovation to be an "entry partner" (for an additional fee). Examples of supplier/vendor companies that a property could invite to be their entry partner include architecture firms, interior design firms, general contractors, and product/service providers and/or installers.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program).

Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **4 (TOTAL) JPEGS:**
  - **2 BEFORE photos** (from before the renovation) **with "before" included in the photo's filename**
  - **2 AFTER photos** (from after the renovation) **with "after" included in the photo's filename**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less:**
  - Why did your company decide to take on this renovation? Is there a specific outcome that your company was hoping to achieve?
  - Describe the scope of work of the project in detail. Additionally, include a detailed timeline of the renovation.
  - Outline the budget for the renovation and the cost of the renovation. Be sure to state if the renovation met or exceeded the budget.
  - Describe what was accomplished by the renovation (including the return on the investment).
  - Finally, include two (2) "before" and two (2) "after" photos within the PDF
- **A YouTube video (CREATED & EDITED BY PROPERTY STAFF;NOT BY PROFESSIONALS or AI) not to exceed 5 minutes, that features the interior (inside) common areas of the property that were renovated.**

JUDGING CRITERIA FOR THIS CATEGORY

- Overall return on investment of renovation
- Achievement of the goal of the renovation (within its budget)
- Cost effectiveness of the renovation
- Well-implemented, timely/organized plan for the renovation
- Consistent use & appeal of materials (is the interior fresh, materials well-coordinated, etc.) in the renovated space(s)

RENOVATION, UNIT – Third Party Contractor

This category is for properties that have **renovated their units, utilizing an outside/third-party contractor. If your company has a Capital Manager on staff and they oversee a General Contractor who is performing the work, it would fall under this category.** For the purposes of judging, properties that enter this category **may only feature a single unit in the video** that all entrants are required to submit as a part of their materials for judges to review.

BE SURE to **review the rules** at the front of the guide **before you enter and before you submit your materials** for your entry.

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with on its renovation to be an "entry partner" (for an additional fee). Examples of supplier/vendor companies that a property could invite to be their entry partner include architecture firms, interior design firms, general contractors, and product/service providers and/or installers.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program).

Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **4 (TOTAL) JPEGS:**
  - **2 BEFORE photos** (from before the renovation) **with "before" included in the photo's filename**
  - **2 AFTER photos** (from after the renovation) **with "after" included in the photo's filename**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages of less:**
  - Why did your company decide to take on this renovation? Is there a specific outcome that your company was hoping to achieve?
  - Describe the scope of work of the project in detail. Additionally, include a detailed timeline of the renovation.
  - Outline the budget for the renovation and the cost of the renovation. Be sure to state if the renovation met or exceeded the budget.
  - Describe what was accomplished by the renovation (including the return on the investment).
  - Finally, include two (2) "before" and two (2) "after" photos within the PDF
- **A YouTube video (CREATED & EDITED BY PROPERTY STAFF; NOT BY PROFESSIONALS or AI) not to exceed 5 minutes, that features one (single) unit of the property that was renovated.**

JUDGING CRITERIA FOR THIS CATEGORY

- Overall return on investment of renovation
- Achievement of the goal of the renovation (within its budget)
- Cost effectiveness of the renovation
- Well-implemented, timely/organized plan for the renovation
- Consistent use & appeal of materials (is the interior fresh, materials well-coordinated, etc.) in the renovated space(s)

RENOVATION, UNIT – Onsite Team

This category is for entries where **only employees of the company and onsite teams are handling and performing all functions of the unit renovations**. For the purposes of judging, properties that enter this category **may only feature a single unit in the video** that all entrants are required to submit as a part of their materials for judges to review.

BE SURE to **review the rules** at the front of the guide **before you enter and before you submit your materials** for your entry.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program).

Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **4 (TOTAL) JPEGS:**
  - **2 BEFORE photos** (from before the renovation) **with "before" included in the photo's filename**
  - **2 AFTER photos** (from after the renovation) **with "after" included in the photo's filename**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less:**
  - Why did your company decide to take on this renovation? Is there a specific outcome that your company was hoping to achieve?
  - Describe the scope of work of the project in detail. Additionally, include a detailed timeline of the renovation.
  - Outline the budget for the renovation and the cost of the renovation. Be sure to state if the renovation met or exceeded the budget.
  - Describe what was accomplished by the renovation (including the return on the investment).
  - Finally, include two (2) "before" and two (2) "after" photos within the PDF
- **A YouTube video (CREATED & EDITED BY PROPERTY STAFF; NOT BY PROFESSIONALS or AI) not to exceed 5 minutes, that features one (single) unit of the property that was renovated.**

