



Emerald Awards 2025 Nominee Questions

Community Manager

1. Give examples of how you contribute to the success of the property and your company.
2. Describe your efforts to keep your site team motivated and performing at a high level.
3. What was your biggest accomplishment of 2024 that most likely led to this nomination?
4. What do you do to ensure you (and your team if you have one) work to meet property goals?
5. Give specific examples of resources you use to improve your industry knowledge and professional development, and how they have impacted your career.

Assistant Manager

1. Give examples of how you contribute to the success of the property and your company.
2. What was your biggest accomplishment of 2024 that most likely led to this nomination?
3. If you could implement one change in your apartment community, what would it be and why?
4. What do you do to set an example for your team to achieve the desired results?
5. Give specific examples of resources you use to improve your industry knowledge and professional development, and how they have impacted your career.

Leasing Professional

1. Give examples of how you contribute to the success of the property and your company.
2. What is the most important amenity to promote in your community and why?
3. How do your efforts impact overall resident satisfaction and provide great customer experience for residents?
4. What was your biggest accomplishment of 2024 that most likely led to this nomination?
5. Explain your desired career path and describe what you have done to achieve it.

Rookie Office, Rookie Maintenance

1. Give examples of how you contribute to the success of the property and your company.
2. How do your efforts impact overall resident satisfaction and provide great customer experience for residents?
3. What was your biggest accomplishment of 2024 that most likely led to this nomination?
4. If you could implement one change at your apartment community, what would it be and why?
5. What is your favorite part of your job and why?

Maintenance Supervisor

1. Give examples of how you contribute to the success of the property and your company.
2. Describe your efforts to keep your site team motivated and perform at a high level.
3. What was your biggest accomplishment of 2024 that most likely led to this nomination?
4. What do you do to set an example for your team to achieve the desired results?
5. Give specific examples of resources you use to improve your industry knowledge and professional development, and how they have impacted your career.

Maintenance Technician

1. Give examples of how you contribute to the success of the property and your company.
2. What technical skill could you improve in the most, and how are you working to improve that skill?
3. How do your efforts impact overall resident satisfaction and provide a great customer experience for residents?
4. What was your biggest accomplishment of 2024 that most likely led to this nomination?
5. What efforts and resources will you use to advance your career?

Portfolio Manager

1. Give examples of how you contribute to the success of your company and your site teams.
2. Describe your efforts to keep your site teams motivated and performing at a high level.
3. What was your biggest accomplishment of 2023 that most likely led to this nomination?
4. How do you balance achieving corporate initiatives and developing on-site motivation and performance?
5. Give specific examples of resources you use to improve your industry knowledge and professional development and how they have impacted your career.

Community of the Year

1. What unique ideas have you and your team implemented in 2024 to retain residents and provide a great customer experience?
2. Describe innovative ways that you have attracted new residents to your community.
3. Describe your efforts to keep your site team motivated and perform at a high level.
4. How do you maximize financial performance at your property?
5. What strategies do you employ to set your community apart from the competition?

New Development

1. What unique ideas have you put into place to provide a great customer experience for residents?
2. Describe innovative ways that you have attracted new residents to your community.
3. Describe your efforts to keep your site team motivated and performing at a high level.
4. How do you maximize financial performance at your property?
5. What strategies do you employ to set your community apart from the competition?

Curb Appeal: Mid-Rise or High-Rise

1. What efforts does your team implement regarding the interior of your community to make it stand out from your competitors?
2. Describe a defining characteristic regarding the building design at your property.
3. Outline any major common area amenity initiatives your property has undertaken in the last 12 months.
4. How do you work together with your supplier partners to keep them focused on your property appearance?
5. Please electronically submit three exterior or interior photos of your property's curb appeal with your response.

Curb Appeal: Garden Style

1. What efforts does your team implement regarding the exterior of your community to make it stand out from your competitors?
2. Describe a defining characteristic regarding your property's landscaping and outdoor common space.
3. Outline any major curb appeal initiatives your property has undertaken in the last 12 months.
4. How do you work together with your supplier partners to keep them focused on your property appearance?
5. Please electronically submit three exterior photos representing the curb appeal of your property with your response.

Community Service: Individual/Team or Company

1. What are some successful ways you have given back to the communities in which you do business?
2. Why is it important to you to give back through community service?
3. Please describe how you balance your focus on social responsibility issues with achieving business goals.
4. How do you encourage others in the industry to follow your lead and get involved?
5. What plans do you have for yourself or your company to promote an awareness of and an involvement in issues that are important to the greater good of our communities?

Industry Partner: Individual/Team or Company

1. How do you assist multifamily owners and managers in maximizing the value of their properties?
2. Give an example of how your products and services have provided solutions for your clients' needs.
3. What are some ways you or your company work to build strong relationships?
4. Demonstrate ways you or your company strive to create positive customer experiences.
5. How has your company given back to the industry?