

2025 Mark of Excellence (MOE) Awards Questions & Point Allocations

IMPORT PLEASE READ:

Mark of Excellence Nominee Instructions

Below are the questions for all Mark of Excellence Award categories. Each category has eight (8) questions. Reviewing them in advance will help you plan your responses carefully before entering them into the OpenWater platform or uploading a document where permitted. Take the time to craft thoughtful and comprehensive answers that best showcase achievements and qualifications.

Submission Guidelines

- Keep responses short and concise—answers should be around a paragraph or two at most.
- If uploading a document:
- Written submissions should be no more than 1 page.
- Documents with images should be no more than 3 pages, with a maximum of 4 images per page.

File Access & Upload Requirements

- Ensure SCRHA and Judges have access to your file/upload through October 25 (the day after the Mark of Excellence Awards).
- Do not share Google Drive or other temporary file links, as they may expire before the review period concludes.

AI Use in Submissions

If nominees use AI-generated responses in their submissions, it's important to maintain authenticity and transparency. Some best practices include:

- Clearly stating if AI was used to assist in drafting responses.
- Ensuring that AI-generated content aligns with personal experiences and qualifications

Property Manager of the Year

Nomination Questions (100 points total)

1. Describe a leadership initiative you implemented that improved your team's performance. **(15 points)**
2. How have you contributed to resident satisfaction and retention? **(15 points)**
3. Share an example of how you managed financial efficiency while ensuring high service quality. **(15 points)**
4. Explain a time when you resolved a major crisis within your community. **(15 points)**
5. What innovative strategies have you introduced to improve property operations? **(10 points)**
6. How do you foster professional growth for yourself and your team? **(10 points)**
7. How have you incorporated industry education into your management role? **(10 points)**
8. Describe your involvement in **SCRHA association events** and how they impact your role. **(10 points)**

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Assistant Property Manager of the Year

Nomination Questions (100 points total)

1. How do you support the onsite manager while ensuring smooth daily operations? **(15 points)**
2. Describe a time when you proactively solved an issue that improved team efficiency. **(15 points)**
3. What steps have you taken to enhance resident engagement and satisfaction? **(15 points)**
4. How do you foster professional growth for yourself and your colleagues? **(15 points)**
5. What strategies have you implemented to streamline workflow processes? **(10 points)**
6. How do you stay updated with industry trends and training? **(10 points)**
7. How have you used **SCRHA education** to improve your work? **(10 points)**

8. Describe your participation in **SCRHA association events** and why it's important. **(10 points)**

Industry Supplier of the Year – Company

Nomination Questions (100 points total)

1. What sets your company apart from others in the rental housing industry? **(15 points)**
2. Describe an innovative solution your company implemented to improve the industry. **(15 points)**
3. How does your company support professional development and association involvement? **(15 points)**
4. What challenges have you overcome in serving rental housing professionals? **(15 points)**
5. What contributions have you made to rental housing education? **(10 points)**
6. How does your company ensure excellent customer service and satisfaction? **(10 points)**
7. How does **SCRHA education** factor into your company's approach? **(10 points)**
8. What role does **SCRHA association participation** play in your company's success? **(10 points)**

Industry Partner of the Year – Individual

Nomination Questions (100 points total)

1. How do you contribute to the rental housing industry beyond your company's products or services? **(15 points)**
2. Describe a time when you provided exceptional support to a rental housing professional or property. **(15 points)**
3. What innovative solutions have you introduced to help rental housing professionals address challenges? **(15 points)**
4. How do you stay informed about industry trends and ensure your services remain valuable? **(15 points)**
5. How have you promoted education and professional development within the rental housing industry? **(10 points)**
6. What role do you play in fostering strong relationships between suppliers and housing providers? **(10 points)**
7. How has **SCRHA education** impacted your ability to serve rental housing professionals? **(10 points)**
8. Describe your participation in **SCRHA association events** and why it's important to your role. **(10 points)**

Multi-Site Property Manager of the Year

Nomination Questions (100 points total)

1. How do you successfully manage multiple properties while maintaining operational efficiency? **(15 points)**
2. Describe a time when you resolved a major challenge affecting multiple sites. **(15 points)**
3. What strategies do you use to ensure consistency in resident satisfaction across all properties? **(15 points)**
4. How do you develop and support onsite management teams at different locations? **(15 points)**
5. Share an example of a successful initiative you implemented across multiple properties. **(10 points)**
6. How do you incorporate industry education into your management role? **(10 points)**
7. What role has **SCRHA education** played in shaping your approach to multi-site management? **(10 points)**
8. Describe your participation in **SCRHA association events** and how they've contributed to your success. **(10 points)**

Resident Relations Coordinator of the Year

Nomination Questions (100 points total)

