

Understanding the Mark of Excellence Scoring Criteria

Dear Nominees, the Scoring Criteria Tables serves as a transparent framework outlining how nominees are evaluated across key performance areas. Each section identifies the essential qualities judges will assess, including leadership, innovation, industry impact, and engagement. **To maximize your score, carefully review the evaluation factors for each category and ensure your submission highlights strong examples, measurable achievements, and supporting materials such as testimonials, case studies, or industry recognitions.** Leverage this table to showcase your strengths, whether through leadership initiatives, problem-solving skills, or active involvement in education and association events. Your ability to present a compelling, well-documented submission will directly impact your success in the judging process.

Interview Evaluation & Additional Scoring

In addition to the written nomination submission, finalists who advance to the interview phase will be evaluated on a set of four questions, **totaling 50 additional points**. These questions are designed to assess leadership qualities, industry knowledge, strategic thinking, and professional impact beyond the written portion. Judges look for nominees who can clearly articulate their experiences, demonstrate problem-solving skills, and showcase how their contributions positively influence their organization and the industry. Confidence, authenticity, and real-world examples play a key role in scoring, as judges seek nominees who embody excellence in their respective categories. Your ability to provide thoughtful, well-structured answers will help distinguish you in the final selection process.

Scoring Breakdown & Evaluation Details

The following scoring tables outline the specific evaluation factors judges will consider when reviewing nominations. Each category is broken down into key performance areas, with clearly defined point allocations and recommended supporting materials. Nominees should use these tables as a guide to strengthen their submissions, ensuring they provide detailed responses and relevant documentation that aligns with the judging criteria. All supporting material is limited to no more than 10 pages clearly labeled with the nominee's name and category.

Property Manager of the Year (Total: 100 points) Honoring property managers who exemplify leadership, operational excellence, and outstanding resident service.			
Key Performance Areas	Points	Evaluation Factors	Supporting Materials
Leadership & Team Management	20	Supervisory skills, staff motivation, conflict resolution, industry event participation	Letters of recommendation from staff/residents, examples of leadership initiatives, event attendance proof-
Resident Satisfaction	20	Retention rates, engagement programs, service excellence	Resident testimonials, survey data, engagement program descriptions
Financial & Operational Efficiency	15	Budget control, process improvements	Financial reports, workflow documentation
Problem-Solving & Crisis Management	15	Handling challenges, adaptability	Case study of a resolved issue, before-and-after improvements
Innovation & Improvement Initiatives	15	New ideas, technological advancements	Photos of implemented changes, descriptions of innovation efforts
Education & Association Involvement	15	Training participation, SCRHA engagement, certifications	Proof of training/certifications, SCRHA event involvement, industry conference attendance

MOE Scoring Criteria Continued

Assistant Property Manager of the Year (Total: 100 points) Recognizing assistant property managers who demonstrate excellence in resident relations, operations, and leadership.			
Key Performance Areas	Points	Evaluation Factors	Supporting Materials
Leadership & Team Support	20	Management assistance, workflow efficiency, SCRHA event engagement	Manager testimonial, examples of team coordination strategies, event participation proof
Resident Relations	20	Customer service, responsiveness	Resident feedback, event participation documentation
Operational Efficiency	15	Budgeting, expense tracking	Financial efficiency reports, workflow examples
Problem-Solving & Adaptability	15	Handling conflicts, quick decision-making	Case study of a solved problem, documentation of process
Innovation & Initiative	15	Process improvements, creative solutions	Photos of upgraded systems, before-and-after reports
Education & Association Involvement	15	Industry certifications, training attendance, SCRHA participation	Proof of SCRHA involvement, completed training records

