



2025 PLATINUM SPONSORS









2025 GOLD SPONSORS





















2025 SILVER SPONSORS

























Why is PACE Unique?



Judges provide extensive feedback.



Designed to improve team morale and performance.



Provides tools to increase occupancies.



Establishes benchmarks for excellence.

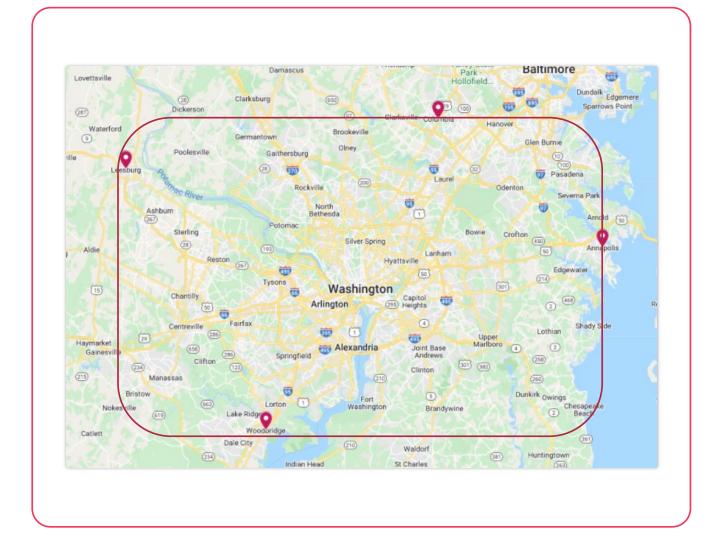
Location

- Northern Border- Columbia, MD
- Southern Border- Woodbridge, VA
- Eastern Border- Annapolis, MD
- Western Border- Leesburg, VA
- Average Rent
- Property Type
 - Lease-Up (communities less than one year old or that have not stabilized yet)
 - Senior (55+ communities that are at least 75% senior, including affordable, market-rate and mixed-income communities)
 - Affordable (communities participating in a government funded, insured or otherwise sponsored program that results in rents that are below marketrate for at least 75% of units)
 - Market Rate (communities assessing the prevailing monthly cost for rental housing within the free market for at least 75% of units; including mixedincome communities)
- Year Built

Which Category?

A Quick Note About Location

O Communities outside of the published borders, e.g., Baltimore, Frederick, etc., may apply, but acceptance is subject to receiving at least four entries in that sub-market



Evaluations

- Experienced property management professionals
- Every community will be evaluated by two judges
- There will be one winner per category
- Each judge may select one judge's choice winner

<u>View Sample Score Sheet</u>

Speaking of Judges...



Become a PACE Judge in 2025

Year after year, seasoned industry professionals assist us in evaluating and identifying the most outstanding apartment communities in the DC metro area, providing participants with actionable feedback. PMA is currently seeking judges for the 2025 PACE Awards program.

Qualifications

- PACE judges should possess a minimum of ten years of multifamily industry experience.
- Ideal candidates are presently in, or have recently served in, an executive role within a property management company.
- PACE judges will be required to participate in a training session with the PMA team in May 2025.

Timeline and Time Commitment

- · A training session for judges will be conducted in May 2025.
- PACE evaluations will occur from June 10 to September 26, 2025.
- · Evaluations are scheduled only from Tuesday to Friday.
- Evaluation times are between 9 a.m. and 5 p.m., with a typical PACE evaluation lasting approximately one hour onsite.
- Evaluations do not take place on the first five business days of the month or on Federal holidays.

Additional Details

- Typically, PACE judges assess between four to 30 communities each season. In 2024, the average assignment was six communities per judge.
- Judges communicate their availability and preferences regarding judging frequency to PMA staff. For instance, some judges prefer to conduct evaluations one day per week, while others are open to four days per week.
- PACE judges are expected to complete the evaluation form through an online platform within two weeks of their community visit, providing informative and constructive comments.

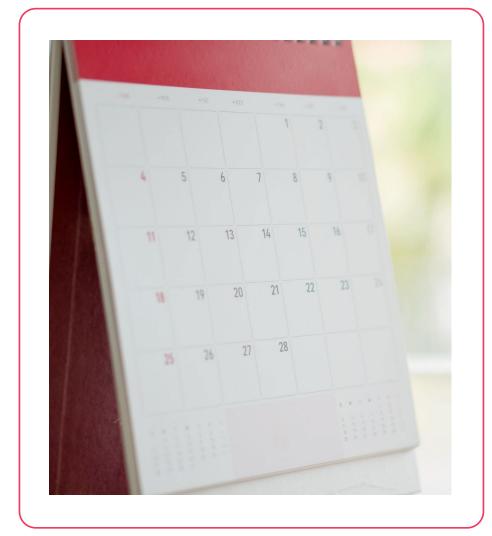
Compensation:

PACE judges will receive compensation in the amount of \$125 per community evaluated.

If you are interested in participating as a judge in the 2025 PACE competition, complete the 2025 PACE Judge Application by April 4, 2025. For more information, visit pma-dc.org/pace-awards-judges or scan the QR code.

