



# 2022 “Magic City Awards” Nomination Guidelines

*The Greater Birmingham Apartment Association (GBAA) Magic City Awards were created to recognize outstanding Members for their professionalism, hard work and contributions to the multifamily industry. Award winners represent the best of the best in Central Alabama.*

*We hope this is an experience that you and your nominees will treasure for a lifetime!*

## **HOW IT WORKS:**

- All nominations will be judged by an unbiased panel of judges. GBAA recruit’s apartment industry professionals from across the country to judge the nominee video submissions. Local judges will be used for any on-site judging that occurs.
- Nominees will receive an emailed letter to notify them of their nomination. The letter will include details about the requested nomination video and any other required submissions for the judging process.
- All individual, management company, apartment community, service team and supplier nominees will be required to submit a video (2 minutes min.) to be used for judging.
- Judging criteria is listed for each award below. These are the guidelines used for judging the award. Requested information is due from the nominee to the GBAA Office no later than noon on October 10, 2022. (Send videos to [Jennifer@gbaa.biz](mailto:Jennifer@gbaa.biz) or [info@gbaa.biz](mailto:info@gbaa.biz))

Judging results will be kept confidential. Winners will be announced during the Magic City Awards event on **Friday, November 4th** at The Club. The Club is located at 1 Robert Smith Drive, Birmingham, AL 35210 (Event is Cocktail Attire)

If you know of individuals in the Multifamily Industry that deserve recognition in their field of expertise, you can submit a nomination on their behalf in the applicable award categories. Nominations must be submitted via jotform link below.

<https://form.jotform.com/Gbaa1644/2022-gbaa-magic-city-awards-nominat>

The deadline to submit nominations is **Monday, September 26, 2022.**

## ELIGIBILITY

- ◆ Nominee **must** be a member and participate in events and education opportunities provided by the Greater Birmingham Apartment Association.
- ◆ Nominee must have been in their respective position for at least six months at the time of nomination.
- ◆ Nominee must be able to provide positive references from their Company, and/or Management Company, Property, immediate supervisor, colleagues, etc. as per the nomination category requirement.
- ◆ If a nominee changes properties or employment within the industry before the Magic City Awards, it is the nominee's responsibility to contact the GBAA office with the change. If the nominee was terminated from a property/company, etc., for misconduct, they will not be eligible for the award in the nominated category.

Questions? Contact the GBAA office at 205-545-7695 or via email at [jennifer@gbaa.biz](mailto:jennifer@gbaa.biz).

## NOMINATIONS

- ◆ **THE GBAA must receive all nominations on or before September 26, 2022.** Nominations may be submitted via jotform at the link listed above. (Or you can visit the GBAA.biz website for the link)
- ◆ Nominees will be announced on October 3, 2022. An acknowledgement email will be sent to each nominee.
- ◆ One nomination form must be completed for each individual or team being nominated. Duplicate nominations will not be accepted. If duplicate nominations are submitted, the nomination that includes the most detail will be used for judging purposes.
- ◆ If additional room is needed for your nomination form, you may attach one additional typed page with your original nomination. Please make sure you list the question being answered on the additional page.
- ◆ **Nomination forms must be completed in their entirety.** If a nomination is received without the required information, the nominator will be contacted to resubmit within 24 hours, or the nomination will not stand.
- ◆ **A minimum of 3 nominations (candidates) are required for each award to be considered for the program.** In the event we do not have the minimum nominations (3) for an award, THE GBAA may choose to combine similar awards, remove the award from the program, or an alternative option for the award.

## JUDGING

- ◆ All nominations will be judged by an unbiased panel of judges.
- ◆ Nominees will be notified they have been nominated and informed of the items they are required to submit to complete the judging process. Nominees will have until 5 PM on Monday, October 10<sup>th</sup> to submit all of the required information (including video).
- ◆ Judging criteria is listed for each award category. These are the guidelines for judging the award.
- ◆ Judging results will be kept confidential. Winners will be announced during the Magic City Awards event on Friday, **November 4th** at The Club in Birmingham, AL. (Tickets must be purchased in advance. Tickets will not be available at the door).

