

Property Management Association of Michigan
Annual GLAStar Awards
November 4th, 2011



Call for Nominations

Entries are accepted from
February 1 to September 30, 2011

You may bring them to any meeting or
your local association office!

Since 1995 the Great Lakes Area Star (GLAStar) Awards have honored excellence in the Michigan apartment industry. The 2011 winners will receive recognition and a prestigious award at the Gala Awards dinner on November 4, 2011. All members of PMAM are eligible to enter. You may enter as many categories as you like, each entry must have a separate entry board and supporting materials. All categories are for both conventional and affordable housing. The vendors have their own categories. Good luck!

Awards categories and Scoring for Criteria

Communities

Best Curb Appeal (A)

- 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 & Clarity
- Quality of theme

Best Leasing Office (A)

- Overall layout & design
- Functionality of space
- Visual appeal of space

Best Website

- Functionality
- Design
- User-friendly

Best Decorated Model (A)

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

Best Brochure (A)

- Layout & design
- Eye appeal
- Creativity of concept

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

Green Program of the Year

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

Best Overall Star Community (A)

- Employee retention
- Customer Service satisfaction
- Fiscal responsibility
- Curb appeal
- Involvement with local chapter

Best Overall Star SENIOR

- Employee retention
- Customer Service satisfaction
- Fiscal responsibility
- Curb appeal
- Involvement with local chapter

Regional Manager of the Year

- Leadership & Professionalism
- Budgetary skills
- Uniformity of policies & procedures
- Involvement with local chapter

Manager of the Year (A)

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

Assistant Manager of the Year (A)

- Ability to assist the Manager
- Strong Customer Service Skills
- 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 (A)

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

Leasing Person of the Year (A)

- Closing skills
- Phone techniques
- Customer service skills

Maintenance Supervisor of the Year

- Resident Satisfaction on service requests
- Supervisory skills
- Knowledge of maintenance

Maintenance Team of the Year (A)

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

Outstanding Maintenance Tech (A)

- 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

Community Service Person

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

Management Companies

Excellence in Education

- Minimum of 3 NAA designations in company
- Support of the local association education programs
- Education training for all positions

Management Company

of the Year

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

Vendors 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 apartment association

Best Advertisement

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

Website of the Year

- Functionality
- Design
- User-friendly

How to prepare a GLAStar board

Follow these few rules and you are on your way to a winning board!

- The entry is to be prepared on a board made of foam or cardboard. It cannot be larger than 36"H X 48"W. **Correct size will receive 10 points.**
- All materials must fit on the entry board. Please carefully secure all items as the board will be moved for judging, storage and display.
- Gather documents, photos, articles, brochures or other materials for your entry board. Eligible entry activity must have occurred between **September 1, 2010 and September 1, 2011.**
- Create or secure one letter of nomination. **The nomination letter will receive 0-10 points.**
- Solicit letters of reference. **The reference letters will receive 0-10 points.**
- Use the gathered material together with a theme or design that will help to demonstrate why your entry should win this award. Place the material on the entry board.
Design of the board will receive 0-5 points.
- **Complete the entry form and attach form to back of entry board.**
- Also attach to the back of the entry board an envelope that includes a copy of the entry form, \$40 check payable to PMAM, and **a 4" x 6" glossy photograph with typed label including:** category name, community name, vendor name, and/or individual name, unit count or age, city and apartment association chapter. This picture is for the slide show! Do not take a picture of your board! (You may use one check to pay for multiple boards, call us first!)
- Include information on each of the scoring criteria listed under the award category you are entering. **Each criteria listed will receive 0-10 points.**
- Have fun and be creative.
- Double check to ensure all these criteria are included on your entry.
- Entries are due no later than September 30th, 2011 by 5pm. You may turn them in early too!
- **Deliver your entry board to your local chapter of PMAM. Call 616-531-5243**

Winners **will not** be announced prior to the GLAStar Awards dinner GALA on November 4, 2011.

Please note that some categories have an "A" next to them and some do not.

The **A**) Categories have four awards based on community size:
1 to 150 Units • 151 to 300 Units • 301 to 450 Units • 451 & More

The **Floor Plan** categories are based on the year the property was built:
This is the only category that we need the age of your community!

1 to 10 Years 11 to 20 Years 21 & Older

All other categories have just one winner.

GLAStar Entry Form

Please make copies of this form! Each category that you choose to enter will need a separate entry form.

Category: _____

Option A: Unit Division: ☐ 1 to 150 ☐ 151 to 300 ☐ 301 to 450 ☐ 451 & up

Or

Floor Plan Category only: Year Division: ☐ 1 to 10 years ☐ 11 to 20 years ☐ 21 & older

Please do not mark both!! It is either unit count, age, or nothing marked at all!!

Management Company Name: _____

Community or Vendor Company Name: _____

City in which Community is Located: _____

Person/Team Being Nominated: _____

Contact Name: _____ Phone Number: _____

Which chapter are you a member of ?

☐ Detroit Metropolitan Apartment Association

☐ Property Management Association of Mid Michigan

☐ Property Management Association of West Michigan

☐ Washtenaw Area Apartment Association

Please check your entry form to ensure it is complete:

☐ Board proper size, 10 points

☐ Check enclosed ☐ Labeled 4 x 6 glossy picture enclosed ☐ Nomination letter on entry board, 0-10 points

☐ Reference letters on entry board, 0-10 points ☐ Entry form attached to entry board

☐ Board design, 1-5 points ☐ Scoring criteria addressed, 0-10 points each

☐ Envelope attached with a copy of this form, check & labeled glossy picture

PMAM is located at 2675 44th Street SW #303 Wyoming, MI 49519

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