

# 2020 Southern Star Awards Criteria



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SUBMIT NOMINATIONS**

**DEADLINE FOR SUBMISSIONS: MARCH 13, 2020**

# 2020 Southern Star Awards Criteria

Submission Deadline: March 13, 2020

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## **PROPERTY AWARDS CRITERIA**

### **BEST OVERALL PROPERTY:**

*Eligible entry activity must have occurred between January 1, 2019 and January 1, 2020.*

#### ***Submission Requirements:***

- A two page word document covering the following:
  - Uniqueness of property
  - Complete amenity package with details
  - Services/programs offered to ensure resident satisfaction
  - Measurement of resident retention
  - Marketing plan used for property
  - Any additional information you would like the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

### **BEST LEASING OFFICE/CLUBHOUSE:**

*Eligible entry activity must have occurred between July 1, 2019 and July 1, 2020.*

#### ***Submission Requirements:***

- A two page word document covering the following:
  - Uniqueness and efficient use of space
  - Benefits to ensure resident satisfaction
  - Use of technology in leasing office/clubhouse
  - Any additional information you would like the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

### **BEST AFFORDABLE HOUSING COMMUNITY:**

*Eligible entry activity must have occurred between July 1, 2019 and July 1, 2020.*

*Entries must be an apartment community that has at least 50% of the units set aside for income eligible residents.*

#### ***Submission Requirements:***

- A two page word document covering the following:
  - Uniqueness of property
  - Design features incorporated to benefit the overall asset
  - Services/programs offered to ensure resident satisfaction
  - Amenity package description
  - Any additional information you would like to the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

### **BEST COMMUNITY GREEN INITIATIVE PROGRAM:**

*Eligible entry activity must have occurred between July 1, 2019 and July 1, 2020.  
Entries must be an apartment community that has initiated a green movement at their property.*

#### ***Submission Requirements:***

- A two page word document covering the following:
  - Benefit of program to residents, community, and environment
  - Cost effectiveness and savings associated with the program
  - Measurement of success of the project
  - Any additional information you would like to the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

### **BEST DECORATED MODEL:**

*Eligible entry activity must have occurred between July 1, 2019 and July 1, 2020.*

#### ***Submission Requirements:***

- A two page word document covering the following:
  - Describe the design concept
  - Uniqueness of model
  - Measurement of effectiveness of model
  - Any additional information you would like the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

### **BEST OVERALL AMENITIES:**

*Eligible entry activity must have occurred between July 1, 2019 and July 1, 2020.*

#### ***Submission Requirements:***

- A two page word document covering the following:
  - Uniqueness & variety of amenities offered
  - Benefits to ensure resident satisfaction
  - Measurement of satisfaction from amenity usage
  - Use of technology in amenities
  - Any additional information you would like the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

## **BEST OVERALL CURB APPEAL:**

*Eligible entry activity must have occurred between July 1, 2019 and July 1, 2020.*

### ***Submission Requirements:***

- A two page word document covering the following:
  - Design and layout of curb appeal
  - Impact on community/environment
  - Functionality of curb appeal
  - Any additional information you would like the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

## **BEST COMMUNITY SOCIAL MEDIA PROGRAM:**

*Eligible entry activity must have occurred between July 1, 2019 and July 1, 2020.*

***This category asks properties to provide and submit information on one or more of the social media platforms (i.e. Facebook, Twitter, Instagram) that their property uses, and feels it reflects their best work. The number of platforms the property can cover in its entry materials is only limited to the number of platforms it uses.***

### ***Submission Requirements:***

- Two JPEGS that each feature a single screenshot from one of your property's social media platforms (that you've entered)
- One PDF that addresses each of the following bullet points (and provides documentation/reports/surveys/etc. to back up and/or support your entry) in 10 pages or less:
  - Identify the social media platforms from your property that you will cover in your entry. Provide screenshots from, and the website addresses for, all platforms that you identify.
  - Share why you selected the platforms that you use, the frequency of updates on those platforms, and who handles/is responsible for those updates.
  - Identify who your target market was.
  - Identify what your objectives were.
  - Describe the steps you took to reach that market & meet those objectives.
  - Describe how you evaluated/measured how you reached your market & objectives.
  - Describe the outcome (including: growth in # of followers, interaction/engagement, costs compared to budget, etc.).