Questions? Contact the GBAA office at 205-545-7695. Email: [jennifer@gbaa.biz](mailto:jennifer@gbaa.biz)

## **INDIVIDUAL AWARDS**

### **Regional Manager of the Year**

*Regional supervisors and supervisors who are responsible for multiple properties are eligible for this award.*

Judging Process: Video Submission - Headshot Photo

Judging Criteria: judged on, but not limited to philosophy & management ability, human & team resource skills, time management, visionary, resident satisfaction, creativity, integrity, leadership, professionalism, accomplishments, effective financial asset management & profitability, industry involvement, owner-client rapport, demonstrates company mission & vision, increased or maintained occupancy and fair housing knowledge

### **Property Manager/Community Director of the Year**

Judging Process: Video Submission – Headshot Photo (Possible Secret Shop in the event of a tie)

Judging Criteria: judged on, but not limited to leadership, management skills & philosophy, industry knowledge, resident retention, budgeting & asset administration, attitude, professionalism, solution management, creativity, profitability, demonstrates ownership qualities, human resource guidance, knowledge of staff roles and fair housing knowledge

### **Assistant Manager of the Year**

*Managers who are responsible for assisting the Property Manager in the daily management of a community.*

Judging Process: Video Submission-Headshot Photo (Possible Secret Shop in the event of a tie)

Judging Criteria: judged on, but not limited to leadership, industry knowledge, attitude, professionalism, solution management, creativity, dependability, demonstrates ownership qualities, sales skills, human resource guidance, collection management and fair housing knowledge

### **Leasing Professional of the Year (Leasing Consultant or Leasing Manager)**

*Staff Professional who works directly with new prospective residents, assist the management with daily tasks*

Judging Process: Video Submission – Secret Shop – Headshot Photo (Possible Secret Shop in the event of a tie)

Judging Criteria: judged on, but not limited to sales skills, closing ratio, marketing proficiency, follow up skills, attitude, creativity, professionalism, people skills, fair housing knowledge, solution management, dependability, team player, phone skills and conversion ratios

### **On-Site Team “Rookie” of the Year (Any on-site position)**

*New to the Industry Professional who works directly with new prospective residents, assist the management with daily tasks*

Judging Process: Video Submission – Headshot Photo (Possible Secret Shop in the event of a tie)

Judging Criteria: judged on, but not limited to sales skills, closing ratio, marketing proficiency, follow up skills, attitude, creativity, professionalism, people skills, fair housing knowledge, solution management, dependability, team player, phone skills and conversion ratios

### **Maintenance Supervisor of the Year**

*Maintenance supervisors who are responsible for multiple properties & manage a maintenance team are eligible for this award.*

Judging Process: Video Submission-Headshot Photo

Judging Criteria: judged on, but not limited to maintenance skills, knowledge of trade, average service request turn-around, people skills, fair housing knowledge, follow up skills, attitude, resident satisfaction, professionalism, knowledge of maintenance equipment, dependability, leadership, creative budget strategy, compatibility with management goals and management skills

### **Maintenance Technician of the Year**

Judging Process: Video Submission/ Head Shot Photo

Judging Criteria: Judging based on but not limited to maintenance skills, participation with the GBAA (Events and Education), knowledge of trade, average service request turn-around, customer service skills, fair housing knowledge, follow up skills, attitude, resident satisfaction, professionalism, communication with manager, knowledge of maintenance equipment, dependability, customer service philosophy, and leadership.

### **Maintenance Technician “Rookie” of the Year**

Judging Process: Video Submission/ Head Shot Photo

Judging Criteria: Judging based on but not limited to maintenance skills, participation with the GBAA (Events and Education), knowledge of trade, average service request turn-around, customer service skills, fair housing knowledge, follow up skills, attitude, resident satisfaction, professionalism, communication with manager, knowledge of maintenance equipment, dependability, customer service philosophy, and leadership.

