

REGISTRATION GUIDE

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WHAT ARE THE KEYSTONE AWARDS?

The Keystone Awards are a friendly competition where apartment communities are judged on their leasing abilities and offerings, maintenance readiness, and exterior community appearance.

The Keystone Awards are an annual competition in which properties are judged by an independent company, by a revealed or secret shopping reporter. The shopper utilizes criteria developed by the Keystone Awards Committee to assess the properties overall performance through the eyes of a prospective resident.

Why companies participate in the Keystone Awards:

- Shopping reports can be used as a training tool for new and existing employees.
- Incentive for property teams to excel and maintain a property they are proud of.
- Recognition as a premier property in PA.



The Keystone Awards registration is from March through mid-April. Properties are judged May through July, when at their peak performance.

When you register for the Keystone Awards there are two tracks to choose from:

- Property Awards are judged by age, type of property, size of property, and price.
- Individual Awards are to recognize specific team members who excel at their role. A detailed analysis of both will be described in this publication.

Updates to the program for 2025:

- For the Leasing Excellence Award, you will choose either a phone shop plus property shop <u>or</u> a web inquiry plus property shop.
- The Overall Excellence award has been updated to reflect an exterior shop and renamed Exterior Excellence.
- Management Company of the Year criteria has changed to include a series of questions regarding company Involvement with the PAA and a minimum unit count for management company properties.
- A new shopping company has been contracted to complete the statewide mystery and scheduled shops.
- A new company has been contracted to assist with online registrations for the call to entry and the database for all scores.
- Property Awards criteria change to the number of units with three classifications instead of five.
- Property Awards criteria change to the rental rates classification, going from seven categories to three.
- Property Awards criteria change in type of property, removing the new construction building class.
- For Individual Award there will be no video submissions in 2025. PAA will conduct a scheduled interview with each candidate.

REGISTRATION PROCESS & PRIGING

<u>registration process</u>

To register for the Keystone Awards:

- 1. Go to paahq.com.
- 2. Login to the website using your individual username and password. If you do not have a login, please email us at membership@paahq.com.
- 3. From the home page, proceed to the tabs across the top of the screen and hover over events.
- 4. Select Keystone Awards Call to Entry from the drop-down menu.
- 5. The PAA website registration page will provide a link for you to be redirected to the Keystone Awards registration page.
- 6. Once redirected, if you are going to the page for the first time, you will need to login to the Keystone Awards registration page using you PAAHQ login.
- 7. Once logged in you will be able to see the Keystone Awards Guidelines, property awards, and individual awards registrations using the buttons on the home page or by using the tabs across the top of the home page.
- 8. If you have already logged in and return to the page, please follow the directives from the left hand menu. (Completed Applications, In Cart, In Progress)

Property Awards Categories are as follows:

- Leasing Excellence Award
- Maintenance Excellence Award
- Exterior Excellence Award (Curb Appeal)
- Trilogy Award (All 3 Community Awards)
- Management Company of the Year

Individual Award Categories are as follows:

- Regional Property Manager of the Year
- Property Manager of the Year
- Assistant Manager of the Year
- · Leasing Professional of the Year
- Maintenance Professional of the Year
- Rookie of the Year
- Supplier of the Year

Call to entry registrations require entries to be completed with *detailed* community information. Individual award applicants must complete an application form. All entries require payment with 30 days of submission.

PRICING

PROPERTY AWARDS

Registration Call to Entry

Leasing Excellence Award	\$325
Maintenance Excellence Award	\$225
Exterior Excellence Award	\$175
Trilogy Award	\$725

Management Company of the Year \$150

INDIVIDUAL AWARDS

Registration Call to Entry

Individual Awards are \$150 per person, per entry.

REGISTRATION PROCESS COUNTY BY REGIONS

CENTRAL REGION - PROPERTY COUNTIES

Cumberland	Dauphin
Lancaster	Lebanon
York	Schuylkill

EAST REGION-PROPERTY COUNTIES

Berks	Bucks
Chester	Delaware
Monroe	Montgomery
Northampton	Philadelphia
Lehigh	Allentown

REGISTRATION PROCESS COUNTY BY REGIONS

WEST REGION-PROPERTY COUNTIES

Allegheny	Armstrong
Beaver	Butler
Clarion	Erie
Indiana	Somerset
Washington	Westmoreland

STATE COLLEGE REGION-PROPERTY COUNTIES

Centre	Clearfield
Clinton	Lycoming
Union	Blair

If your County is not listed, please contact Beth Weachter at bweachter@paahq.com.

AWARD DESCRIPTION

 It is important to review each award description to know what the mystery shopper will be looking for as they visit your property.





