



KEYSTONE

AWARDS

Registration Guide

2024

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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, maintenance readiness, and overall community appearance and offerings.

The Keystone Awards, previously known as the PAA Best of Apartment Living Awards, are an annual competition in which properties are judged by an independent company as a 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 April through the beginning of May. Properties are judged June 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 2024:

- The PAA team will be using Reviwr - new software for awards entry and scoring processes
- New venues have been announced for the galas, with an improved program format that allows for better networking and more celebrating!

REGISTRATION PROCESS & PRICING

REGISTRATION PROCESS

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 registration page will provide event details and information for you to review before registering.
6. The top of the page will display a black box with the Keystone Awards Image, click the Register Now button.
7. You have now arrived at the registration page and there will be a choice of three property awards categories to enter along with individual award categories.

Property Awards Categories are as follows:

- Leasing Excellence Award
- Maintenance Excellence Award
- Overall Excellence Award

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 applications must complete an application form and will also need to submit a short video. All entry forms should be completed at the time of payment.

PRICING

PROPERTY AWARDS

Registration Call to Entry

Leasing Excellence Award	\$325
Maintenance Excellence Award	\$175
Overall Excellence Award	\$125

INDIVIDUAL AWARDS

Individual Awards are \$100 per person, per entry form.

REGISTRATION PROCESS

COUNTY BY REGIONS

CENTRAL REGION - PROPERTY COUNTIES

Cumberland	Dauphin
Lancaster	Lebanon
Lehigh Valley	Schuylkill
York	

EAST REGION-PROPERTY COUNTIES

Berks	Bucks
Chester	Delaware
Monroe	Montgomery
Northampton	Philadelphia

REGISTRATION PROCESS

COUNTY BY REGIONS

For bulk submissions,
please contact Beth
Weachter at
bweachter@paahq.com

WEST REGION-PROPERTY COUNTIES

Allegheny	Armstrong
Beaver	Butler
Clarion	Erie
Indiana	Somerset
Washington	Westmoreland

STATE COLLEGE REGION-PROPERTY COUNTIES

Centre	Clearfield
Clinton	Lycoming
Union	Lackawanna

If your County is not listed, please apply
to the award ceremony closest to your property location.

AWARD DESCRIPTION & CRITERIA

PROPERTY AWARDS

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

***Properties entered in the Trilogy Category are eligible to compete for the Regional Top Ten! Top scoring properties with the highest average scores in each region will be honored.



1 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, Maintenance, and Overall Excellence categories (2,3,4) described below:

2 Leasing Excellence

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

Judging includes:

- Reviewing the property's website, response to leasing questions via the internet, telephone skills, and an in-person 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 15th through July 31st.
- The top three highest scores will be based upon community size, price, type, and age.

3 Maintenance Excellence

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

- A scheduled tour of the apartment community, 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 30th through July 31st.
- The top three highest scores will be based upon community size, price, type and age.

4 Overall Excellence

The community will be judged on:

- the community's overall appearance, maintenance, and amenities.
- This is a 'mystery shop' with evaluations taking place May 15th through July 31st
- The top three highest scores will be based upon community size, price, type and age.

5 Management Company of the Year

To be considered for this award, the management company shall complete **one** application in this category **AND** all properties are required to be entered in the Trilogy Award category to qualify. The Management Company who has the highest average score wins Management Company of the Year.

AWARD DESCRIPTION & CRITERIA

INDIVIDUAL AWARDS

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

1

Regional Property Manager

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

- The regional property manager must submit a video to introduce themselves, identify the portfolio, style of communities, and location of your properties.
- The portfolio performance should be addressed in your video and an explanation of why you deserve to win the title of Regional Property Manager of the Year.
- 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.

2

Property Manager

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

- The property manager must submit a video to introduce themselves and identify the property, style of community, and location.
- The property performance should be addressed in your video and an explanation of why you deserve to win the title of Property Manager of the Year.
- 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.

3

Assistant Property Manager

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

- The assistant property manager must submit a video to introduce themselves, identify the property, style of community, and location.
- The property performance should be addressed in your video and an explanation of why you deserve to win the title of Assistant Property Manager of the Year.
- There will be an Assistant Property Manager winner for the Central, East, and West regions of the state.
- The highest scoring individual wins Assistant Property Manager of the Year.

4

Leasing Professional

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

- The leasing agent must submit a video to introduce themselves, identify the property, style of community, and location.
- The property performance should be addressed in your video and an explanation of why you deserve to win the title of Leasing Professional of the Year.
- 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.

AWARD DESCRIPTION & CRITERIA

INDIVIDUAL AWARDS

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

5 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 a video to introduce themselves, identify the property, style of community, and location.
- The property performance should be addressed in your video and an explanation of why you deserve to win the title of Maintenance Professional of the Year.
- 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.