PACE Program Timeline

- Submit Entries & Entry Fee
 - LATE RATE Ends May 31
- Submit Supplemental Materials
 - Due May 31
- Evaluations
 - June 10 September 26
- PMA's 2025 Awards Ceremony
 - Thursday, November 6



Save The Date!

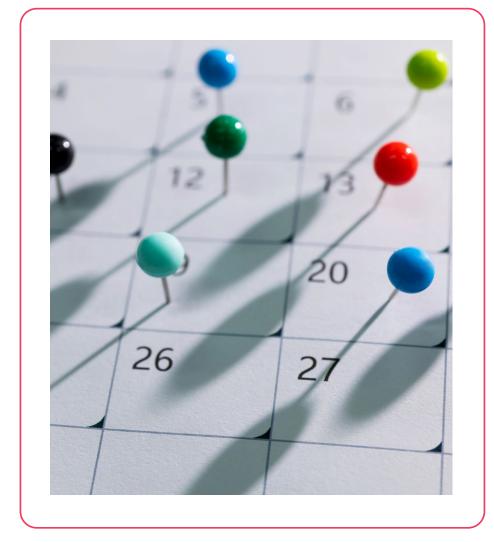


5th Annual Awards Ceremony – Celebrating Excellence in the Property Management Industry

Thursday, November 6 11:30 AM - 6 PM MGM National Harbor Hotel & Casino Oxon Hill, MD

Scheduling PACE Evaluations

- Judging will take place:
 - June 10 September 26
 - Tuesday through Friday
 - 9 a.m. 5 p.m.
- Judging will not take place on Monday's, weekends, during the first seven days of the month or on Federal holidays.





Sample Timeline for Judges' Visit

9 a.m. All Judge's Call (30 minutes

before arrival)

9:15 a.m. Judges May Tour Community

Alone (15 minutes before arrival)

9:30 a.m. Judges Arrive. Judges Participate

in Your Presentation; Review

Documentation (as necessary);

and Ask Questions (15-20 minutes)

10 a.m. Property Staff Will Lead Judge on

a Property Tour (45 minutes

to one hour)

10:45 a.m. Picture Time

It's time for your entire team to shine!

Evaluation Areas



Exterior Curb Appeal



Interior First Impression Reception Area, Leasing Center, Front Desk/Lobby



Management and Property Operations



Common Area Amenities



Maintenance Shop



Building Interior/Common Areas



Model, Vacant or Occupied Apartment

Scoring Scale

0 = Unsatisfactory

1 = Poor

2 = Needs Improvement

3 = Baseline/Meets Expectations

4 = Exceeds Expectations

5 = Exceptional

Bonus Points

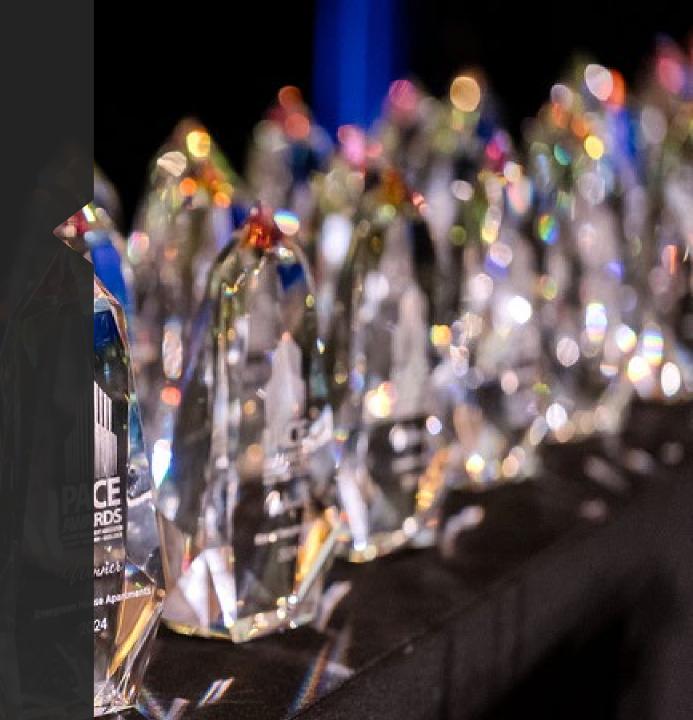
- Up to 5 bonus points may be awarded for superior service, company, individual honors, etc.
- A community can also lose up to 5 points for abject failures with the property or staff.
- Points are added or subtracted at the judges' discretion.
- Points will be added and/or deducted to the final score.

Baseline Score

73%

Winners

Winners will be determined based on the percentage of Total Points Earned vs. Total Possible Points.



Best In Show

The community with the highest total score will get special recognition at the ceremony and electronic media from PMA.







Upper East Apartments, Grady Management, Inc.

Special Award Categories

Distinguished Communities

Communities that received a score of 90%* or higher in their category but were not the overall winners in their category.

Judge's Choice

Communities that exhibit extraordinary qualities that deserve recognition but were not the overall winners in their category. This year there can be only one judge's choice award winner per category.