Leasing Professional of the Year (Total: 100 points) Honoring leasing professionals who excel in customer service, property marketing, and securing leases while creating positive resident experiences.			
Key Performance Areas	Points	Evaluation Factors	Supporting Materials
Sales Performance & Occupancy Success	25	Leasing rates, marketing effectiveness	Leasing statistics, sales reports, marketing campaign examples
Resident Relations & Customer Service	25	Responsiveness, engagement, relationship-building	Resident feedback, engagement event proof
Problem-Solving & Conflict Resolution	15	Handling difficult tenant situations	Example of a resolved tenant issue, documentation
Innovation in Leasing & Marketing	15	Use of technology, creative outreach strategies	Copies of advertisements, marketing collateral
Compliance & Ethical Standards	10	Fair housing knowledge, ethical practices	Compliance documentation, training certificates
Education & Association Involvement	10	SCRHA training attendance, industry engagement, certifications	SCRHA event attendance, industry seminar proof

Multi-Site Property Manager of the Year (100 points total) Celebrating managers who successfully oversee multiple properties, demonstrating strong leadership, efficiency, and strategic oversight.			
Key Performance Areas	Points	Evaluation Factors	Supporting Materials
Leadership & Operational Efficiency	20	Oversight of multiple properties, consistency in management	Documentation of portfolio performance, examples of leadership initiatives
Resident Satisfaction Across Sites	20	Engagement programs, retention strategies	Resident testimonials, survey results, service improvement records
Team Development & Support	15	Coaching onsite managers, fostering teamwork	Letters of recommendation, mentorship initiatives
Problem-Solving & Decision-Making	15	Handling multi-site challenges, adaptability	Case studies, before-and-after improvements
Innovation & Strategic Growth	10	Introducing new systems, optimizing processes	Project implementation records, descriptions of successful initiatives
Community & Industry Engagement	10	SCRHA association participation, outreach efforts	Proof of SCRHA event attendance, association engagement
Education & Association Involvement	10	Industry training, SCRHA engagement	Training participation, certifications, event sponsorship documentation

MOE Scoring Criteria Continued

Porter/Housekeeper of the Year (Total: 100 points) Recognizing porters who maintain property cleanliness, curb appeal, and contribute to a welcoming environment.			
Key Performance Areas	Points	Evaluation Factors	Supporting Materials
Attention to Detail & Cleanliness Standards	30	Thoroughness, efficiency, high standards	Before-and-after photos, inspection reports
Resident Experience & Comfort	20	Positive impact on resident satisfaction	Resident testimonials, survey results
Efficiency & Work Ethic	15	Productivity, reliability, timeliness	Worklogs, feedback from supervisors
Problem-Solving & Adaptability	15	Handling unexpected cleaning challenges	Case study of a resolved cleaning issue
Team Collaboration & Support	10	Cooperation with staff	Letters from coworkers, training documentation
Education & Association Involvement	10	Certifications, SCRHA training attendance	Industry certifications, proof of SCRHA workshop completion

Maintenance Technician of the Year (Total: 100 points) Celebrating technicians who deliver expert maintenance solutions with professionalism, efficiency, and dedication.			
Key Performance Areas	Points	Evaluation Factors	Supporting Materials
Technical Expertise & Problem-Solving	25	Repair quality, troubleshooting skills	Examples of complex repairs, photos/videos
Resident Satisfaction & Responsiveness	20	Response time, professionalism	Resident feedback, work request data
Preventative Maintenance & Safety Standards	15	Proactive property care	Inspection records, safety reports
Efficiency & Time Management	15	Organization, ability to balance workload	Work logs, project documentation
Team Collaboration & Support	15	Communication, cooperation	Letters from team members, teamwork initiatives
Education & Association Involvement	10	Industry certifications, SCRHA engagement	Proof of training, participation in industry events