JUDGING CRITERIA FOR THIS CATEGORY

- Overall return on investment of renovation
- Achievement of the goal of the renovation (within its budget)
- Cost effectiveness of the renovation
- Well-implemented, timely/organized plan for the renovation
- Consistent use & appeal of materials (is the interior fresh, materials well-coordinated, etc.) in the renovated space(s)

RESIDENT RELATIONS & RETENTION INITIATIVE OR PROGRAM

This category is for **the events, initiatives, themes and/or programs (can include virtual), and technology that your property has conducted or implemented specifically for your residents**. Examples of these include seasonal decorations/themes in your clubroom, social events, and services you offer to capitalize on your property's amenity areas. If you would like to enter a community service-related initiative (the initiative or event to support an outside philanthropy), please enter "Community Service-Property." **Community service-related initiatives should NOT enter this category.**

BE SURE to **review the rules before you enter and before you submit your materials.**

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that it collaborated with on a resident relations/resident retention initiative or program (such as a restaurant or a transportation company or local grocer) to be an "entry partner" (for an additional fee).

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program).

Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos from your resident initiative/program.**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Penalty will be applied during judging if page limit is exceeded.***
    - 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 2 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.

JUDGING CRITERIA FOR THIS CATEGORY

- Description of initiative/program's concept
- Creativity of the concept of the initiative/program
- Achievement of purpose of initiative/program
- Resident participation in initiative/program

ROOKIE PROPERTY PROFESSIONAL

This category is for **ANY on-site professional** that has been hired by a management company during calendar year 2026 **AND** who are new to the multifamily industry.

BE SURE to **review the rules before you enter and before you submit your materials.**

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program).

Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the nominee professionally dressed**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less. *Penalty will be applied during judging if page limit is exceeded.***
  - Provide the date the rookie was hired.
  - What makes this rookie stand apart? How does this rookie go above & beyond their job responsibilities/job description?
  - How does this rookie contribute to the overall success of the company?
  - How does this rookie's efforts translate into greater service for the property's residents?
  - How has the rookie impacted team performance and/or satisfaction? Provide at least 1 example to support your answer.
  - Provide a recommendation from a supervisor and/or favorable tenant review.

JUDGING CRITERIA FOR THIS CATEGORY

- Rookie's level of service to customers
- Rookie's contributions above & beyond job responsibilities
- Rookie's impact on team performance or satisfaction

SOCIAL MEDIA PROGRAM, CORPORATE

This category asks **management companies (*only management companies*)** to provide & submit information on **1 or more of the social media platforms** (i.e. Facebook, Twitter, Instagram) that their company uses, and **they feel reflects their best work. The number of platforms** the management company can cover in its materials is **only limited to the number of platforms it uses.**

BE SURE to **review the rules** at the front of the guide **before you enter and before you submit your materials** for your entry.

ENTRY PARTNERS WELCOME: In this category, a management company may invite a supplier/vendor that it collaborated with on its social media program to be an "entry partner" (for an additional fee). A few examples of vendor companies that a management company ("the entrant") could invite to be their "entry partner" include: marketing firms, graphic designers, and advertising agencies.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program).

Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos that feature a single screenshot from one of your company's social media platforms**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 10 pages or less:**
    - Identify the social media platforms from your company that you will cover in your entry. Provide screenshots from, and the website addresses for, all platforms that you identify (as the other pictures requested are only for the awards dinner).
    - 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 & meet those objectives.
    - Describe how you evaluated/measured how you reached your market & objectives.
    - Describe the outcome (including growth in # of followers, interaction/engagement, costs compared to budget, etc.).

JUDGING CRITERIA FOR THIS CATEGORY

- Program concept
- Content and creativity of program
- Design of program's layout
- Graphic element design (images, illustrations, photos, graphics) across program
- Clarity and consistency of message across program
- Achievement of purpose of program

SOCIAL MEDIA PROGRAM, PROPERTY

This category asks **properties** to provide & submit information on **1 or more of the *property's* social media platforms** (i.e. Facebook, Twitter, Instagram) that **their property uses**, and **feels it reflects their best work**. The **number of platforms** the property can cover in its entry materials is **only limited to the number of platforms it uses.**

BE SURE to **review the rules** at the front of the guide **before you enter and before you submit your materials** for your entry.

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that collaborated with it on its social media program to be an "entry partner" (for an additional fee). A few examples of supplier/vendor companies that a property could invite to be their entry partner include marketing firms, graphic designers, and advertising agencies.