- O Green, Eco Friendly Community
- O White Glove/Cleanliness
- Technology
- Community Service
- Transformation/Renovation

PACE Perks

- O Gain Industry Recognition
- O Benchmark Excellence
- Actionable Feedback
- O Boost Team Morale
- O Drive Leasing
- O Gain Industry Recognition



Carefully review the PACE evaluation form to prepare for your visit.



Are You Ready?

PACE is a Team Sport!

Invite the Team to Attend What to Expect When You're Participating in the PACE Awards on Tuesday, June 10, 2025.

www.pma-dc.org/events/what-to-expectwhen-you're-participating-in-the-paceawards-jun-10-2025



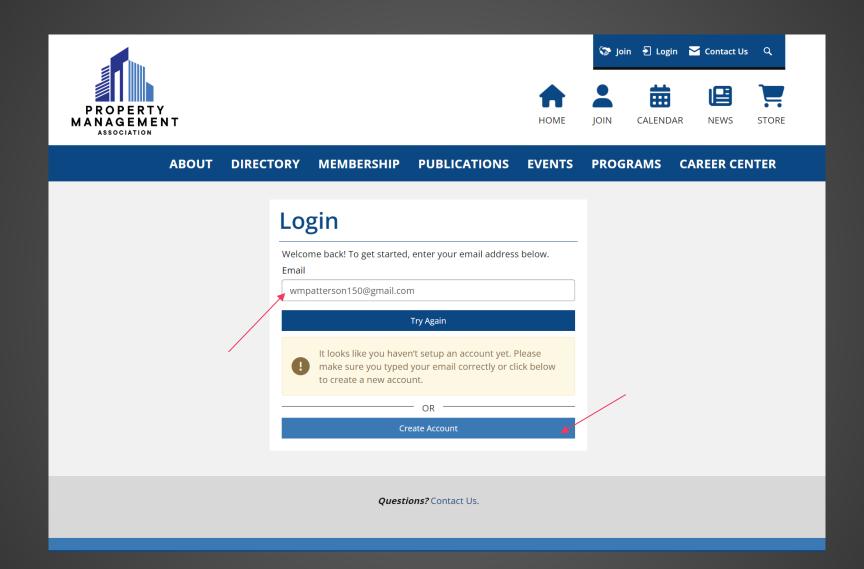
Submitting Your Entry

OYOU NEED AN ACTIVE USER ACCOUNT TIED TO THE CORRECT COMPANY.

OYour COMPANY is Your PROPERTY.

OYour PROPERTY is a Sub-Company of Your PROPERTY MANAGEMENT COMPANY.









HOME





CALENDAR

Soin Login Contact Us Q



NEWS



STORE

Membership & Account Access

ER

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Is Your Company a Member?

If you are an employee of a PMA member company, we invite you to set up an online account to:

- ☑ Access the Member Directory
- **☑** Register for Events
- ☑ Register for Classes
- ☑ Receive Legislative Updates
- ☑ View & Pay Invoices

Create an Account

Applying for Membership?

The members of PMA invite and encourage you to join! By working together, we can achieve our mission to maintain and enhance our industry as a whole.

All membership applications for PMA must be approved by the PMA Staff and the Board of Directors.

