



2013 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.

Entries Due: Friday, July 19, 2013 by 5:00 p.m.

Event Date: Friday, August 23, 2013

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

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

Location: Westin Hotel
1500 Town Center
Southfield, MI 48075



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 1, 2012 and June 1, 2013

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:

\$60 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 19, 2013 by 5:00 p.m.

Submission Address:

DMAA Offices: 30800 Telegraph Rd., Suite 1704,
Bingham Farms, MI 48025
(248) 594-9803
M-F 9:00a.m. to 5:00p.m.

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

CATEGORIES FOR COMMUNITIES

Best Curb Appeal

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

Best Overall Marketing Theme

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

Best Decorated Model

- Interesting or fun theme
- Layout for practical use
- Visual appeal of the photos

Manager of the Year

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

Leasing Person of the Year

- Closing skills
- Phone techniques
- Customer service skills

Leasing Team of the Year

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

Maintenance Person of the Year

- Resident satisfaction on service requests
- Knowledge of maintenance
- Communication with residents & staff

Maintenance Team of the Year

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

Best Overall Star Community

- Employee retention
- Fiscal responsibility and curb appeal
- Involvement in association

Best Overall Star Student Community

- Employee retention
- Fiscal responsibility and curb appeal
- Involvement in association

Best Overall Star Senior Community

- Employee retention
- Fiscal responsibility and curb appeal
- Involvement in association

Best Overall Star Affordable Community

- Employee retention
- Fiscal responsibility and curb appeal
- Involvement in association

Best One Bedroom Floor Plan

- Layout
- Use of space
- Architectural features

Best Two Bedroom or more Floor Plan

- Layout
- Use of space
- Architectural features



Entry Categories and Judging Criteria

Regional Manager of the Year

- Leadership and professionalism
- Budgetary skills
- Uniformity of policy & procedure
- Involvement in association

Assistant Manager of the Year

- Ability to assist the Manager
- Strong customer service skills
- Involvement in association

Maintenance Supervisor of the Year

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

Best New Development

- Less than two years old
- Benefits to neighborhood
- Design & features

Best Innovative Idea at a Community

- A unique or interesting feature or program
- Innovative feature is integral in marketing of community
- Feature adds value to neighborhood

Best Community Support Staff

- Adds value to the team
- Works well independently
- Efficient, trustworthy & dependable

NAA Designee of the Year

- Have at least one NAA designation
- Involvement in association
- Demonstrate improvement in performance

Best Renovated Community

- Apartment rehab of \$3,500 per unit or more
- Completed rehab in this or last two years
- Customer relations during rehab

Excellence in Education

- Support of association education
- Offers all level of education
- Management Company has to have at least 3 NAA designations

Executive of the Year

- Strong leadership & capabilities
- Integrity
- Service to residents & employees
- Ability to develop profitable business
- Involvement in association

Independent Owner of the Year

- Strong leadership & capabilities
- Ability to develop profitable business
- Involvement in Association
- Leasing, marketing & maintenance (Under 50 units)

Management Company of the Year

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

CATEGORIES FOR VENDORS

Business Partner Company of the Year

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

Business Person of the Year

- Integrity in business
- A formed relationship with the customers
- Involvement in apartment association



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 \$60 Enclosed: Yes No

Please make checks payable to:

Detroit Metropolitan Apartment Association

Category: _____

Unit Division: _____

Age: _____

Management Company: _____

Community or Vendor Company : _____

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: _____

Check List:

- Check enclosed
- Reference letter
- Labeled 4x6 glossy picture
- Nomination letter
- Entry form
- Envelope attached with entry form, check and glossy picture