Trilogy Award Package

The Trilogy Award Package allows a management company to register a property for all three community categories in one form! The property will be entered in the Leasing Excellence, Maintenance Excellence, and Exterior Excellence categories (2,3,4) described below. This is the highest excellence Award. This package includes a \$50 discount



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Leasing Excellence (Phone Shop or Web Inquiry Option)

Your community will be judged specifically on how well the property leases apartments. Judging includes:

- Website inquiries, telephone skills, and an inperson tour.
- The judge will review every aspect of the leasing process. This is a 'mystery shop'.
- Evaluations for this category will take place between May 12th through August 1st.
- The top three highest scores will be based upon community size, price, type, and age.

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Maintenance Excellence

This category is specific to the apartment community's overall level of care. Judging includes:

- A scheduled tour of the apartment community including curb appeal, a vacant-ready apartment, care of the amenities, common area, and maintenance programs.
- Judges will call the community with a scheduled appointment to tour.
- The tours will be scheduled from May 12th through August 1st.
- The top three highest scores will be based upon community size, price, type and age.

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Exterior Excellence

The community will be judged on:

- The community's curb appeal.
- This is a mystery shop, evaluations will take place May 12th through August 1st.
- The top three highest scores will be based upon community size, price, type and age.

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Management Company of the Year

To be considered for this award, the management company shall complete **one** application in this category **AND** all properties in the regional portfolio with 75 units or more are required to be entered in the Trilogy Award package. In addition to the portfolio entries the management company must complete a series of questions that will be scored by an independent judge. The Management Company with the highest average score and top question ratings wins Management Company of the Year. The previous year's winner may not apply.

AWARD DESCRIPTION & GREAT LE REAL ANDIVIDUAL AWARDS

All individual award candidates properties must be entered for the Trilogy Award.

Please note that for the Maintenance Professional and Leasing Professional individual awards you <u>DO NOT</u> need to be in a leadership position.

Regional Property Manager

To enter in this category, the Regional Property Manager's Portfolio MUST be entered in Leasing, Maintenance, and Exterior categories.

- The Regional Property Manager must submit an application answering all questions presented in full detail.
- A phone interview will be conducted and scheduled with the applicant.
- There will be a Regional Property Manager winner for the Central, East, and West regions of the state.
- The highest scoring individual wins Regional Property Manager of the Year.
- All applications MUST be completed to their entirety in order to be considered.

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Property Manager

To enter in this category, the Property Manager's community MUST be entered in Leasing, Maintenance, and Exterior categories.

- The Property Manager must submit an application answering all questions presented in full detail.
- A phone interview will be conducted and scheduled with the applicant.
- There will be a Property Manager winner for the Central, East, and West regions of the state.
- The highest scoring individual wins Property Manager of the Year.
- All applications MUST be completed to their entirety in order to be considered.

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Assistant Property Manager

To enter in this category, the Assistant Property Manager's community MUST be entered in Leasing, Maintenance, and Exterior categories.

- The Assistant Manager must submit an application answering all questions presented in full detail.
- A phone interview will be conducted and scheduled with the applicant.
- There will be an Assistant Manager winner for the Central, East, and West regions of the state.
- The highest scoring individual wins Assistant Manager of the Year.
- All applications MUST be completed to their entirety in order to be considered.

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Leasing Professional

To enter in this category, the Leasing Professional community MUST be entered in Leasing, Maintenance, and Exterior categories.

- The Leasing Professional must submit an application answering all questions presented in full detail.
- A phone interview will be conducted and scheduled with the applicant.
- There will be a Leasing Professional winner for the Central, East, and West regions of the state.
- The highest scoring individual wins Leasing Professional of the Year.
- All applications MUST be completed to their entirety in order to be considered.

AWARD DESCRIPTION & GRITERIA INDIVIDIAL AWARDS

All individual award candidates properties must be entered for the Trilogy Award.

Please note that for the Maintenance Professional and Leasing Professional individual awards you <u>DO NOT</u> need to be in a leadership position.

Maintenance Professional

To enter in this category, the Maintenance Professional community MUST be entered in Leasing, Maintenance, and Overall categories.

- The Maintenance Professional must submit an application answering all questions presented in full detail.
- A phone interview will be conducted and scheduled with the applicant.
- There will be a Maintenance Professional winner for the Central, East, and West regions of the state.
- The highest scoring individual wins Maintenance Professional of the Year.
- All applications MUST be completed to their entirety in order to be considered.

Rookie of the Year (NOMINATION ONLY)

This award is given to a NEW employee at the apartment community who has been there for 3 – 9 months and is new to the industry!

- The rookie should be nominated by their immediate supervisor (Property Manager or Lead Service Technician).
- The nominating party will need to complete the registration for the rookie nominee completing all questions.
- One winner per region in the state.
- All applications MUST be completed to their entirety in order to be considered.



Supplier of the Year (NOMINATION ONLY)

This award is given to suppliers in the rental housing industry!

