



2007 *Call for Entries*

Professional Recognition of Industry
Standards in Multifamily Housing

*Presented by the Detroit Metropolitan Apartment Association
Local affiliate of the National Apartment Association*

The PRISM Awards are a first step in recognizing the evolution of the Property Management Industry into a multi-faceted professional entity. The Award's goal is to recognize members who strive to become the best not only in exterior qualities, but who go above and beyond as neighbors in their communities and providers of service to residents.

Date: August 8th, 2007

ENTRIES Due: Friday, July 13th, 2007 by 5:00 p.m.

Time: 6:00 p.m. – 7:00 p.m.
Networking and Entry Viewing Reception
7:00 p.m. – 9:00 p.m.
Dinner and Awards

Cost: \$55 dollars per person

Dress: Business Professional

Location: Shenandoah Country Club
5600 Walnut Lake Road
West Bloomfield, MI 48323



Call for Entries Info

The Judging Process:

The following items are judged and rated from 1-10:

Board Size	Hangover
Reference	Nomination Letter
Board Design	Individual Category Criteria

Eligibility:

Any member of the Detroit Metropolitan Apartment Association in good standing may make an entry into the PRISM AWARDS.

Eligibility entry activity must have occurred between June 1st, 2006 and June 1st, 2007.

Entry Information:

Each Entry Board must have a separate entry form and supporting materials.

Entry Board:

The board size cannot be larger than 36"H X 48"W

The board must be made of foam, poster, or cardboard

The board cannot be made of wood, glass, or plastic.

All materials must fit on the board.

(No Hangovers—Points will be deducted for this)

The condition of your board for the judges and for showing at the event will only be as good as you secure your items on the board!

Submission Requirements:

Each board must have a completed entry form

Payment

Letter of Reference (displayed on board)

One Page Nomination Letter (displayed on board)

Entry Fees:

\$50 dollars per entry board, please make checks payable to the DMAA. Entry fee includes entry into PRISM as well as the PMAM GLAStar Awards.

Entry Deadline

Friday, July 13th, 2007 by 5:00 p.m.

Submission Address:

DMAA Offices: 30700 Telegraph Rd., Suite 2665,
Bingham Farms, MI 48025

How to Prepare a PRISM Entry Board:

Entries are judged on content and board design.

Gather documents, photos, articles, brochures, and materials for your board.

Be sure to include each element requested to accompany the board.

Complete the entry form and attach form to back of entry board.

Attach envelope that includes another copy of entry form, payment and a 4 X 6 glossy picture of the person or company being nominated.

Label the back of your picture with the following:
Category Name Community Name and City
Individual Name (if applicable) Unit Count

All entries will automatically be entered into the statewide GLAStar Awards!

Learn from the Best:

Attend "How to Make a PRISM/GLAStar Entry Board"

When: May 23rd, 2007 Time: 12:00 p.m. -1:30 p.m.

Cost: FREE

Instructor: Kathy Vallie, GLAStar Committee Chairperson

Location: DMAA Training Center (30700 Telegraph Rd., Suite 2665, Bingham Farms, MI 48025)



Entry Categories and Judging Criteria

INDIVIDUAL ACHIEVEMENT AWARDS

Manager of the Year

Show budgetary and management skills

Outstanding Leasing Consultant

Show closing ratio and resident retention skills

Outstanding Maintenance Person of the Year

Show skills & innovative ideas

Regional Manager

Show leadership & budgetary skills

TEAM ACHIEVEMENT AWARDS

Outstanding Leasing Team

Team spirit & closing ratio

Outstanding Maintenance Team

Team spirit & skills

ASSOCIATE MEMBER AWARDS

Website of the Year

Functionality and design

Business Partner of the Year

Involvement in Association as a company

PROPERTY AWARDS

Best Curb Appeal

Use of landscape & design

Best Decorated Model

Use of color & accessories

Best One Bedroom Floor Plan

Layout, use of space, architectural features

1 — 300 Units

301 — +

Best Two Bedroom Floor Plan

Layout, use of space, architectural features

1 — 300 Units

301 — +

Property of the Year

Exemplifies the highest standard of the industry in all areas

PRISM PREMIUM AWARDS

DMAA Distinguished Volunteer Award (DMAA Volunteer of the Year)

- Time served on DMAA Committee
- Proven dedication and loyalty to association community
- Proven advocate of association

Trailblazer in Education Award

(Management Company Recognition)

- Management Company has 3 or more National Apartment Association Designates on Staff
- (At main office or property)
- Proven commitment to providing the highest quality educational resources to their employees
- Consistently supports DMAA Education
- Requires Fair Housing Training

Champion of Community Award

- Proven support of their surrounding community through community service efforts

Management Company of the Year

- Based on financial oversight, marketing/leasing, leadership, property maintenance, and active involvement in DMAA as well as the Detroit Metropolitan Community



Entry Form Information

Please submit a separate form for each category that you enter.
Attach one copy of form on the back of board and include one copy in envelope with payment.

Entry Fee of \$50 Enclosed: ☐ Yes ☐ No

Please make checks payable to:
Detroit Metropolitan Apartment Association
30700 Telegraph Rd., Suite 2665, Bingham Farms, MI 48025

Category: _____

Unit Division: _____

Management Company Name: _____

Community Name: _____

In what city is community located: _____

Person/team who is being nominated: _____

Phone number: _____ ☐ Check enclosed ☐ 4 x 6 glossy picture enclosed

Entrant's Signature: _____ Date: _____

Checklist



- ☐ Check enclosed
- ☐ Reference letter
- ☐ Labeled 4x6 glossy picture
- ☐ Nomination letter

- ☐ Entry form
- ☐ Envelope attached
with entry form,
check and glossy picture



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For 2007 sponsorship info please contact the
DMAA office at (248) 594-9803.