



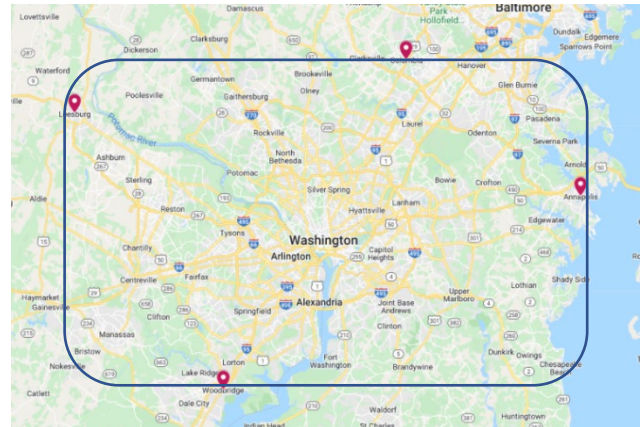
About PACE

Who Is PACE For?

The PACE competition is open to ALL metropolitan Washington, DC apartment communities. We anticipate 200 communities will participate in the 2025 competition.

PACE Award participants and winners range in age from properties that are more than 50 years old to communities that recently opened their doors.

PACE boundaries go as far north as Columbia, MD, as far south as Woodbridge, VA, as far east as Annapolis, MD and as far west as Leesburg, VA. 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.



PACE Categories

The Property Management Association takes the following factors into consideration when categorizing entries to ensure that properties are competing with comparable assets.

- **Location:** DC, MD or VA
- **Property Type:** Property manager selects from the following during the PACE entry process:
 - **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 market-rate 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)
- **Average Rental Rate:** Calculated with data provided by property manager during the PACE entry process.
- **Year Built:** Provided by manager during PACE entry process. Properties constructed prior to 1990 will be categorized as **Vintage**.

Why Participate in PACE?

Benchmark Excellence: PACE sets the standard for property management distinction. Awards are only presented when minimum standards of excellence are met, ensuring recognition is truly earned. All participants benefit from benchmarking against the best in the industry.

Actionable Feedback: Each property receives a comprehensive inspection report from two independent evaluators, offering valuable insights into strengths and areas for improvement.

Boost Team Morale: Entering PACE sends a powerful message to your onsite team—you believe in their work and want it recognized. Participation can energize staff, foster pride and improve performance.

Drive Leasing Results: Award-winning communities are featured on [PMA's website](#), social media and digital communications throughout the year. Select winners also receive a professionally written case study and community profile to help attract and retain residents.

Gain Industry Recognition: Winners will be celebrated at [PMA's 5th Annual Awards Ceremony—Celebrating Excellence in the Property Management Industry](#)—on November 6, 2025, at MGM National Harbor Hotel & Casino.

Key Dates

March 2025

[PACE Entry Form Released](#)

April 13

Early Entry Rate Ends

April 23

[Virtual PACE Orientation](#)

May 4

Regular Entry Rate Ends

May 9

[Virtual PACE Orientation](#)

May 13

[Virtual PACE Orientation](#)

May 22

[Virtual PACE Orientation](#)

May 31

Late Entry Rate Deadline

[Supplemental Entry Materials Due](#)

June 9 – September 26

Evaluations Conducted

June 10

[What to Expect When You're Participating in the PACE Awards](#)

November 6

[PMA's 5th Annual Awards Ceremony—Celebrating Excellence in the Property Management Industry](#)

Preparing to Submit Your PACE Entry

- Attend a PACE Orientation

Attend one of PMA's live virtual orientations to learn more about the value of PACE and gain an understanding of the entry and evaluation process.

Orientations will take place on April 23, and May 13 and May 22. [Visit PMA's website to learn more and register.](#)

- Prepare Your Entry Materials

Visit pmaawards.secure-platform.com to submit your entry. The following information is **REQUIRED** on the entry form:

- a. Company Information

- Company Name

- b. 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

- c. PACE Category Information

- Property Type: Senior, Affordable, Lease Up, Market-Rate (*see pages 1 – 2 for definitions*)
 - Year Property Constructed

- d. Property Average Rent

- Average rent will be calculated when you provide the following data:



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		

e. **Contact Information**

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

- Property Manager Contact 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*)

f. **Scheduling Information**

- The dates you are **UNAVAILABLE** for a **SURPRISE** visit from the PACE judges. Note, PACE evaluations will take place June 9 – September 26, 2025, Tuesday through Friday, from 9 a.m. – 5 p.m. Judging will NOT take place Mondays, weekends, during the first seven days of the month or Federal holidays.
- Property office hours.

g. **Final Property Details**

- Describe the property's unique features and renovation history and share why you believe the property should win a PACE Award.
- Four professional horizontal high-resolution photos (300 dpi). (Note, these photos may be used in various PACE Award and Award Ceremony promotions and materials.)



- **Prepare Supplemental Materials**

There are several additional items that are **REQUIRED** (if applicable) for the PACE evaluation, and PACE participants may upload them online **AND/OR** present them to the judges onsite during their visit. Any materials that you opt to upload must be uploaded by **May 31, 2025** (see instructions on page 6).

In some cases, the judges are simply confirming that a particular document exists, and we believe those are probably best suited to upload online. Those items are marked with an asterisk below.