Maintenance Supervisor of the Year (Total: 100 points) Honoring maintenance supervisors who ensure quality property upkeep, team leadership, and exceptional service standards.			
Key Performance Areas	Points	Evaluation Factors	Supporting Materials
Leadership & Team Management	25	Supervision, mentoring, efficiency	Testimonials from staff, examples of leadership
Operational Efficiency & Process Improvement	20	Workflow optimization, strategies	Process improvement documentation
Technical Expertise & Problem-Solving	20	Handling complex maintenance challenges	Before-and-after maintenance results, repair records
Resident Satisfaction & Service Standards	15	Timeliness of repairs, tenant interactions	Resident survey results, request response times
Compliance & Safety	10	Adherence to regulations	Compliance proof, safety records
Education & Association Involvement	10	Training participation, SCRHA engagement	Certifications, proof of continued education

MOE Scoring Criteria Continued

Industry Supplier of the Year – Company (Total: 100 points) Honoring companies that provide exceptional products, services, or support to the rental housing industry.			
Key Performance Areas	Points	Evaluation Factors	Supporting Materials
Company Excellence & Industry Impact	20	Reputation, contributions	Case studies of industry influence
Innovation & Leadership	20	Unique offerings, advancements	Documentation of new services/products
Customer Satisfaction & Service	15	Responsiveness, client feedback	Testimonials from customers and partners
Community & Industry Engagement	15	Association involvement, outreach efforts	Proof of SCRHA engagement, charitable contributions
Problem-Solving & Reliability	10	Handling industry challenges	Examples of successful problem resolution
Marketing & Outreach Success	10	Visibility, branding efforts	Copies of marketing campaigns, advertisements
Education & Association Involvement	10	Industry training, SCRHA engagement	Training participation, event sponsorship documentation

Industry Partner of the Year - Individual (100 points total) Recognizing professionals who make a significant impact on industry relationships, service quality, and collaboration.			
Key Performance Areas	Points	Evaluation Factors	Supporting Materials
Industry Partner of the Year – Individual	20	Recognizes an outstanding supplier professional who exemplifies dedication and innovation in supporting rental housing professionals	Testimonials, case studies, event participation proof
Industry Contributions & Expertise	40	Leadership, innovation, industry impact	Examples of industry contributions, documented professional achievements
Problem-Solving & Client Support	40	Responsiveness, proactive solutions	Case study of a client issue resolved
Relationship-Building & Collaboration	15	Professional engagement, teamwork	Letters of recommendation from rental housing professionals
Education & Professional Development	15	Support for learning and industry advancement	Proof of training, mentorship initiatives
Innovation & Industry Growth	15	Creative solutions, future-focused leadership	Description of new initiatives, proof of impact
Education & Association Involvement	15	Participation in SCRHA training, certifications, events	Documentation of training, event attendance, industry engagement

MOE Scoring Criteria Continued

Property/Community of the Year (100 points total) Recognizing outstanding properties that exemplify excellence in management, maintenance, and community engagement.			
Key Performance Areas	Points	Evaluation Factors	Supporting Materials
Overall Property Excellence	20	Reputation, community impact	Case studies, operational reports
Renovations & Physical Improvements	20	Enhancements to infrastructure, aesthetics	Photos of upgrades, before-and-after comparisons
Resident Satisfaction & Retention	15	Service quality, long-term stability	Resident testimonials, satisfaction survey data
Sustainability & Community Engagement	15	Green initiatives, outreach programs	Documentation of sustainability projects, community programs
Financial Performance & Long-Term Viability	10	Revenue growth, cost management	Financial statements showing improvements
Industry & Association Engagement	10	SCRHA participation, educational initiatives	Proof of SCRHA event attendance, association involvement
Education & Association Involvement	10	Training programs, certifications	Proof of industry training, professional development initiatives

Repositioned Property of the Year (100 points total) Honoring properties that have undergone successful transformations, improving aesthetics, operations, and resident satisfaction.			
Key Performance Areas	Points	Evaluation Factors	Supporting Materials
Initial Property Condition & Challenges	20	Assessment of pre-repositioning issues	Before-and-after documentation, financial reports
Innovation & Strategic Enhancements	20	Improvements in operations, marketability	Photos, descriptions of upgrades, case studies
Resident Satisfaction & Community Impact	15	Engagement, retention rates	Resident testimonials, satisfaction survey data
Financial Performance & Sustainability	15	Revenue growth, cost management	Financial reports showing impact of repositioning
Problem-Solving & Execution	10	Overcoming repositioning obstacles	Documentation of challenges and solutions
Community & Industry Engagement	10	SCRHA association involvement, industry contributions	Proof of participation, industry event involvement
Education & Association Involvement	10	Industry training, SCRHA engagement	Training certifications, SCRHA event attendance