6 Rookie of the Year

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 and submit a video as to why this person deserves to be Rookie of the Year.
- One winner per region in the state.

7 Supplier of the Year

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

- The supplier should be nominated by Property Management Companies and Properties.
- The nominating party will need to complete the registration for the supplier nominee and submit a video as to why this person deserves to be Supplier of the Year.
- One winner per region in the state.



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. Mystery shops will start on May 15th through July 31st.
- It is important when completing the application that you choose the type of property you represent.
- There will be no phone shop in 2024. This has been replaced by a website inquiry.
- If you enter for the Maintenance Excellence Award, the shop 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.
- All shops for 2024 will be walk-in based. If a shopper is unable to tour the community, they will make one additional attempt to return. Failure to tour 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 prospect in terms of virtual tour, photos, common area tour, grounds, and amenities tour.
- Shops will begin May 15th through July 31st.
- Maintenance Excellence scheduled appointments will be conducted after May 15 and extend through the end of July 2024.
- Property Awards are awarded in each region, Pittsburgh (West), Harrisburg (Central), State College (State College), and Philadelphia (East).

The Keystone Awards Committee will review all shopping reports where a tie is in place and determine the winner of the awards based on the narratives provided by the shopper, detailing their experience. All Individual Award submissions will be reviewed and judged by the Keystone Awards Committee.

THERE WILL BE *NO TIES* IN 2024

Rules and Regulations

Individual Awards

- All individual entries must pay for the award program and complete the required Cognito Form for each award choice.
- The nominee must complete the form requirements that will review a list of accomplishments for the individual award.
- A video is required and should be submitted no later than July 15th, 2024. All videos received after this deadline will not be considered as a candidate for the individual award. Videos may not exceed 5 minutes.
- Introduce Yourself. Make sure you tell us your name, the Keystone Individual Award you were nominated for, your job title along with your career responsibilities, apartment community name, and how long you have worked at the property.
- Tell us Why You Are Awesome. This is your time to shine, what makes you stand out above the rest.
- You are welcome to enlist the help of others in preparing your video. For example, you could record a co-worker or supervisor endorsing your skills and abilities. A resident could help tell the story of your customer service philosophy. Maybe you would like to include how your family has supported you as you have excelled in your career and position with your company. Creativity and individuality are encouraged.
- **An application will need to be completed with the video submission.**
- There will be Individual Awards presented in each part of the state, Pittsburgh (West), Harrisburg (Central), State College (State College), 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 video and requirements.

When you register as an award contender, you will receive an email confirmation from PAA. In that email we have provided a video that will allow you to review the awards criteria along with some tips regarding what the shopping company will be looking for. In the past this has been a webinar you would join as organized by PAA. We will not be hosting the webinar in 2024 but we will be providing you the tools you need as soon as you register.

AWARD CATEGORY	WHAT NEEDS COMPLETED	IMPORTANT DATES
Property Awards: Trilogy Award Package, Leasing Excellence, Maintenance Excellence, and Overall Excellence	Online registration through the PAA website and complete the application	<ul style="list-style-type: none">• Registrations must be completed by 4.12.24• All mystery shops begin May 13th through July 31st.• Maintenance Excellence shops begin on May 13th through July 31st.• All Community Awards Judging concludes at the end of July.
Property Management Company of the Year	Online registration through the PAA website and complete the application	<ul style="list-style-type: none">• Registrations must be completed by 4.12.24
Individual Awards	<ul style="list-style-type: none">• Online registration through the PAA website and complete the Cognito Form• Video must be submitted, no longer than 5 minutes in length, that describes why you deserve the individual award.• Call to Entry Application needs to be completed with the video submission.	<ul style="list-style-type: none">• Registrations must be completed by 4.12.24• All videos are due to PAA by July 15th, 2024.

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 2024.** 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:

- 0-100 Units
- 101-200 Units
- 201-300 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 2021-2023

Style of Community:

- Garden
- Mid-rise
- Hi-rise
- Townhome

Type of Community:

- Affordable
- Student Living
- Senior Living
- Conventional
- New Construction

Average Monthly Rental Rates:

- Under \$1000
- \$1001-\$1500
- \$1501-\$2000
- \$2001-\$2500
- \$2501-\$3000
- \$3001-\$3500
- \$3500 and Above

442

2023 Property Award Entry Totals

354

2023 Total Property Award Winners

115

2023 Individual Award Entry Totals

22

2023 Individual Award 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 2024



Harrisburg Region

September 12th, 2024

The Star Barn

1 Hollinger Lane

Elizabethtown, PA 17022

Philadelphia Region

September 26th, 2024

The Fillmore

29 East Allen Street

Philadelphia, PA 19123

Pittsburgh Region

September 19th, 2024

Wintergarden at PPG Place

11 PPG Place

Pittsburgh, PA 15222

State College Region

November 7th, 2024

The Graduate

125 S Atherton St,

State College, PA 16801

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