- Dress Code for Onsite Team Members*
- Marketing Materials (Print or Digital)
- 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
- Current Pool License*
- Resident Events
- Community Service Initiatives
- Other (Reviews, Correspondence, Pictures, Flyers, Descriptions, etc. To Showcase Resident Services)
- CFC Logs and/or Licenses for Staff*
- Current Boiler/Chiller License and Logs*
- Alarm System Testing Log*

Additionally, on the day that your community is being assessed, you **NEED** a Fair Housing poster to ensure your success. The poster must be visibly located in your Leasing and/or Management Office. Communities who do not show this will be **AUTOMATICALLY DISQUALIFIED**.



Submitting Your PACE Entry

- Registration Round

Visit <https://pmaawards.secure-platform.com/> to submit your PACE entry.

Note, the PACE entry form is intended to be submitted by each property's manager. Therefore, the property manager should have an active profile on PMA's website.

If the property manager does not have an active account, create your login:

- [Follow this link.](#)
- Enter your email and follow the prompts.
- If the email entered is connected to your profile, you'll be prompted to set your new password.
- If we do not have the email on file in our new system, you'll be prompted to create a new account.

Please note, within the Property Manager's profile, their PROPERTY should be listed as their company. Within PMA's database, properties are sub-companies of PROPERTY MANAGEMENT COMPANIES.

Once you've logged in, you'll be taken to your *Member Compass* - the portal for you to update your profile, see events that you are registered for, pay invoices and more.

- One Last Step to Finalize Your Entry – Submission Materials Round

There are several materials **REQUIRED** for your PACE evaluation (see page 5), and you may either upload the materials by May 31, 2025, AND/OR you may present the materials to the judges when they come for your **SURPRISE** evaluation.

Whether you wish to upload all, some or none of the materials, you **MUST** [login to PMA's the awards portal](#) by May 31, 2025 to finalize your entry. When you log back in, you'll notice a red box stating that you have entries that require your attention. Click that link, and you will be directed to a page where you can complete the Submission Materials Round. Here you may upload additional materials at your discretion. If you do not wish to upload any additional materials, there is a check box for you to indicate that. **You must complete this step to finalize your entry by May 31, 2025.**

Preparing For Your PACE Evaluation

It's important that the entire property team is familiar with the [PACE evaluation form](#). The team should be prepared to speak to every criterion and to explain if, how and why you exceed the baseline. For example, don't just provide a list of upcoming events, share attendance and engagement numbers, share feedback and outcomes.

Involve your entire team in the process from entry to celebration. Consider assigning your team members with certain aspects of the tour to speak to during the judges' visit. Also, prepare for the unexpected. Staff changes happen and emergencies pop up, but the team needs to be informed and prepared to carry on when the judges visit no matter what.

Remember, judging will take place June 6 – August 26, 2025, Tuesday through Friday, from 9 a.m. – 5 p.m. Judging will NOT take place Mondays, weekends, during the first seven days of the month or holidays.

Your evaluation will be scheduled based on the availability you provide when entering, and rescheduling is not permitted. A text and email notification will be sent to the property manager one week prior to your evaluation, but we will not reveal the exact date and time that the judges will arrive. You will receive a call on the property phone number approximately 30 minutes prior to the judge's visit.

Participate in [What to Expect When You're Participating in the PACE Awards](#) on June 10 to further prepare for your visit.

Participate in Other Recognition Opportunities

- PMA's [Maintenance Professional Awards](#) program recognizes the outstanding performance of maintenance and operations technicians and teams in several [categories](#). **Maintenance Professional Awards entries are due May 31, 2025.**



- PMA's **Leasing Professional Awards** establishes benchmarks for leasing excellence and will help improve conversion ratios and overall presentation quality of your leasing team. **Leasing Professional Awards entries are due May 31, 2025.**
- PMA's **Marketing and Advertising Excellence Awards** program is for everyone involved in the marketing, promotion, and management of multifamily, commercial and retail properties and offers benefits for everyone who enters. **The 2025 Marketing and Advertising Excellence Awards Entry Form will open June 2025, and entries are due Friday, August 28, 2025.**
- PMA's **EPIC Awards** include the following:

CAPITAL ACHIEVEMENT AWARD: PMA's Highest Honor—This award recognizes a PMA member (company or individual) that has made an outstanding advancement in the multi-family industry. Must have nomination from a co-worker, supervisor and/or subordinate and a PMA member.

VISIONARY AWARD: This award is presented to a PMA member who demonstrates forward thinking insight, creativity and has the ability to create and implement a strategy. Must have nominations from a PMA member.

THE MAKING A DIFFERENCE AWARD: Presented to a member (company or individual) who participates in community service and is making significant contributions to the community through their time, talents, actions, dedication and generosity. Must have nomination from PMA member.

MEMORIAL SCHOLARSHIP AWARD: Monetary award to further the education of a child or grandchild of a PMA member in good standing. Applicants must be well-rounded students, involved in extracurricular and civic activities. Students should submit their own nomination.

Register for PMA's Awards Ceremony

The Property Management Association will honor 2025 Award winners at **PMA's 5th Annual Awards Ceremony - Celebrating Excellence in the Property Management Industry**, on November 6, at MGM National Harbor Hotel & Casino. Awards Ceremony registration is now open.

Questions?

Reach out to info@pma-dc.org or call 301-657-9200 with any questions!