View Membership Information

OR

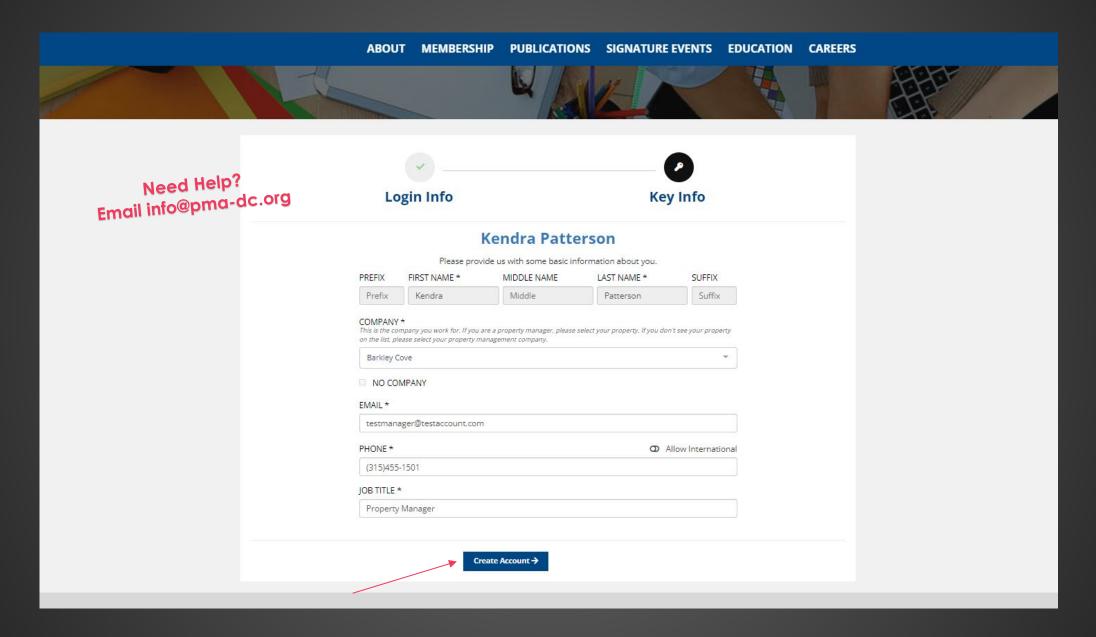
Create Account

ABOUT MEMBERSHIP PUBLICATIONS SIGNATURE EVENTS EDUCATION CAREERS

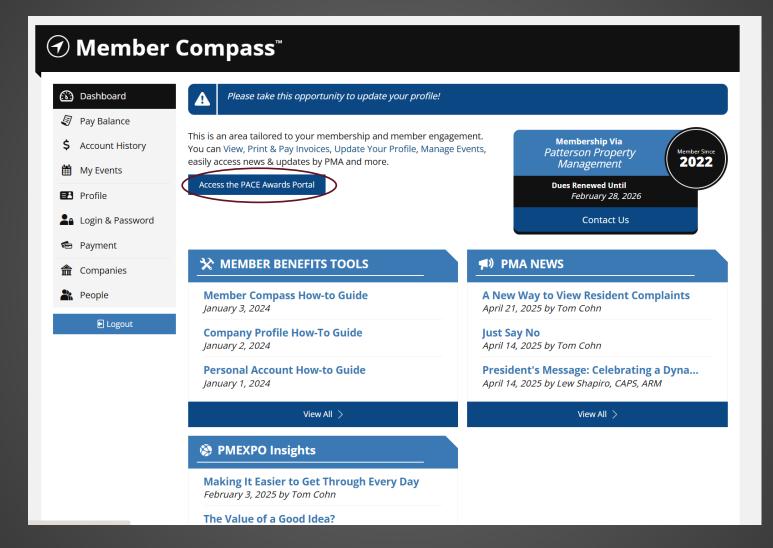
Login Info		Key Info
FIRST NAME *	LAST NAME *	
Kendra	Patterson	
EMAIL *		
testpropertymanager@testacco	unt.com	
Available email address		
PASSWORD *		3
TestPassword!		
TestPassword!		
At least 6 characters		
At least 1 letter		
Not a part of your email address	ss	
☑ I AGREE TO THE TERMS & CONI	DITIONS	

ABOUT MEMBERSHIP PUBLICATIONS SIGNATURE EVENTS EDUCATION CAREERS

	Login Info		Key Info		
Need Help? Email info@pma-d	EMAIL * testpropertymanager@test IS THIS YOU? Name: Kendra Patterson (■ Email Verification Code We've found a member re	Barkley Cove)			
	PASSWORD * Confirm Password At least 6 characters At least 1 letter Not a part of your email a Passwords match		9	ABOUT MEMBERSH	Join D Login Commentus Q Sound like A Sound like A Sound like A CALENDAR NEWS STORE IP PUBLICATIONS SIGNATURE EVENTS EDUCATION CAREERS
	□ I AGREE TO THE TERMS &	ave and Continue →		Please check you and activate you Code Code District receive as or to Code	m Your Account or enail for a code to confirm your enail address account. CONTROL ELIZAR THAT DOUBLE AND JOSE AND JOS



Need Help? Email info@pma-dc.org



Once You've Got Your Profile Set Up, Visit pmaawards.secure-platform.com/site/organizations/main/home to Submit Your Initial PACE Entry

Company Information

Company Name

Property Information

- Property Name
- Property Address
- City
- State / Province
- Zip / Postal Code
- Country
- Property Phone (NOTE, we will call this number the day of the evaluation)
- Property Website

Your Initial PACE Entry (continued)

<u>pmaawards.secure-</u> <u>platform.com/site/orga</u> <u>nizations/main/home</u>

PACE Category Information

- Property Type
 - Lease-Up (communities less than one year old or that have not stabilized yet)
 - Senior (55+ communities that are at least 75% senior, including affordable, market-rate and mixed-income communities)
 - Affordable (communities participating in a government funded, insured or otherwise sponsored program that results in rents that are below marketrate for at least 75% of units)
 - Market Rate (communities assessing the prevailing monthly cost for rental housing within the free market for at least 75% of units; including mixedincome communities)
- Year Property Constructed

Your Initial PACE Entry (continued)

<u>pmaawards.secure-</u> <u>platform.com/site/orga</u> <u>nizations/main/home</u>

Property Average Rent

Unit Type	Current Rental Rate	# Of Unit Type
Studio		
One-Bedroom		
One-Bedroom + Den		
Two-Bedroom		
Two-Bedroom + Den		
Three-Bedroom		
Three-Bedroom + Den		
Four-Bedroom		
Other		

Your Initial PACE Entry (continued)

pmaawards.secureplatform.com/site/orga nizations/main/home

Contact Information

- Billing Contact First Name
- Billing Contact Last Name
- Billing Contact Email
- Billing Contact Phone

Property Manager Information

- Property Manager First Name
- Property Manager Last Name
- Property Manager Email (NOTE, we will email this address the week prior to your surprise evaluation)
- Property Manager Mobile Phone (NOTE, we will text this number the week prior to your surprise evaluation)

Your Initial PACE Entry (continued)