## **INDIVIDUAL AWARDS CRITERIA**

### ***General questions asked for every nomination:***

- A. Submitter Information:
  - a. First Name
  - b. Last Name
  - c. Email
  - d. Title
  - e. Management Company/Community Name
  - f. Address
  - g. City
  - h. State
  - i. Zip Code
  - j. Phone Number
  - k. Cell Phone Number
  - l. Fax Number
- B. Nominee Information:
  - a. First Name of Nominee
  - b. Last Name of Nominee
  - c. Nominee Email
  - d. Title of Nominee
  - e. Phone Number
  - f. Cell Phone Number
  - g. Management Company/Community Name
  - h. Address
  - i. City
  - j. State
  - k. Zip Code

### **MANAGER OF THE YEAR NOMINATION:**

- 1. How many years has this manager been employed in the apartment industry?
  - a. 1 year
  - b. 2-4 years
  - c. 5-7 years
  - d. 8+years
- 2. How many years has this manager been in their present position?
  - a. 1 year
  - b. 2-4 years
  - c. 5-7 years
  - d. 8+ years
- 3. Designations Earned?
  - a. CAM
  - b. NALP
  - c. CPM

- d. CAMT
  - e. CAPS
  - f. OTHER
4. Has this manager been involved in IAA or participated in property projects related to IAA within the last year?
    - a. Committee involvement – yes/no
    - b. List of committees
    - c. Attended IAA education seminars – yes/no
    - d. How many IAA education seminars attended
    - e. Attended annual IAA convention?
  5. What has the average delinquency percentage been at each monthly close-out this year?
    - a. 1%
    - b. 2-3%
    - c. 4% and above
  6. Number of staff managed
    - a. 1-4
    - b. 4-10
    - c. Over 10
  7. Number of units managed
    - a. 1-100
    - b. 101-250
    - c. 251-750
    - d. Over 750
    - e. Multiple sites
      - i. Types of units
        1. Government subsidized
        2. Conventional
        3. Both government subsidized and conventional
  8. What is the current occupancy at this candidate's property?
    - a. 70%-75%
    - b. 75%-80%
    - c. 80%-85%
    - d. 85%-90%
    - e. 90%-95%
    - f. 95%-100%
  9. Describe this candidate's unique administrative skills and how they relate to efficient office operations and the timeliness and accuracy of reports. What characteristics does this candidate possess that fosters a positive, motivational environment and how do they relate to obtaining maximum performance from his/her employees?
  10. During this candidate's tenure at the property, how has the performance of the property improved?
  11. How is this candidate ensuring consistent traffic to their community?
  12. What is this manager's role in the budgetary process & how do they manage their budget?

13. Has this candidate implemented a resident retention program on their property?
  - a. Yes
  - b. No
  - c. If so please write a brief overview of the program and describe how it has been successful.
14. Why do you feel this person should be considered for this award?

**ASSISTANT PROPERTY MANAGER OF THE YEAR NOMINATION:**

1. How many years has this assistant property manager been employed in the apartment industry?
  - a. 1 year
  - b. 2-4 years
  - c. 5-7 years
  - d. 8+years
2. How many years has this assistant property manager been in their present position?
  - a. 1 year
  - b. 2-4 years
  - c. 5-7 years
  - d. 8+ years
3. Designations Earned (check all that apply)
  - a. CAM
  - b. NALP
  - c. CPM
  - d. CAMT
  - e. CAPS
  - f. OTHER
4. Has this manager been involved in IAA or participated in property projects related to IAA within the last year?
  - a. Committee involvement – yes/no
  - b. List of committees
  - c. Attended IAA education seminars – yes/no
  - d. How many IAA education seminars attended
  - e. Attended annual IAA convention?
5. What has the average delinquency percentage been at each monthly close-out this year?
  - a. 1%
  - b. 2-3%
  - c. 4% and above
6. Number of staff managed
  - a. 1-4
  - b. 4-10
  - c. Over 10
7. Number of units managed
  - a. 1-100
  - b. 101-250
  - c. 251-750

- d. Over 750
  - e. Multiple sites
    - i. Types of units
      - 1. Government subsidized
      - 2. Conventional
      - 3. Both government subsidized and conventional
8. What is the current occupancy at this candidate's property?
    - a. 70%-75%
    - b. 75%-80%
    - c. 80%-85%
    - d. 85%-90%
    - e. 90%-95%
    - f. 95%-100%
  9. Describe this candidate's unique administrative skills and how they relate to efficient office operations and the timeliness and accuracy of reports. What characteristics does this candidate possess that fosters a positive, motivational environment and how do they relate to obtaining maximum performance from his/her employees?
  10. During this candidate's tenure at the property, how has the performance of the property improved?
  11. How is this candidate ensuring consistent traffic to their community?
  12. What is this manager's role in the budgetary process & how do they manage their budget?
  13. Has this candidate implemented a resident retention program on their property?
    - a. Yes
    - b. No
    - c. If so please write a brief overview of the program and describe how it has been successful.
  14. Why do you feel this person should be considered for this award?