1. How do you foster positive relationships between residents and management? **(15 points)**
2. Describe a time when you successfully resolved a resident concern or conflict. **(15 points)**
3. What programs or initiatives have you introduced to improve resident engagement and satisfaction? **(15 points)**
4. How do you balance company policies with creating a welcoming resident experience? **(15 points)**
5. How have you incorporated industry education into your approach to resident relations? **(10 points)**
6. Share an example of how you used communication strategies to enhance community engagement. **(10 points)**
7. How has **SCRHA education** shaped your approach to resident relations? **(10 points)**
8. Describe your participation in **SCRHA association events** and how they've contributed to your success. **(10 points)**

Repositioned Property of the Year

Nomination Questions (100 points total)

1. Describe the initial state of the property before repositioning—what challenges did it face? **(15 points)**
2. What strategies were used to improve the property's operations, aesthetics, and financial performance? **(15 points)**
3. How has resident satisfaction changed since the repositioning? Provide measurable improvements. **(15 points)**
4. What innovative changes were implemented to enhance the property's marketability and appeal? **(15 points)**
5. How did the repositioning impact financial performance and long-term sustainability? **(10 points)**
6. What challenges arose during the repositioning process, and how were they successfully addressed? **(10 points)**
7. How has **SCRHA education** played a role in shaping repositioning strategies? **(10 points)**
8. Describe your participation in **SCRHA association events** and how they've supported your property's success. **(10 points)**

Property of the Year

Nomination Questions (100 points total)

1. What makes this apartment community stand out compared to others in the market? **(15 points)**
2. Describe any significant renovations, upgrades, or improvements made to enhance the property. **(15 points)**
3. How does the property maintain high resident satisfaction and retention rates? **(15 points)**
4. What sustainability or community-driven initiatives have been implemented? **(15 points)**
5. How has financial performance improved, and what strategies contributed to its success? **(10 points)**
6. What challenges has the property faced, and how were they successfully addressed? **(10 points)**
7. How has **SCRHA education** influenced property operations and management? **(10 points)**
8. Describe the property's participation in **SCRHA association events** and how it benefits residents and staff. **(10 points)**

Property Management Company of the Year

Nomination Questions (100 points total)

1. What sets your property management company apart from others in the industry? **(15 points)**
2. How does your company ensure consistent operational excellence across all managed properties? **(15 points)**
3. Describe an innovative approach or service your company has introduced to enhance property management. **(15 points)**
4. How does your company prioritize resident satisfaction and retention strategies? **(15 points)**
5. What financial and operational improvements has your company implemented to optimize efficiency? **(10 points)**
6. What challenges has your company faced, and how were they successfully addressed? **(10 points)**
7. How has **SCRHA education** influenced your company's management practices? **(10 points)**
8. Describe your company's participation in **SCRHA association events** and how it contributes to industry growth. **(10 points)**

Champion Spirit Award

Nomination Questions (100 points total)

1. How do you motivate and uplift your colleagues in the workplace? **(15 points)**
2. Describe a time when your encouragement made a significant impact on a coworker or team. **(15 points)**
3. What strategies do you use to maintain positive energy and high morale in challenging situations? **(15 points)**
4. How do you naturally take on a leadership role through encouragement and support? **(15 points)**
5. Share an example of a workplace initiative, event, or action you led to inspire enthusiasm among colleagues. **(10 points)**
6. How has **SCRHA education** helped shape your leadership style and ability to encourage others? **(10 points)**
7. What feedback have you received from coworkers or leadership about your ability to boost morale? **(10 points)**
8. Describe your involvement in **SCRHA association events** and how they've allowed you to share your enthusiasm with others. **(10 points)**

Property Project Manager of the Year

Nomination Questions (100 points total)

1. Describe a significant property project you managed—what were the primary objectives and challenges? **(15 points)**
2. How do you ensure successful execution of projects while balancing quality, budget, and timelines? **(15 points)**
3. Share an example of a creative solution you implemented that improved project outcomes. **(15 points)**
4. How do you coordinate with teams, vendors, and stakeholders to ensure seamless project completion? **(15 points)**
5. What measurable impacts have your projects had on resident satisfaction or property performance? **(10 points)**
6. How do you incorporate **SCRHA education** into your project management approach? **(10 points)**

7. What strategies do you use to stay ahead of industry trends and best practices? **(10 points)**
8. Describe your involvement in **SCRHA association events** and how they contribute to your professional success. **(10 points)**

Maintenance Technician of the Year

Nomination Questions (100 points total)

1. How do you ensure timely and effective maintenance services for residents and properties? **(15 points)**
2. Share an example of a complex repair or troubleshooting challenge you successfully resolved. **(15 points)**
3. How do you prioritize work orders while maintaining efficiency and professionalism? **(15 points)**
4. Describe how you have contributed to resident satisfaction through maintenance services. **(15 points)**
5. What strategies do you use to stay updated on new maintenance technologies or techniques? **(10 points)**
6. How has **SCRHA education** supported your growth as a maintenance technician? **(10 points)**
7. What feedback have you received from residents or colleagues that highlights your strengths? **(10 points)**
8. Describe your participation in **SCRHA association events** and how they contribute to your professional development. **(10 points)**