<u>pmaawards.secure-</u> <u>platform.com/site/orga</u> <u>nizations/main/home</u>

Scheduling Information

- The dates you are UNAVAILABLE for a SURPRISE visit from the PACE judges
 - PACE evaluations will take place
 June 10 September 26.
 - PACE evaluations take place
 Tuesday through Friday, from 9 a.m.
 5 p.m.
 - Evaluations WILL NOT take place on Mondays, weekends or during the first seven days of the month or Federal holidays.
- Property Office Hours

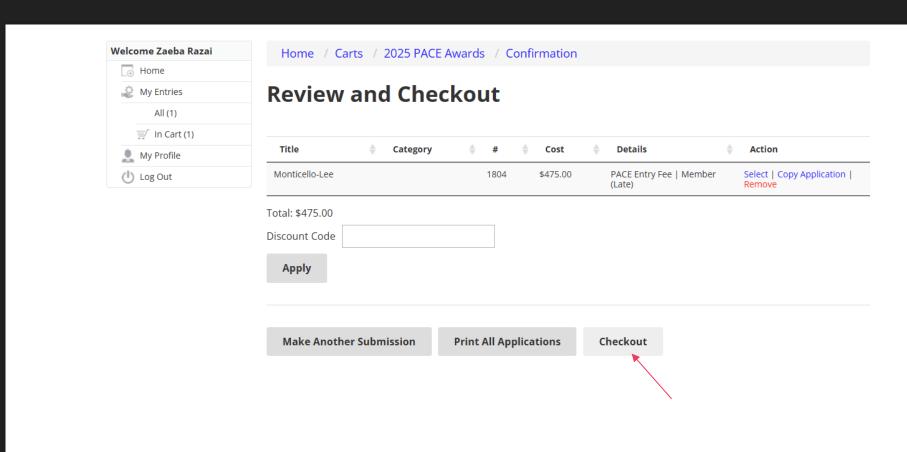
Your Initial PACE Entry (continued)

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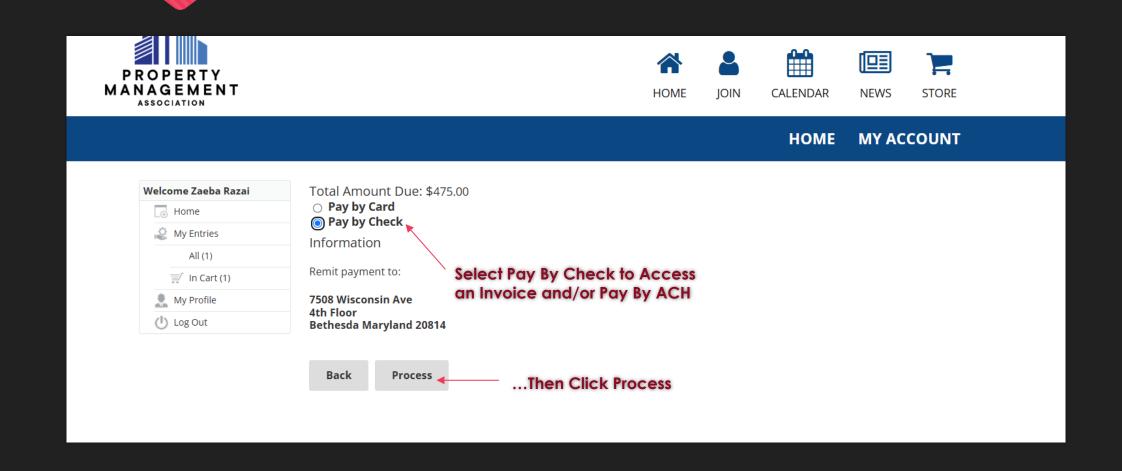
Final Property Details

- Briefly describe the property's unique features and renovation history and share why you believe the property should win a PACE Award.
- Four Property Photos
 - Upload high-resolution photos of your property. These photos may be used in various PACE Award and Award Ceremony promotions and materials.

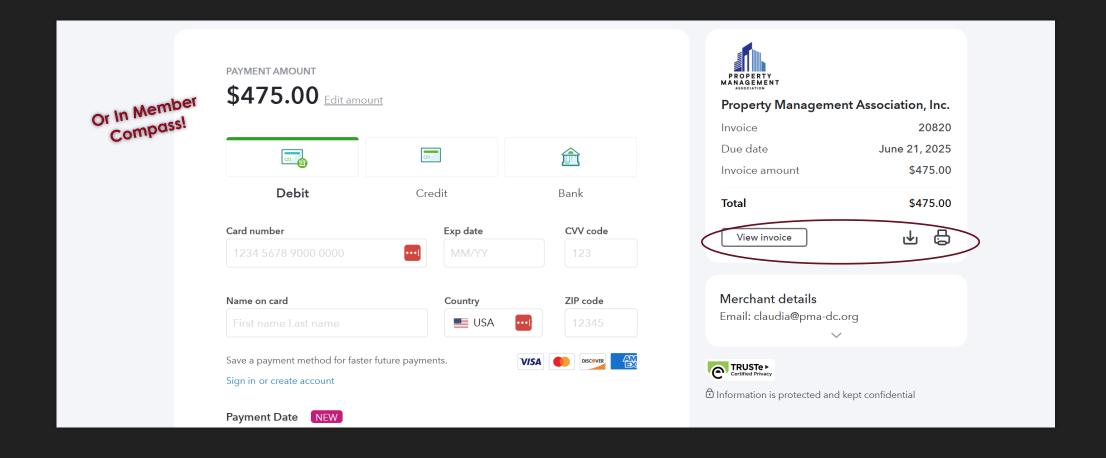
Checking Out



Would You Like an Invoice?



