

USAA EXCELLENCE AWARDS 2025

USAA Excellence Awards were created to recognize and reward hard work and success in our local industry. Nominate anyone you think should be recognized for their professionalism, efforts, and contributions to the multifamily industry. See category descriptions below for more details.

- Nominations will close, Monday, November 3rd
- Nominees must be employed by a member in good standing with Upper State Apartment Association
- Nominees will be notified as soon as possible so they may begin working on their awards package & application
- All nominees must submit an application & complete a Zoom interview to be considered to win
- Nominee will be ineligible if nominated for an award they have previously won in last 3 years



PROPERTY CATEGORIES:

LEASING ROOKIE OF THE YEAR:

NOMINEES FOR THIS CATEGORY HAVE BEEN A LEASING PROFESSIONAL FOR LESS THAN 12 MONTHS (MAJORITY OF THE 12 MONTHS DURING THE 2025 CALENDAR YEAR) AND DISPLAYED EXCELLENCE IN THEIR ROLE

LEASING PROFESSIONAL OF THE YEAR:

NOMINEES FOR THIS CATEGORY WERE IN THE ROLE OF LEASING PROFESSIONAL DURING THE MAJORITY OF 2025 AND HAVE DISPLAYED EXCELLENCE IN THEIR ROLE **NOMINEE WILL BE INELIGIBLE FOR THIS AWARD IF THEY'VE PREVIOUSLY WON THIS AWARD CATEGORY IN THE LAST 3 YEARS*

MAINTENANCE ROOKIE OF THE YEAR:

NOMINEES FOR THIS CATEGORY HAVE BEEN A MAINTENANCE PROFESSIONAL FOR LESS THAN 12 MONTHS (MAJORITY OF THE 12 MONTHS DURING THE 2025 CALENDAR YEAR) AND DISPLAYED EXCELLENCE IN THEIR ROLE

MAINTENANCE TEAM MEMBER OF THE YEAR:

NOMINEES FOR THIS CATEGORY HAVE BEEN IN A NON-SUPERVISORY MAINTENANCE POSITION DURING THE MAJORITY OF 2025 AND DISPLAYED EXCELLENCE IN THEIR ROLE **NOMINEE WILL BE INELIGIBLE FOR THIS AWARD IF THEY'VE PREVIOUSLY WON THIS AWARD CATEGORY IN THE LAST 3 YEARS*

MAINTENANCE TEAM MEMBER OF THE YEAR:

NOMINEES FOR THIS CATEGORY HAVE BEEN IN A NON-SUPERVISORY MAINTENANCE POSITION DURING THE MAJORITY OF 2025 AND DISPLAYED EXCELLENCE IN THEIR ROLE **NOMINEE WILL BE INELIGIBLE FOR THIS AWARD IF THEY'VE PREVIOUSLY WON THIS AWARD CATEGORY IN THE LAST 3 YEARS*

ASSISTANT MANAGER OF THE YEAR:

NOMINEES FOR THIS CATEGORY WERE IN THE ROLE OF ASSISTANT MANAGER DURING THE MAJORITY OF 2025 AND HAVE DISPLAYED EXCELLENCE IN THEIR ROLE **NOMINEE WILL BE INELIGIBLE FOR THIS AWARD IF THEY'VE PREVIOUSLY WON THIS AWARD CATEGORY IN THE LAST 3 YEARS*

COMMUNITY MANAGER OF THE YEAR

NOMINEES FOR THIS CATEGORY WERE IN THE ROLE OF COMMUNITY MANAGER DURING THE MAJORITY OF 2025 AND HAVE DISPLAYED EXCELLENCE IN THEIR ROLE **NOMINEE WILL BE INELIGIBLE FOR THIS AWARD IF THEY'VE PREVIOUSLY WON THIS AWARD CATEGORY IN THE LAST 3 YEARS*

MAINTENANCE SUPERVISOR OF THE YEAR:

NOMINEES FOR THIS CATEGORY HAVE BEEN IN A SUPERVISORY MAINTENANCE POSITION FOR THE MAJORITY OF 2025 AND DISPLAYED EXCELLENCE IN THEIR ROLE **NOMINEE WILL BE INELIGIBLE FOR THIS AWARD IF THEY'VE PREVIOUSLY WON THIS AWARD CATEGORY IN THE LAST 3 YEARS*

REGIONAL MANAGER OF THE YEAR

NOMINEES FOR THIS CATEGORY HOLD A POSITION RESPONSIBLE FOR THE OPERATIONS OF MULTIPLE PROPERTIES WITHIN A SPECIFIC AREA **NOMINEE WILL BE INELIGIBLE FOR THIS AWARD IF THEY'VE PREVIOUSLY WON THIS AWARD CATEGORY IN THE LAST 3 YEARS*

INDIVIDUAL + TEAM AWARDS

COMMUNITY TEAM OF THE YEAR

NOMINEES FOR THIS CATEGORY HAVE DISPLAYED EXCELLENCE IN PERFORMANCE SUCH AS OCCUPANCY, RESIDENT RETENTION, NOI, & TEAMWORK **NOMINEE WILL BE INELIGIBLE FOR THIS AWARD IF THEY'VE PREVIOUSLY WON THIS AWARD CATEGORY IN THE LAST 3 YEARS*