**LEASING PROFESSIONAL OF THE YEAR NOMINATION:**

**Must have 6 months of leasing experience to be considered for this award.**

1. How many years has this leasing professional been employed in the apartment industry?
  - a. 1 year
  - b. 2-4 years
  - c. 5-7 years
  - d. 8+years
2. How many years has this leasing professional been in their present position?
  - a. 1 year
  - b. 2-4 years
  - c. 5-7 years
  - d. 8+ years
3. Has this candidate been involved in IAA or participated in property projects related to IAA within the last year?
  - a. Committee involvement – yes/no

- b. List of committees
  - c. Attended IAA education seminars – yes/no
  - d. How many IAA education seminars attended
  - e. Attended annual IAA convention?
4. What is the candidate's closing ratio?
- a. Below 40%
  - b. 40-60%
  - c. 60-75%
  - d. Over 75%
5. Number of units at the property
- a. 1-100
  - b. 101-250
  - c. 251-750
  - d. Over 750
  - e. Multiple sites
    - i. Types of units
      - 1. Government subsidized
      - 2. Conventional
      - 3. Both government subsidized and conventional
6. What is the current occupancy at this candidate's property?
- a. 70%-75%
  - b. 75%-80%
  - c. 80%-85%
  - d. 85%-90%
  - e. 90%-95%
  - f. 95%-100%
7. Please give an overview of this candidate's job responsibilities.
8. How does this candidate help generate traffic to their community?
9. What do you feel this candidate's role is in resident retention?
10. Give examples of exemplary customer service this candidate has shown to residents or potential residents.
11. Why do you feel this person should be considered for this award?

**MAINTENANCE SUPERVISOR OF THE YEAR NOMINATION:**

**Must have two years of supervisor experience to be considered for this award.**

- 1. How many years has this supervisor been employed in the apartment industry?
  - a. 1 year
  - b. 2-4 years
  - c. 5-7 years
  - d. 8+years
- 2. How many years has this supervisor been in their present position?
  - a. 1 year
  - b. 2-4 years
  - c. 5-7 years
  - d. 8+ years
- 3. Designations Earned?

- a. CAM
  - b. NALP
  - c. CPM
  - d. CAMT
  - e. CAPS
  - f. OTHER
4. Does this supervisor have the EPA/CFC certification?
  5. Has this manager been involved in IAA or participated in property projects related to IAA within the last year?
    - a. Committee involvement – yes/no
    - b. List of committees
    - c. Attended IAA education seminars – yes/no
    - d. How many IAA education seminars attended
    - e. Attended annual IAA convention?
  6. Number of staff managed
    - a. 1-4
    - b. 4-10
    - c. Over 10
  7. Number of units managed
    - a. 1-100
    - b. 101-250
    - c. 251-750
    - d. Over 750
    - e. Multiple sites
      - i. Types of units
        1. Government subsidized
        2. Conventional
        3. Both government subsidized and conventional
  8. During this candidate's tenure at their property, how has the performance of this property improved?
  9. What is the supervisor's role in the budgetary process and how do they manage it?
  10. How does this candidate view maintenance as part of resident retention and Fair Housing?
  11. Describe this candidates unique administrative skills and how they relate to efficient office operations and the timeliness and accuracy of reports. What characteristics does this candidate possess that fosters a positive, motivational environment and how do they relate to obtaining maximum performance from his/her employees?
  12. How does this candidate encourage and foster professional development in the employees they oversee?
  13. Why do you feel this person should be considered for this award?

**MAINTENANCE TECHNICIAN OF THE YEAR NOMINATION:**

**Must have six months of experience to be considered for this award.**

1. How many years has this technician been employed in the apartment industry?
  - a. 1 year
  - b. 2-4 years
  - c. 5-7 years
  - d. 8+years
2. How many years has this technician been in their present position?
  - a. 1 year
  - b. 2-4 years
  - c. 5-7 years
  - d. 8+ years
3. Designations Earned?
  - a. CAM
  - b. NALP
  - c. CPM
  - d. CAMT
  - e. CAPS
  - f. OTHER
4. Does this technician have the EPA/CFC certification?
5. Has this manager been involved in IAA or participated in property projects related to IAA within the last year?
  - a. Committee involvement – yes/no
  - b. List of committees
  - c. Attended IAA education seminars – yes/no
  - d. How many IAA education seminars attended
  - e. Attended annual IAA convention?
6. Number of units at their property
  - a. 1-100
  - b. 101-250
  - c. 251-750
  - d. Over 750
  - e. Multiple sites
    - i. Types of units
      1. Government subsidized
      2. Conventional
      3. Both government subsidized and conventional
7. Please give an overview of this technician’s job responsibilities.
8. How does this technician control maintenance costs?
9. Provide an example of how this technician has played an important part of resident retention.
10. Explain their knowledge and skills pertaining to maintenance.
11. Give examples of exemplary customer service this candidate has shown to the residents.
12. Why do you feel this person should be considered for this award?

## **SUPPLIER AWARDS CRITERIA**

### **SUPPLIER INDIVIDUAL MEMBER OF THE YEAR NOMINATION:**

1. Please give examples of extraordinary customer service this candidate has provided.
2. What attributes does this candidate possess that make them worthy of this award?
3. What sets this candidate aside from other supplier members of IAA?

### **SUPPLIER MEMBER COMPANY OF THE YEAR NOMINATION:**

1. Please give examples of extraordinary customer service this supplier member company has provided.
2. What attributes does this supplier member company possess that make them worthy of this award?
3. What sets this supplier member company aside from other supplier member companies in IAA?