## **VOLUNTEER AWARDS - PROPERTY & SUPPLIER – INDIVIDUAL AWARD**

Judging Process: Video Submission/ Head Shot Photo

Criteria: (*Voted on by the GBAA Board of Directors and Industry Peers*) (possible secret shop) Judging based on but not limited to individual's dedication, participation with the GBAA, commitment, integrity, work ethic, cooperation, enthusiasm, professionalism, support for The GBAA, time volunteered for The GBAA, knowledge of industry, how the applicant represents his/her company, how the applicant has impacted others in the industry

## **MANAGEMENT COMPANY OF THE YEAR**

Judging Process: Nomination, 2 Company References from Clients/Communities, Written Interview/Company Assessment, Video Submission – Team Photo/Management Company Logo.

Criteria: Judging based on but not limited to the impact and commitment within the Apartment Association, participation within the GBAA, company culture, quality of service, community service, integrity, customer service by Management Team, rapport in the community and knowledge of industry.

## **PRODUCT SUPPLIER AWARDS**

### **Product Supplier Company of the Year (COMPANY NOMINATION)**

Judging Process: Nomination, Company Representative Video Submission and 2 Company References from Clients – Team Photo and/or Company Logo

Criteria: Judging based on but not limited to the impact and commitment within the Apartment Association, participation within the GBAA, company culture, quality of product or service, community service, integrity, customer service, client rapport and value-added to client.

### **Product Supplier Individual of the Year (INDIVIDUAL SALESPERSON NOMINATION)**

Judging Process: Video Submission-Headshot Photo

Criteria: Judging based on but not limited to sales skills, participation within the GBAA, marketing proficiency, follow-up skills, attitude, professionalism, creativity, people skills, enthusiasm, ethics, industry knowledge, product or service knowledge, and client rapport.

## **SERVICE SUPPLIER AWARDS**

### **Service Supplier Company of the Year (COMPANY NOMINATION)**

Judging Process: Nomination, Company Representative Video Submission and 2 Company References from Clients – Team Photo and/or Company Logo

Criteria: Judging based on but not limited to the impact and commitment within the Apartment Association, participation within the GBAA, company culture, quality of product or service, community service, integrity, customer service, client rapport and value-added to client.

### **Service Supplier Individual of the Year (INDIVIDUAL SALESPERSON NOMINATION)**

Judging Process: Video Submission-Headshot Photo

Criteria: Judging based on but not limited to sales skills, participation within the GBAA, marketing proficiency, follow-up skills, attitude, professionalism, creativity, people skills, enthusiasm, ethics, industry knowledge, product or service knowledge, and client rapport.

## **“ROOKIE” REPRESENTATIVE SUPPLIER OF THE YEAR**

### **New Supplier (Individual) in the Multifamily Industry (Service or Product)**

Judging Process: Video Submission-Headshot Photo

Criteria: Judging based on but not limited to sales skills, participation within the GBAA, marketing proficiency, follow-up skills, attitude, professionalism, creativity, people skills, enthusiasm, ethics, industry knowledge, product or service knowledge, and client rapport.

## **IMPORTANT DEADLINES**

When nominating a colleague, please make sure that information is submitted by the dates requested.

- **Nominations are due by September 26, 2022 (No exceptions can be made.)**
- The GBAA will email a letter of Nomination on or before September 30<sup>th</sup> to all nominees. Nominees will be announced by October 3, 2022.
- **Video Interview / Headshots will be due by Monday, October 10<sup>th</sup>.** Nominees not submitting their interviews will not be considered for the award.
- In the event of a tie, a secret shop (in person or via telephone) is a possibility if needed by the judges. This would be for ALL individual awards listed.

Questions? Contact the GBAA office at 205-545-7695. Email: [jennifer@gbaa.biz](mailto:jennifer@gbaa.biz)