COMMUNITY TRANSFORMATION AWARD

NOMINEES SHOULD BE COMMUNITIES THAT HAVE UNDERGONE A MAJOR TRANSFORMATION WHETHER THROUGH RENOVATION, REMODELING, OR REPOSITIONING. FROM AESTHETIC UPGRADES TO SHIFTS IN PURPOSE OR RESIDENT OFFERINGS, THIS AWARD HONORS COMMUNITIES THAT HAVE BOLDLY REIMAGINED THEMSELVES & ELEVATED THEIR IMPACT.

SUPPLIER ROOKIE OF THE YEAR

NOMINEES FOR THIS CATEGORY HAVE BEEN IN A SUPPLIER PARTNER ROLE IN MULTIFAMILY FOR LESS THAN 2 YEARS WITH NO PRIOR EXPERIENCE AS A SUPPLIER PARTNER AND DISPLAY EXCELLENCE IN THEIR ROLE.

SUPPLIER TEAM OF THE YEAR

NOMINEES FOR THIS CATEGORY ARE COMPANIES THAT CONSISTENTLY DEMONSTRATE EXCEPTIONAL SERVICE, DEDICATION, EFFICIENCY, & CREATIVITY IN DELIVERING HIGH QUALITY SERVICE TO THEIR CLIENTS **NOMINEE WILL BE INELIGIBLE FOR THIS AWARD IF THEY'VE PREVIOUSLY WON THIS AWARD CATEGORY IN THE LAST 3 YEARS*

INDIVIDUAL + TEAM AWARDS

SOCIAL MEDIA OF THE YEAR 0-5 YEARS

NOMINEES FOR THIS CATEGORY ARE COMMUNITIES LESS THAN 5 YEARS OLD THAT UTILIZE THEIR SOCIAL MEDIA FOR EXCELLENT MARKETING, RESIDENT ENGAGEMENT, & CREATIVELY DEMONSTRATES THEIR BRAND & TARGET AUDIENCE* NOMINEE WILL BE INELIGIBLE FOR THIS AWARD IF THEY'VE PREVIOUSLY WON THIS AWARD CATEGORY IN THE LAST 3 YEARS

SOCIAL MEDIA OF THE YEAR 5+ YEARS

NOMINEES FOR THIS CATEGORY ARE COMMUNITIES MORE THAN 5 YEARS OLD THAT UTILIZE THEIR SOCIAL MEDIA FOR EXCELLENT MARKETING, RESIDENT ENGAGEMENT, & CREATIVELY DEMONSTRATES THEIR BRAND & TARGET AUDIENCE* NOMINEE WILL BE INELIGIBLE FOR THIS AWARD IF THEY'VE PREVIOUSLY WON THIS AWARD CATEGORY IN THE LAST 3 YEARS

COMMUNITY OF THE YEAR 0-2 YEARS

NOMINEES FOR THIS CATEGORY ARE COMMUNITIES WHO HAVE NOT HAD RESIDENTS LONGER THAN 2 YEARS. THEY DISPLAY EXCELLENCE IN CURB APPEAL, RESIDENT SATISFACTION, INNOVATION, & ATMOSPHERE *NOMINEE WILL BE INELIGIBLE FOR THIS AWARD IF THEY'VE PREVIOUSLY WON THIS AWARD CATEGORY IN THE LAST 3 YEARS

COMMUNITY OF THE YEAR 2-10 YEARS

NOMINEES FOR THIS CATEGORY ARE COMMUNITIES WHO ARE STABILIZED & MORE THAN 2 YEARS OLD. THEY DISPLAY EXCELLENCE IN CURB APPEAL, RESIDENT SATISFACTION, RETENTION, & ATMOSPHERE *NOMINEE WILL BE INELIGIBLE FOR THIS AWARD IF THEY'VE PREVIOUSLY WON THIS AWARD CATEGORY IN THE LAST 3 YEARS

COMMUNITY OF THE YEAR 10+ YEARS

NOMINEES FOR THIS CATEGORY ARE COMMUNITIES WHO ARE STABILIZED & MORE THAN 10 YEARS OLD. THEY DISPLAY EXCELLENCE IN CURB APPEAL, RESIDENT SATISFACTION, RETENTION, & ATMOSPHERE *

EXCELLENCE AWARD-LIFETIME ACHIEVEMENT

NOMINEES FOR THIS CATEGORY HAVE TENURE IN THE MULTIFAMILY INDUSTRY. OVER THE COURSE OF THEIR CAREER THEY HAVE DEMONSTRATED PASSION, COMMITMENT, & SERVICE TO THE INDUSTRY & INDUSTRY PEERS *NOMINEE WILL BE INELIGIBLE FOR THIS AWARD IF THEY'VE PREVIOUSLY WON THIS AWARD CATEGORY IN THE LAST 3 YEARS