Maintenance Supervisor of the Year

Nomination Questions (100 points total)

1. How do you lead and support your maintenance team to ensure efficiency and service excellence? **(15 points)**
2. Describe a time when you successfully resolved a property-wide maintenance challenge. **(15 points)**
3. What strategies do you use to train, develop, and mentor maintenance team members? **(15 points)**
4. How do you balance preventative maintenance with emergency repairs? **(15 points)**
5. Share an example of an initiative you implemented that improved maintenance operations. **(10 points)**
6. How has **SCRHA education** influenced your leadership and maintenance practices? **(10 points)**
7. What recognition or feedback have you received from residents, property owners, or colleagues? **(10 points)**
8. Describe your participation in **SCRHA association events** and how they contribute to industry best practices. **(10 points)**

Leasing Professional of the Year

Nomination Questions (100 points total)

1. What strategies do you use to successfully lease apartments and attract new residents? **(15 points)**
2. Describe a time when you exceeded leasing goals through innovative approaches. **(15 points)**
3. How do you ensure a positive and seamless experience for prospective residents? **(15 points)**
4. What role does resident retention play in your leasing strategy, and how do you foster it? **(15 points)**
5. Share an example of a time when your communication skills helped secure a lease. **(10 points)**
6. How has **SCRHA education** helped improve your leasing techniques and professional growth? **(10 points)**
7. What feedback have you received from residents or colleagues that highlights your strengths? **(10 points)**

8. Describe your participation in **SCRHA association events** and how they impact your leasing success. **(10 points)**

Porter / Housekeeper of the Year

Nomination Questions (100 points total)

1. How do you contribute to maintaining a clean and welcoming environment for residents? **(15 points)**
2. Share an example of a time when you went above and beyond to improve the property's appearance. **(15 points)**
3. What role does communication play in ensuring smooth coordination with the maintenance and management teams? **(15 points)**
4. Describe a challenge you've encountered in your role and how you successfully addressed it. **(15 points)**
5. How do you ensure resident satisfaction through your daily responsibilities? **(10 points)**
6. How has **SCRHA education** helped you improve your skills and efficiency? **(10 points)**
7. What recognition or feedback have you received from residents or colleagues? **(10 points)**
8. Describe your participation in **SCRHA association events** and how they contribute to your professional development. **(10 points)**

Property Project Manager of the Year

Nomination Questions (100 points total)

1. Describe a significant property project you managed—what were the primary objectives and challenges? **(15 points)**
2. How do you ensure successful execution of projects while balancing quality, budget, and timelines? **(15 points)**
3. Share an example of a creative solution you implemented that improved project outcomes. **(15 points)**
4. How do you coordinate with teams, vendors, and stakeholders to ensure seamless project completion? **(15 points)**
5. What measurable impacts have your projects had on resident satisfaction or property performance? **(10 points)**
6. How do you incorporate **SCRHA education** into your project management approach? **(10 points)**
7. What strategies do you use to stay ahead of industry trends and best practices? **(10 points)**
8. Describe your involvement in **SCRHA association events** and how they contribute to your professional success. **(10 points)**

Rising Star Award

Nomination Questions (100 points total)

These will help evaluators assess the nominee's early achievements and industry promise.

1. How has the nominee contributed positively to their workplace or industry within their first year? **(20 points)**
2. What steps has the nominee taken to expand their knowledge and skills within their short tenure? **(20 points)**

3. Can the nominee demonstrate instances where they successfully navigated challenges or learned from obstacles? **(10 Points)**
4. How has the nominee shown initiative and leadership, even as an industry newcomer? **(10 points)**
5. In what ways has the nominee positively impacted their workplace culture or fostered collaboration? **(10 points)**
6. Has the nominee engaged in association events, networking, or educational opportunities? **(10 points)**
7. Does the nominee exhibit a strong work ethic, enthusiasm, and drive to excel in their field? **(10 points)**
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Social Media Excellence Award

Nomination Questions (100 points total)

1. How does the nominee maintain a cohesive and recognizable brand identity across their social media platforms? **(20 points)**
2. How effectively does the nominee engage with their audience and respond to interactions on social media? **(20 points)**
3. What innovative content has the nominee created that has helped them stand out in the industry? **(15 points)**
4. How has the nominee used social media to educate their audience and advocate for industry best practices? **(15 points)**
5. In what ways has the nominee leveraged social media to promote community involvement and social responsibility? **(10 points)**
6. Does the nominee integrate SCRHA events and industry trends into their social media presence? **(10 points)**
7. Has the nominee demonstrated growth in their digital presence through increased visibility, engagement, or follower growth? **(10 points)**
8. How has the nominee used social media to address concerns or solve problems for their audience or residents? **(10 points)**