MOE Scoring Criteria Continued

Property Management Company of the Year (100 points total)			
Honoring companies that set the industry standard in leadership, innovation, and resident experience.			
Key Performance Areas	Points	Evaluation Factors	Supporting Materials
Operational Excellence & Efficiency	20	Strong management practices, streamlined operations	Case studies, performance metrics
Resident Satisfaction & Community Engagement	20	Positive resident feedback, community-building initiatives	Testimonials, resident surveys
Innovation & Industry Leadership	15	Implementation of new technologies, forward-thinking strategies	Examples of innovations, industry contributions
Employee Development & Workplace Culture	15	Commitment to staff training, retention, and workplace morale	Training programs, employee feedback
SCRHA & Industry Participation	10	Active involvement in association events and advocacy	Proof of event attendance, industry engagement
Financial & Business Growth	10	Sustainable growth, financial stability, and strategic expansion	Revenue trends, business development plans
Commitment to Excellence & Ethics	10	Adherence to ethical business practices and industry standards	Compliance records, leadership testimonials

NEW CATEGORIES FOR 2025 Mark OF EXCELLENCE

Property Project Manager of the Year (100 points total)			
Recognizing professionals who efficiently oversee one or multiple projects, demonstrating strategic planning, innovation, and impactful results in property development or renovations.			
Key Performance Areas	Points	Evaluation Factors	Supporting Materials
Project Execution & Leadership	20	Ability to manage complex projects effectively	Documentation of completed projects, before-and-after comparisons
Budget Management & Efficiency	20	Cost control, financial planning, resource allocation	Financial reports, cost breakdowns, efficiency improvements
Innovation & Problem-Solving	15	Implementation of new ideas, creative solutions	Case studies of innovative approaches, examples of problem resolution
Collaboration & Stakeholder Engagement	15	Team coordination, vendor management	Letters of recommendation, stakeholder feedback
Resident Satisfaction & Property Impact	10	Enhancements in property operations and livability	Resident feedback, survey results
Community & Industry Engagement	10	SCRHA association involvement, outreach efforts	Proof of SCRHA participation, industry contributions
Education & Association Involvement	10	Industry training, SCRHA engagement	Certifications, training records, professional development initiatives

NEW CATEGORIES FOR 2025 Mark OF EXCELLENCE Continued

Resident Relations Coordinator of the Year (100 points total)			
Recognizing professionals who foster strong connections between residents and management, ensuring exceptional service, engagement, and community-building initiatives			
Key Performance Areas	Points	Evaluation Factors	Supporting Materials
Resident Engagement & Satisfaction	20	Programs that foster strong resident relationships	Testimonials, documentation of engagement initiatives
Conflict Resolution & Problem-Solving	20	Ability to handle resident concerns professionally	Case studies of resolved issues, before-and-after examples
Communication & Community Building	15	Transparency, responsiveness, inclusive dialogue	Proof of resident communication strategies, letters of recommendation
Policy Implementation & Compliance	15	Balancing regulations with resident needs	Documentation of policy interpretation and application
Innovation & Industry Growth	10	New strategies for improving resident experiences	Project descriptions, examples of implemented improvements
Community & Industry Engagement	10	SCRHA association participation, outreach efforts	Proof of SCRHA event attendance, association engagement
Education & Association Involvement	10	Industry training, SCRHA engagement	Training participation, certifications, event sponsorship documentation