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program).

Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos that feature a single screenshot from one of your property's social media platforms**
- **1 PDF that addresses each of the following bullet points with supporting documentation 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 (as the other pictures requested are only for the awards dinner).
    - 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 & meet those objectives.
    - Describe how you evaluated/measured how you reached your market & objectives.
    - Describe the outcome (including growth in # of followers, interaction/engagement, costs compared to budget, etc.).

JUDGING CRITERIA FOR THIS CATEGORY

- Program concept
- Content and creativity of program
- Design of program's layout
- Graphic element design (images, illustrations, photos, graphics) across program
- Clarity and consistency of message across program
- Achievement of purpose of program

SUPPLIER PARTNER OF THE YEAR

This category is for **IAA Associate Member companies who are current in their membership dues (and were paid IAA members in 2026);** covers the time period of **January 2026-December 2026**.

BE SURE to **review the rules** at the front of the guide **before you enter and before you submit your materials** for your entry.

METHOD OF JUDGING: This category will be voted on by the IAA Board of Directors, taking into account the materials submitted, along with overall engagement of the company as it relates to CAA participation.

Entrants WILL NOT BE CONTACTED and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos of the entering associate member company's team (employees), dressed professionally.**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 15 pages or less:**
    - Describe the relationship your company has with its customers, and what sets it apart in this regard.
    - Share what you think makes your company the best candidate for this award.
    - Provide the detail of the financial contributions your company made to IAA outside of your annual membership dues (i.e., event attendance, sponsorships, Political Action Committee (PAC) donations, etc.).
    - Describe how your company contributed to IAA outside of your financial involvement and provide detail to back it up (i.e., volunteered at events, who participated in what committees, etc.).
    - Provide a minimum of 4 reference letters: 1 from one of your company's employees, and 3 from management company customers who are members of IAA.
    - Additionally, the PDF must include a minimum of 2 photos of your employees at IAA events

JUDGING CRITERIA FOR THIS CATEGORY

- Level of involvement in IAA
- Reference letters
- Level of outstanding service provided to customers

WEBSITE, CORPORATE

This category is ***only* for management company websites. BE SURE** to **review the rules** at the front of the guide **before you enter and before you submit your materials** for your entry.

ENTRY PARTNERS WELCOME: In this category, a management company may invite a supplier/vendor company that collaborated with it on its website (the management company's website) as an "entry partner" (for an additional fee).

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program).

Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos that feature a single screenshot from your company's website.**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 5 pages or less:**
    - Provide the website address of your management company's website.
    - Identify who your target market was.
    - Identify what your objectives were.
    - Describe the steps you took to reach that market & meet those objectives.
    - Describe how you evaluated/measured how you reached your market & objectives.
    - Describe the outcome (including if you saw any growth of traffic as a result).

JUDGING CRITERIA FOR THIS CATEGORY

- Concept of website
- Website's content
- Design and creativity of website's layout
- Graphic element design (images, illustrations, photos, graphics) of website
- Clarity and consistency of message of website
- Achievement of purpose of website

WEBSITE, PROPERTY

This category is **only for websites that feature a *single* property** (**no more than 1 property** may **be featured on the website**-there is a separate category for management company sites that feature multiple properties).

BE SURE to **review the rules** at the front of the guide **before you enter and before you submit your materials** for your entry.

ENTRY PARTNERS WELCOME: In this category, a property may invite a supplier/vendor company that collaborated with it on its website (the property's website) as an "entry partner" (for an additional fee).

METHOD OF JUDGING: This category is judged **ONLINE** via OpenWater (awards software program).

Entrants WILL NOT BE CONTACTED BY JUDGES and WILL NOT BE INTERVIEWED.

MATERIALS ENTRANT IS REQUIRED TO COMPILE & SUBMIT FOR THIS CATEGORY

- **2 JPEG photos that feature a single screenshot from your company's website.**
- **1 PDF that addresses each of the following bullet points with supporting documentation in 5 pages or less:**
    - Provide the website address of your property's website.
    - Identify who your target market was.
    - Identify what your objectives were.
    - Describe the steps you took to reach that market & meet those objectives.
    - Describe how you evaluated/measured how you reached your market & objectives.
    - Describe the outcome (including if you saw any growth of traffic as a result).

JUDGING CRITERIA FOR THIS CATEGORY

- Concept of website
- Website's content
- Design and creativity of website's layout
- Graphic element design (images, illustrations, photos, graphics) of website
- Clarity and consistency of message of website
- Achievement of purpose of website