Accessing Your Invoice







BINDER vs. PORTAL

NEXT STEP...Additional Information **REQUIRED** for Evaluation.

Applicants may upload these materials and/or present to judges during evaluation.

Interior First Impression Reception Area, Leasing Center, Front Desk/Lobby

Marketing Materials

Management and Property Operations

- Emergency Management Plan
- Infectious Disease
 Response Policies and Plan
- Preventative Maintenance Program
- Fire Inspection Reports
- Package Policy
- Elevator License
- Apartment Availability
 List
- Resident Retention Plan
- Marketing Outreach Plan

Resident Services and Common Area Amenities

- Current Pool License
- Resident Events (Virtual & In-Person)
- Community Service Initiatives and Events

Maintenance Practices

- CFC Logs and/or Licenses for Staff
- Current Boiler/Chiller License and Logs
- Alarm System Testing Log

<u>pmaawards.secure-</u> <u>platform.com/site/organiz</u> <u>ations/main/home</u>

STEP 1:

Visit pmaawards.secure-platform.com/site













HOME MY ACCOUNT



Program		Status	Deadline	Action
2024 PACE Awards		Now Open	5/15/2024 11:59 PM	Start Entry
	Current Timezone:	Eastern Time (US & Canada)		

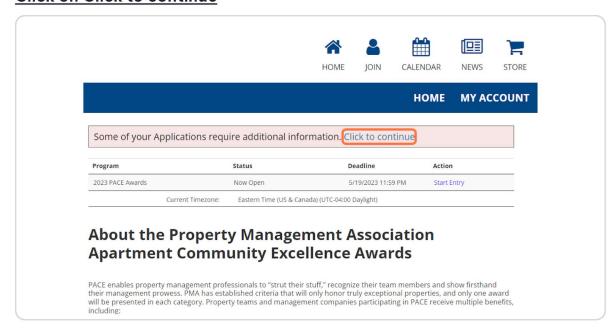
About the Property Management Association Apartment Community Excellence Awards

PACE enables property management professionals to "strut their stuff," recognize their team members and show firsthand their management prowess. PMA has established criteria that will only honor truly exceptional properties, and only one award will be presented in each category. Property teams and management companies participating in PACE receive multiple benefits, including:

- Teambuilding: Entering the PACE Awards provides a huge shot of adrenaline to your onsite team. It sends a message that
 you appreciate their efforts and believe that their performance is award-worthy. Few, if any, property management programs
 can boost morale and improve performance more than participating in PACE.
- Increase occupancies: PMA will develop a case study of each winner that showcases why the community was honored.
 Winners' profiles will appear on PMA's website. Winners can also use profile in their advertising, social media and on their websites to help drive prospective residents to their communities.
- Benchmarking excellence: PACE will establish benchmarks for excellence in property management that can be used by all
 participants to improve the quality of management service provided to residents and owners. If the minimum standard for
 an award category is not reached, an award is not be presented in that category.

<u>pmaawards.secure-</u> <u>platform.com/site/organiz</u> <u>ations/main/home</u>

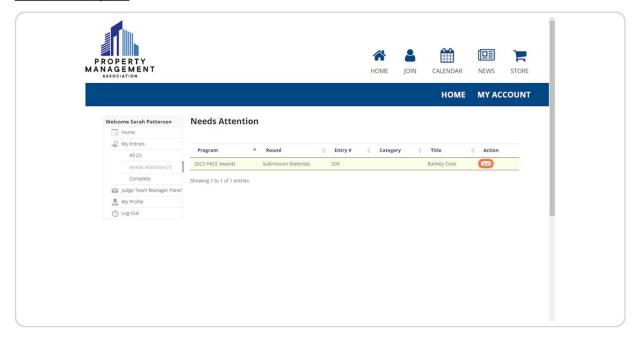
STEP 2 Click on Click to continue



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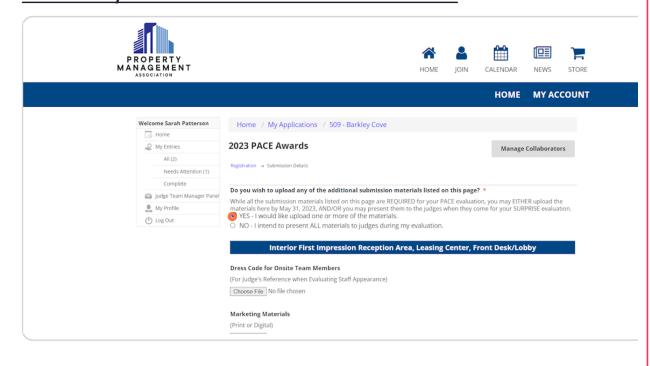
STEP 3

