



## 2024 Circle of Excellence Awards

### Lease-Up Community of the Year

### Nomination Kit 5.3

*\*\*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)**

- |                                                                                                                                                                                         |                                                                                                                                                                                                              |
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| <ol style="list-style-type: none"><li>a. Community Name</li><li>b. Management Company Name</li><li>c. Phone Number</li><li>d. Email</li><li>e. Percentage of Pre-Leased Units</li></ol> | <ol style="list-style-type: none"><li>f. Community/Property Manager Name</li><li>g. Community/Property Manager Phone Number</li><li>h. Photo of Front of Building</li><li>i. Total Number of Units</li></ol> |
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#### 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 one (1) photo and/or video of the progress of construction/renovation during the lease-up. Nominees may submit up to five (5) photos/videos.

#### 6. Additional Attachments **(OPTIONAL)**

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