



## 2019 Circle of Excellence Awards Community Exterior Curb Appeal of the Year Nomination Kit 4.5

**\*\*Preparation checklist:** Use this form for reference prior to submitting your online nomination. The following items are required to properly submit a valid online nomination.

**\*\* Please note a nominee will receive zero points for not submitting criteria.**

### NOMINATOR INFORMATION

Please include name, contact number and email address of person submitting the nomination.

Pass or Fail

#### NOMINEE INFORMATION

- Community Name
- Phone Number
- Email Address
- Total number of units
- Year community was built
- Photo representing community curb appeal
- Management Company Name
- Regional/District Manager Name
- Regional/District Cell Phone Number
- Total acres
- Site plan

Pass or Fail

#### COMMUNITY INFORMATION

- Total number of units
- Year community was built
- Total number of employees at community

1-15 POINTS

#### RESIDENT ACTIVITIES

- What does your community do for resident retention (parties, birthdays, etc.?)

1-5 POINTS

#### RESIDENT SERVICES

- What services are offered to your residents?

1-10 POINTS

#### MARKETING/COLLATERAL

- Community Map (if not available, use google earth)
- Brochure (floorplans, amenities, etc.)
- Print Advertising
- Online Advertising
- Photo of billboard(s), bench(s) or off premises signs
- Description of any special marketing or outreach
- Giveaway pictures
- Community website pictures

1-45 POINTS

#### NARRATIVE

Provide a thorough narrative of the community's attributes that justify their consideration for this award. A narrative should include items such as: history of community, successes, staff retention, resident retention, etc. This narrative may be a paragraph long or it may be pages long.

1-5 POINTS

#### PHOTOGRAPHS – submit any photos that make your community stand out (should support narrative)

- Landscaping
- Common areas
- Unique features
- Amenities
- Building design
- Interior unit
- Entrance
- Signage
- Clubhouse

1-10 POINTS

#### CREATIVE DIGITAL PHOTO(S) – SUPPORTING NARRATIVE

Submit creative digital photo(s) which best represents the nominee and supports the narrative.

1-10 POINTS

#### RESIDENT SUPPORT LETTER (August 2018 - August 2019)

**\*\*The resident letter should be a minimum of one paragraph**

**\*\*Additional letters from residents are encouraged but not required for nomination submission. Nominee may submit up to 5 letters of resident support**

- Letter of support from a resident should be dated between August 2018 - August 2019