Click on Open



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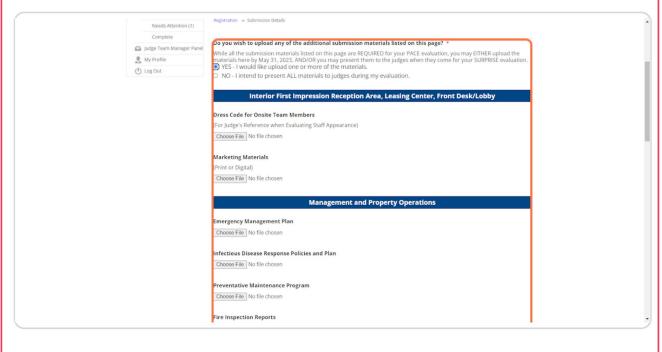
STEP 4 Indicate if you wish to submit additional materials.



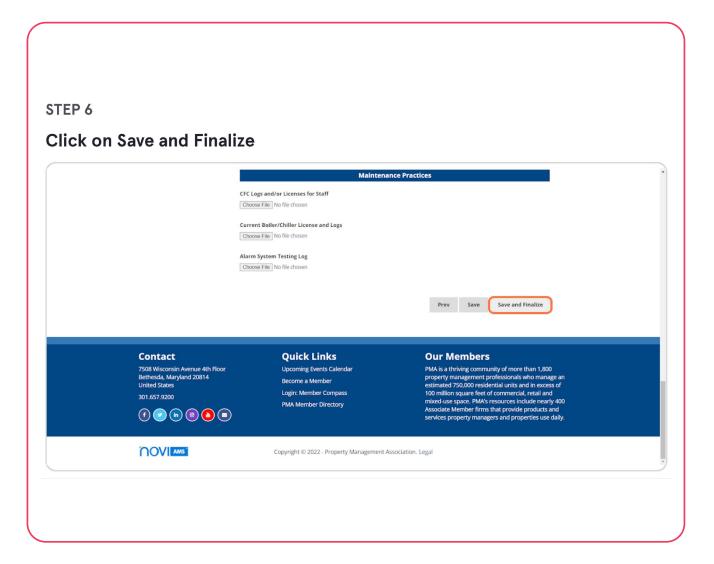
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STEP 5

Upload additional materials.



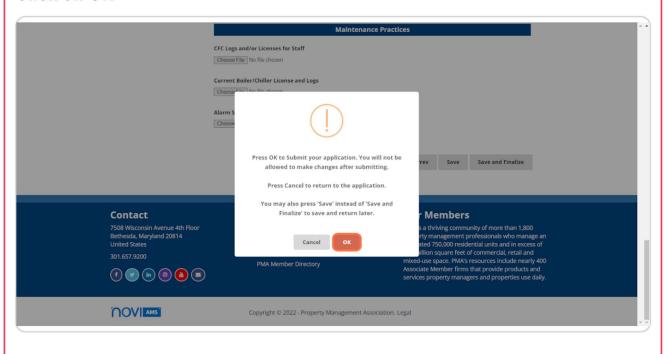
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<u>pmaawards.secure-</u> <u>platform.com/site/organiz</u> <u>ations/main/home</u>

STEP 7

Click on OK



Completing Your Entry

Action Required By May 31, 2025

pmaawards.secure-platform.com/site







We Do Business in Accordance With the Federal Fair Housing Law

(The Fair Housing Amendments Act of 1988)

It is Illegal to Discriminate Against Any Person Because of Race, Color, Religion, Sex, Handicap, Familial Status, or National Origin

- In the sale or rental of housing or residential lots
- In advertising the sale or rental of housing
- In the financing of housing

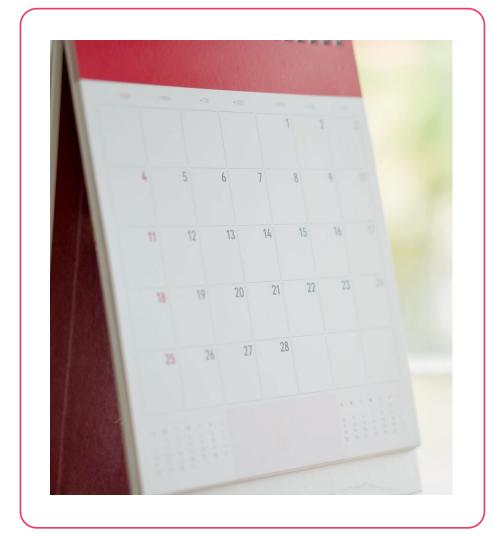
- In the provision of real estate brokerage services
- In the appraisal of housing
- Blockbusting is also illegal

Anyone who feels he or she has been discriminated against may file a complaint of housing discrimination:

1-800-669-9777 (Toll Free) 1-800-927-9275 (TDD) U.S. Department of Housing and Urban Development Assistant Secretary for Fair Housing and Equal Opportunity Washington, D.C. 20410

PACE Program Timeline

- Submit Entries & Entry Fee
 - LATE RATE Ends May 31
- Submit Supplemental Materials
 - Due May 31
- Evaluations
 - June 10 September 26
- PMA's 2025 Awards Ceremony
 - Thursday, November 6



Save The Date!