Champion Spirit Award (100 points total)			
Celebrating individuals who inspire and uplift those around them through motivation, leadership, and workplace morale.			
Key Performance Areas	Points	Evaluation Factors	Supporting Materials
Workplace Morale & Motivation	20	Ability to energize and inspire colleagues	Testimonials from coworkers, peer recognition stories
Leadership Through Encouragement	20	Natural ability to guide and uplift others	Examples of leadership moments, documented workplace impact
Recognition From Peers	15	How coworkers view their influence	Nomination statements, feedback from colleagues
Event & Engagement Participation	15	Active involvement in company initiatives	Proof of event participation, involvement in morale-boosting activities
Long-Term Impact & Influence	10	Sustainability of motivation over time	Examples of ongoing mentorship or continued influence
Community & Industry Engagement	10	SCRHA association participation, outreach efforts	Proof of SCRHA event attendance, industry engagement
Education & Association Involvement	10	Training programs, SCRHA engagement	Certifications, leadership training, professional development participation

Social Media Excellence Award – Company (100 points total)			
Recognizing outstanding digital engagement, innovation, and brand presence.			
Key Performance Areas	Points	Evaluation Factors	Supporting Materials
Brand Presence & Consistency	20	Cohesive branding across platforms	Examples of branded posts, social media profiles
Audience Engagement & Interaction	20	Responsiveness, comment engagement	Screenshots of interactions, engagement metrics
Content Creativity & Impact	15	Innovative and engaging content	Notable campaign examples, post insights
Educational & Industry Advocacy	15	Contribution to rental housing education	Blog posts, videos, webinars shared
Community Involvement & Social Responsibility	10	Local engagement, philanthropy	Examples of charitable campaigns, community highlights
SCRHA Integration & Industry Participation	10	Promotion of SCRHA events and advocacy	Shared SCRHA posts, industry-related content
Growth & Digital Visibility	10	Increase in followers, analytics	Social media insights, follower metrics

NEW CATEGORIES FOR 2025 Mark OF EXCELLENCE Continued

Social Media Excellence Award – Individual Property Manager (100 points total) Honoring individual managers who use social media to foster tenant relationships, promote properties, and engage with industry trends.			
Key Performance Areas	Points	Evaluation Factors	Supporting Materials
Tenant Engagement & Communication	20	Positive interactions with residents	Screenshots of community engagement
Creativity & Storytelling	20	Innovative property marketing, unique content	Examples of listings, video walkthroughs, creative posts
Industry Knowledge Sharing	15	Posting about industry news, trends	Articles shared, informative posts
Community Building	15	Fostering a positive online space for tenants	Facebook groups, interactive discussions
SCRHA & Professional Engagement	10	Participation in industry events through social media	Photos, event recaps, social media promotion
Responsiveness & Problem Solving	10	Effective use of social media for resident questions	Screenshots of responses, problem-solving examples
Growth & Personal Branding	10	Digital presence, follower growth	Account insights, professional networking

Rising Star Award (100 points total) Celebrating emerging professionals who demonstrate exceptional promise, dedication, and leadership within their first year in the industry.			
Key Performance Areas	Points	Evaluation Factors	Supporting Materials
Early Impact & Industry Engagement	20	How quickly the nominee has made a positive mark in their role	Testimonials, examples of contributions
Professional Growth & Learning	20	Commitment to developing industry knowledge and skills	Certifications, training participation
Adaptability & Problem-Solving	15	Ability to navigate challenges and demonstrate resourcefulness	Specific scenarios of overcoming obstacles
Leadership Potential	15	Displays initiative and leadership qualities despite being new	Mentorship experiences, peer recognition
Community & Team Contribution	10	Efforts to foster collaboration and workplace morale	Team testimonials, event participation
SCRHA & Industry Participation	10	Engagement in association events and educational initiatives	Proof of event attendance, networking contributions
Commitment to Excellence	10	Demonstrates enthusiasm and a drive to excel in their career	Manager feedback, documented achievements