



SEFAA

2025 Circle of Excellence Awards

Lease-Up Community of the Year

Nomination Kit 4

****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 the criteria.**

1. Nominator Information **(REQUIRED)**

- a. Name
- b. Phone Number
- c. Email

2. Community Information **(REQUIRED)**

- | | |
|-----------------------------------|--|
| a. Community Name | f. Community/Property Manager Name |
| b. Management Company Name | g. Community/Property Manager Phone Number |
| c. Phone Number | h. Photo of Front of Building |
| d. Email | i. Total Number of Units |
| e. Percentage of Pre-Leased Units | |

3. Marketing/Collateral **(10 POINTS)**

- a. Brochure/Flyer
- b. Print or Online Advertising
- c. Community Website Link
- d. Social Media Pages
- e. Submit the lease-up marketing plan for the duration of the lease-up

4. Narrative **(80 POINTS)**

- a. In 500 words or less, provide a narrative of the community's attributes that justify their consideration for this award. The narrative should include items such as the lease-up start date, all marketing and advertising materials used, including social media sites, a detailed description of amenities and interior apartment finishes, and all external marketing programming such as balloons banners, and neighborhood outreach.

5. Photos/Videos **(10 POINTS)**

- a. Nominees are required to submit at least five (5) photo and/or video of the progress of construction/renovation during the lease-up. Nominees may submit up to ten (10) photos/videos.

6. Additional Attachments **(OPTIONAL)**

- a. Nominees may submit additional documents (photos, videos, presentations, etc.) to further make their claim for this award.