5th Annual Awards Ceremony – Celebrating Excellence in the Property Management Industry

Thursday, November 6 11:30 AM - 6 PM MGM National Harbor Hotel & Casino Oxon Hill, MD

Maintenance Professional Awards

BENEFITS

- Boost Morale and Improve Teamwork
- •Increase Occupancies
- •Improve Performance

CATEGORIES

- Service Technician
- Assistant Service Manager.
- •Service Manager (1 3 Employees | 4+ Employees | Multi-Site)
- Engineer
- Regional Service Manager
- •Service Team
- Most Valuable Player



www.pma-dc.org/maintenance-professional-awards

Maintenance Professional Awards Entry Form

Entries Due May 31, 2025



Maintenance Professional Awards Nomination Form

Your Information

Information for the individual submitting the entry. This person will be the point of contact as it relates to billing, scheduling evaluation, etc.

Submitter Name

Submitter Company Name

Submitter Email

Submitter Phone

Award Category (Please Select One)

Nominee First Name

Nominee Last Name

Company Name

Nominee Job Title

Nominee Email

Nominee Cell Phone

Does the person you are nominating work mainly at one property or across several properties?

Property Name

Property Type

Building Type

Number of Buildings on Property

Year Property Constructed

Number of Units

Property Address

State

Zip Code

Country

Describe the current role and history of the nominee (or nominated team) with the company and property/properties. How has the individual or team evolved within the organization?

Provide examples of how the nominee (or nominated team) meets and exceeds their job description and responsibilities. Highlight specific instances or projects that illustrate this.

Explain how the nominee (or nominated team) contributes to the profitability of the company and the property/properties. Include examples of how their efforts have led to financial or operational improvements.

Describe how the nominee (or nominated team) communicates and collaborates with team members and residents. What methods or strategies do they use to ensure effective

List any licenses held, coursework completed, outstanding achievements, honors, and awards for the nominee (or for members of the nominated team). Please specify individual accomplishments within a team context where applicable.

Submit a photo of the nominated individual or team.

Lagree to PMA's Event and Program Policies (https://www.pma-dc.org/event-policy)

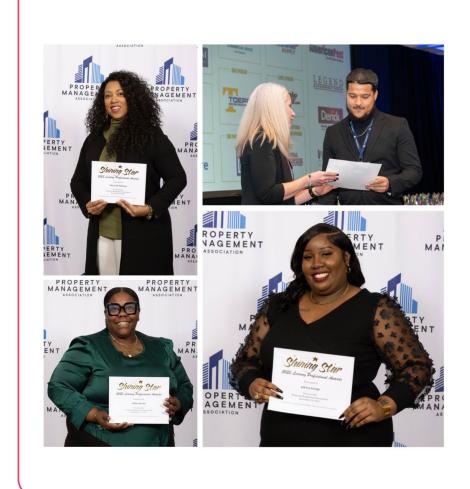
Leasing Professional Awards

BENEFITS

- Ignite Team Spirit
- Elevate Leasing Standards and Increase Occupancies
- Foster Growth and Improvement with Actionable Feedback Boost Morale and Improve Teamwork

CATEGORIES

Based on Geographic Location



www.pma-dc.org/events/2025-leasing-professional-awards-program-nomination

Marketing & Advertising Excellence Awards

Celebrating creativity and effectiveness in marketing and communication, PMA's Marketing & Advertising Excellence awards recognizes those who lead with innovation. The MAE Awards Program provide an opportunity for education, networking and community building, offering widespread recognition and fostering collaboration within the industry.









Marketing & Advertising Excellence Awards - Categories

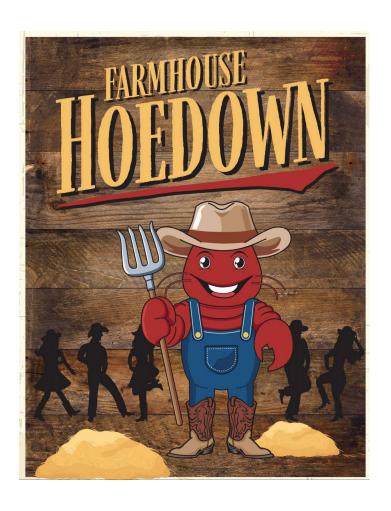
Corporate Resident/Tenant Advertisement Brochure Communication/ Video Communication Internal PR Reputation Social Media Marketing Promotional Item Website Management Campaign Campaign Campaign Model Apartment **Leasing Center** Event Signage

EPIC Awards

From groundbreaking advancements to visionary strategies and community service, PMA's EPIC Awards celebrate those who not only excel within the multifamily industry and beyond. PMA's EPIC Awards include:

- CAPITAL ACHIEVEMENT AWARD
- VISIONARY AWARD
- THE MAKING A DIFFERENCE AWARD
- MEMORIAL SCHOLARSHIP AWARD





2025 Lobster Bake