- The supplier must be nominated by the Property Management Company and/or Property.
- The nominating party will need to complete the registration for the supplier nominee answering all questions to their entirety.
- One winner per region in the state.
- All applications MUST be completed to their entirety in order to be considered.



THE JUDGING PROCESS

Rules and Regulations Property Awards

- All property entries must pay for the award program and complete the required application for each award choice.
- It is important when completing the application that you choose the type of property you represent.
- In 2025, the participating property can choose a phone shop or web inquiry to be conducted prior to the property shop.
- If you enter for the Maintenance Excellence Award, the shopper will attempt to schedule an appointment twice.
 If the appointment cannot be met, the property forfeits the Maintenance Excellence Award Program.
- If you have one Maintenance Shop for multiple properties, you will only be able to register one Maintenance Excellence Shop and designate the property that is being nominated.
- Maintenance shops for 2025 will be a scheduled tour. If a shopper is unable to tour the community, they will make one additional attempt to return. Failure for shopper to schedule a tour with the property will be documented and the entry will be forfeited by the property.
- When the property has registered for the award program, and at the time of the shop there is no vacancy, model or make-ready to show, an alternate option should be provided for the prosect in terms of virtual tour, photos, common area tour, grounds, and amenities tour.
- Revealed and mystery shops will begin May 12th through August 1st for Leasing, Maintenance, and Exterior Excellence.
- Property Awards are awarded in each region, Pittsburgh (West), Harrisburg (Central), and Philadelphia (East).

In the event of a tie, the Keystone Awards committee will review all shopping reports to determine the winner of the award based on the narratives provided by the shopper, detailing their experience. All Individual Award submissions will be reviewed and judged by PAA volunteers.

THERE WILL BE NO TIES IN 2025

Rules and Regulations Individual Awards

- All individual entries must pay for the award program and complete the required application for each award choice.
- The nominee must complete the form requirements that will review a list of accomplishments for the individual award.
- The property where the individual award candidate is employed will need to be entered in the Trilogy Award.
- There will be no video submission in 2025.
- In 2025 interviews will be conducted by industry volunteers with assigned questions.
- Interviews should last between 10-15 minutes.
- Failure to secure a time for the individual award interview will result in forfeiture of this award.
- There will be Individual Awards presented in each part of the state, Pittsburgh (West), Harrisburg (Central), and Philadelphia (East).



THE JUDGING PROCESS

Add info@paahq.com to your address book to help prevent emails from being directed to your spam folder.

Check your email registration and review the individual award interview scheduling details.

When you register as an award contender, you will receive an email confirmation from PAA. In that email we will review the awards criteria along with some tips regarding what the shopping company will be looking for.

AWARD CATEGORY	WHAT NEEDS COMPLETED	IMPORTANT DATES
Property Awards: Trilogy Award Package, Leasing Excellence, Maintenance Excellence, and Exterior Excellence	Online registration through the PAA website and completion of the application.	 Registrations must be completed by April 11th. All shops begin May 12th through August 1st.
Property Management Company of the Year	Online registration through the PAA website and completion of the application.	 Registrations must be completed by April 11th.
Individual Awards	 Online registration through the PAA website and completion of the application. A scheduled interview 	 Registrations must be completed by April 11th. All interviews will be scheduled and conducted before August 1st, 2025.

The PAA will receive all final shopping reports the first week of August and review the scores and shops with the Keystone Awards Committee. *No ties will be recorded in 2025.* There will be a 1st, 2nd, and 3rd place winner in each category as identified below.

PROPERTY AWARD RESULTS & FINAL SCORES

How do we determine who is the winner?

Number of Units:

1-150 Units 151-300 Units 301 and Above

Age of Community:

Built prior to 1960 Built 1960-1969 Built 1970-1979 Built 1980-1999 Built 2000-2009 Built 2010-2020 Built 2021-2025

Style of Community:

Garden Mid-rise Hi-rise Townhome

Type of Community:

Affordable Student Living Senior Living Conventional

Average Monthly Rental Rates:

Under \$1500 \$1501-\$3000 \$3001 and Above



Winner Totals

At the time of Award Registration, you will complete the following criteria to help identify the property. These criteria will be used during the judging process to identify properties of the same caliber in terms of size, age, type, and price.

AWARD GALA DATES AND LOCATION REGISTRATION TO OPEN SUMMER 2025



Pittsburgh Region

September 11th, 2025 Wintergarden at PPG Place 11 PPG Place Pittsburgh, PA 15222

Harrisburg/State College Region

September 25th, 2025
The Star Barn
1 Hollinger Lane
Elizabethtown, PA 17022

Philadelphia Region

October 9th, 2025
The Fillmore
29 East Allen Street
Philadelphia, PA 19123

If you have questions about the Keystone Awards, please contact Beth Weachter at bweachter@paahq.com

WE THANK YOU FOR YOUR CONTINUED SUPPORT OF OUR PROGRAMS