



2011

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 is a first step in recognizing the evolution of the Property Management Industry into a multi-faceted professional entity. The Awards' 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: Friday, August 26, 2011

Entries Due: Friday, July 22, 2011 by 5:00 p.m.

Time: 7:00 p.m. – 8:00 p.m.
Networking and Entry Viewing Reception

8:00 p.m. – 9:30 p.m.
Dinner and Awards

Location: The Townsend Hotel
100 Townsend Street
Birmingham, MI 48009



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, 2010 and June 1st, 2011.

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:

\$55 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 22nd, 2011 by 5:00 p.m.

Submission Address:

DMAA Offices: 30800 Telegraph Rd., Suite 1704,
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!

Entry Categories and Judging Criteria

COMMUNITIES



Best Curb Appeal

- Landscape & grounds
- Use of signage
- Exterior building condition

Best Newspaper Ad

- Creativity of concept
- Appeal & readability
- Clarity of copy

Best Display Ad in a Guide

- Creativity of concept
- Appeal & readability
- Clarity of copy

Best Overall Marketing Theme

- Creativity of concept
- Appeal & readability
- Clarity of copy & theme

Best Leasing Office

- Overall layout & design
- Functionality of space
- Organization of space

Best Website

- Functionality
- Design
- User-friendly

Best Decorated Model

- Appeal to masses
- Layout for practical use
- Design or theme of model

Best Brochure

- Layout & Design
- Eye appeal
- Creativity of concept

Best Green Program of the Year

- Effective Recycle Program
- Reduction of waste
- Green Program awareness

All Floor Plans are based on age of the community:

Best One Bedroom Floor Plan

- Layout
- Use of space
- Architectural features

Best Two Bedroom Floor Plan

- Layout
- Use of space
- Architectural features

Best Two Bedroom Floor Plan Plus

- Layout
- Use of space
- Architectural features

Best Overall Star Community

- Employee retention
- Resident retention/satisfaction
- Fiscal responsibility
- Curb appeal
- Involvement with local chapter

Best Overall Star SENIOR

- Employee retention
- Resident retention/satisfaction
- Fiscal responsibility
- Curb appeal
- Involvement with local chapter

Regional Manager of the Year

- Leadership
- Budgetary skills
- Employee retention
- Involvement with local chapter

Manager of the Year

- Leadership & professionalism
- Employee & resident retention
- Collections and occupancy
- Involvement in the apartment association



Entry Categories and Judging Criteria

Assistant Manager of the Year

- Ability to assist the Manager
- Employee & resident retention
- Involvement in local chapter

Resident Activities Director

- Activity program successes

Marketing Professional

- Creativity of marketing materials
- Clarity of a themes or concepts
- Direct results of programs
- Involvement with local chapter

Leasing Team of the Year

- Closing skills as a team
- Phone techniques as a team
- Customer service skills as a team

Community Service Person of the Year

- Member active in community service outside our association
- Commitment to meet community needs
- Unique & creative approach to meet needs
- Active in local association

Leasing Person of the Year

- Closing skills
- Phone techniques
- Customer service skills

Maintenance Supervisor of the Year

- Resident satisfaction on service requests
- Supervisory Skills
- Knowledge of maintenance

Outstanding Maintenance Tech

- Resident satisfaction on service requests
- Knowledge of maintenance
- Communications with residents and office staff

Maintenance Team of the Year

- Resident satisfaction on service requests
- Knowledge of maintenance
- Communications with residents and office staff

Outstanding Groundskeeper

- Professional & service oriented
- Resident & staff satisfaction
- Teamwork

Outstanding Housekeeper

- Professional & service oriented
- Resident & staff satisfaction
- Teamwork

MANAGEMENT COMPANIES

Excellence in Education

- Minimum of 3 NAA designations in company
- Attendance at local association education
- Volunteerism for association education

Management Company of the Year

- Financial oversight & leadership
- Marketing, leasing & maintenance
- Involvement in local chapter
- Community service programs

Best Website

- Functionality
- Design
- User-friendly

VENDOR CATEGORIES

Business Partner of the Year

- Excellence in product quality
- Customer service
- Involvement in association

Customer Service Person of the Year

- Customer service
- A formed relationship with the customers
- Involvement in Association

Best Advertisement

- Creativity of concept
- Appeal & readability
- Clarity of copy

Website of the Year

- Functionality
- Design
- User-friendly



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 \$55 Enclosed: ☐ Yes ☐ No

Please make checks payable to:
Detroit Metropolitan Apartment Association
30800 Telegraph Rd., Suite 1704, Bingham Farms, MI 48025

Category: _____

Unit Division: _____

Management Company Name: _____

Community or Vendor Company 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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Creative Process

For 2011 sponsorship info please contact the
DMAA office at (248) 594-9803.