



Emerald Awards 2026 Nominator Questions

Community of the Year

1. Share why you are nominating this community and team.
2. Describe what sets this community and team apart from other communities in this category.

Renovated Community of the Year

1. Share why you are nominating this community and team.
2. Describe how the property's renovation sets this community and team apart from other communities in this category.

New Development of the Year

1. Share why you are nominating this community and team.
2. What new features or amenities in this new development set this community and team apart from other communities in this category?

Curb Appeal

1. Share why you are nominating this community and team.
2. Describe how the property's curb appeal sets this community and team apart from other communities in this category.

Leasing Professional (all other programs):

(senior, MFTE, market rate, student)

1. Share why you are nominating this associate and what sets them apart from others in their position.
2. How does the nominee contribute to the overall success of the company/property and other team members?
3. KPI
 - a. Did the nominee consistently meet the budgeted occupancy over the nomination period?
 - i. Yes or No (5 points or none)
 - b. Tour to lease rate
 - i. 36% or higher 5 points
 - ii. 35% (industry standard) 3 points
 - iii. >35% 0 points
 - c. Response time (phone, email, text)
 - i. 2 hours or less – 5 points
 - ii. <2 hours – 0 points
 - d. Has the nominee been positively named in an online review or survey
 - i. Yes or No (5 points or none)

Leasing Professional (100% affordable):

1. Share why you are nominating this associate and what sets them apart from others in their position.
2. How does the nominee contribute to the overall success of the company/property and other team members?
3. KPI
 - a. Did the nominee consistently meet compliance deadlines & requirements
 - i. Yes (5) No (0)
 - b. Response time (phone, email, text)
 - i. 2 hours or less – 5 points
 - ii. <2 hours – 0 points
 - c. Has the nominee been positively named in an online review or survey
 - i. Yes or No (5 points or none)

Leasing Professional (lease up):

1. Share why you are nominating this associate and what sets them apart from others in their position.
2. How does the nominee contribute to the overall success of the company/property and other team members?
3. KPI
 - a. Did the nominee consistently meet the budgeted occupancy over the nomination period?
 - i. Yes or No (5 points or none)
 - b. Lead to tour rate
 - i. 36% or higher 2 points
 - ii. 35% (industry standard) 1 point
 - iii. >35% 0 points
 - c. Tour to lease rate
 - i. 36% or higher 3 points
 - ii. 35% (industry standard) 1 point
 - iii. >35% 0 points
 - d. Response time (phone, email, text)
 - i. 2 hours or less – 5 points
 - ii. <2 hours – 0 points

Rookie Office/Assistant Manager/Community Manager/Rookie Maintenance/Maintenance Tech/Maintenance Supervisor/Corporate Support Staff/Credential Holder:

1. Share why you are nominating this associate and what sets them apart from others in their position.
2. How does the nominee contribute to the overall success of the company/property and other team members?
3. Describe the attributes that illustrate how the nominee excels in their job responsibilities.

Portfolio Manager of the Year/Regional Maintenance Director of the Year

1. Share why you are nominating this person and what sets them apart from others in their position.
2. Describe the nominee's leadership qualities and how they motivate and lead their team.
3. Explain how the nominee has maximized portfolio financial performance and/or implemented revenue-building initiatives for their portfolio. Be specific.



Community Service Individual or Team/Company

1. Share why you are nominating this individual, team/company for this award.
2. Please describe in detail the act, ideas, or program in which they demonstrate their social responsibility and community service.
3. How do their actions benefit the overall community? Please include specific examples.

Industry Partner Individual or Company

1. Share why you are nominating this individual or company for this award.
2. How does the individual or team/company contribute to the overall success of the multi-family housing industry?
3. Give a specific example of how this company or individual has solved a problem or need for your property or company.