



25th Annual Gala

The 2021 CRYSTAL MERIT AWARDS

THE APARTMENT ASSOCIATION OF KANSAS CITY cordially invites the Kansas City apartment industry to participate in the nominating of Owners, Apartment Communities, and Team Members.

THE CRYSTAL MERIT AWARDS were designed to honor those in our association who have made significant contributions to the multi-housing industry. Recognition is deserved by those people for achievements in excellence.

Please help AAKC celebrate by nominating the "BEST OF THE BEST" for CRYSTAL MERIT 2021.

The cost per entry is:

\$40.00 - Early Bird - entries must arrive before November 30th, 2021, and be paid in full.

\$60.00 - Entries submitted November 30th and December 30th and be paid in full.

Deadline is December 30th. **NO EXCEPTIONS!**

Judging for the property and people nominations will begin in January/February. People nominations will be interviewed at the AAKC office virtually. Property nominations will be judged on-site.

STEP 1: Visit AAKC website at aakc.us to register all entries.

STEP 2: Click on Event tab, then click 2021 Crystal Merit Nomination

STEP 3: Fill out Nomination(s), process payment and submit

STEP 4: Narratives or attachment(s) required must be submitted to jworden@aakc.us no later than December 30th or the nomination will be cancelled.

If the award requires pictures or PowerPoint, it is the responsibility of the Community to submit them to jworden@aakc.us no later than December 30th, 2021.

NO EXCEPTIONS. If you have any questions, please call us at 913.248.0355.

ENTRIES MUST BE SUBMITTED ACCORDING TO THE CRITERIA GIVEN. IF ONLY 1 (ONE) NOMINEE IS SUBMITTED FOR ANY CATEGORY YOU WILL BE CONTACTED WITH THE OPTION TO BE GROUPED WITH A SIMILAR CATEGORY OR RECEIVE A REFUND.

BEST APARTMENT MANAGER - This award will be *judged via skype* on knowledge of solving resident conflicts, legal issues, marketing, and management of on-site staff. 2 years' experience required.

BEST APARTMENT ASSISTANT MANAGER - This award will be *judged via skype* on knowledge of resident retention, solving resident conflicts, marketing, and sales effectiveness. 2 years' experience required.

BEST APARTMENT LEASING PROFESSIONAL - This award will be *judged via skype* on knowledge of legal aspects of leasing, telephone presentation, qualifying residents and closing skills. 2 years' experience required.

BEST MAINTENANCE SUPERVISOR - This award will be *judged via skype* on knowledge of inventory and budget control, safety and all repair and maintenance functions. 2 years' experience required.

BEST MAINTENANCE TECHNICIAN - This award will be *judged via skype* on knowledge of inventory, safety and all repair and maintenance functions. 2 years' experience required

BEST MULTI-SITE SUPERVISOR - *Judged via skype* on knowledge of management personnel, procedures, marketing, maintenance, and management of the entire staff.

BEST MANAGEMENT EXECUTIVE - This individual would be a corporate level executive that oversees all management and operations. Both on-site and multisite supervisors would report to this individual. *Judged via skype* on overall achievements and performance of their company, property, and staff members.

BEST MARKETING DIRECTOR- This award will be on marketing plans that they have developed for their properties, success of their marketing programs. Please submit a *PowerPoint* with examples of your 2021 marketing programs and success of the marketing plans for the communities you manage.

MANAGEMENT ROOKIE OF THE YEAR - This individual will have less than 2 years' experience in the management field. *Judged virtually at the AAKC office.*

LEASING ROOKIE OF THE YEAR - This individual will have less than 2 years' experience in the leasing field. *Judged virtually at the AAKC office.*

MAINTENANCE ROOKIE OF THE YEAR - This individual will have less than 2 years' experience in the maintenance field. All maintenance positions will be accepted. *Judged virtually at the AAKC office.*

BEST GROUNDSKEEPER –Please submit up to six pictures of the grounds electronically to jworden@aakc.us. *Judged virtually at the AAKC office.*

BEST OWNER - This award will be judged based on the owner's company, properties, staff, and their residents' overall satisfaction and success of their communities in 2021. *Judged virtually at the AAKC office*

BEST OFFICE CORPORATE PERSON – This award will be *judged virtually* on achievements and performance at the corporate office of the individual.

MOST VALUABLE PERSON - This award will be *judged virtually* for the individual who goes that extra mile to perform excellent service for their property/company.

BEST MAKE READY PERSON - This award will be *judged onsite in person* on the cleanliness of apartment home, maintenance, appearance, and quality of work.

WHITE GLOVE AWARD - This award will be presented to an individual who is responsible for cleaning common areas, clubhouse, and apartment homes. This award will be *judged onsite in person* on the cleanliness of clubhouse, common areas, apartment home, carpets, bathroom, kitchen and living room. Clubhouse, common areas, and one apartment home will be inspected by judges.

BEST RESIDENT SERVICES/CONCIERGE PROFESSIONAL - This award is for the individual who performs the majority of resident services and customer service. They will be *judged virtually*.

BEST PROPERTY AMENITIES -. Submit up to five (5) photos of amenities electronically to jworden@aakc.us by December 30th, 2021. Judged by narrative and pictures submitted.

BEST PROPERTY ACTIVITIES (Affordable) - This award will be judged on overall programs for activities by on-site staff on an affordable property. Submit an *electronic document* containing photographs/fliers of senior activities with up to six (6) photos of activities to jworden@aakc.us by December 30th, 2021.

BEST PROPERTY ACTIVITIES - This award will be on overall programs designed by communities for resident retention. Submit an *electronic document* including photographs/fliers of activities with six pictures to jworden@aakc.us by December 30th, 2021.

BEST PROPERTY WEBSITE - This award will be on layout, design, and information of the website. Overall functionality of the website, design, ease of use and information available to prospective and current residents. Email your website link to jworden@aakc.us.

BEST SOCIAL MEDIA PRESENCE - This award will be on overall social media presence on all platforms (i.e. Facebook, Instagram, Twitter, LinkedIn, etc.) Overall presence, content, followers, and information postings will be judged. Submit a digital narrative with all links to all applicable platforms with your nomination form for judges. One award will be given to property and one award will be given to the management company. Email all social media links to jworden@aakc.us by December 30th, 2021.

BEST PROPERTY MAKE READY TEAM OF THE YEAR

This category will be judged for overall performance of the entire team on cleanliness of apartment home, maintenance, appearance, and quality of work. Judging will be judged virtually.

OUTSTANDING COMPANY MANAGEMENT TEAM

Submit a *PowerPoint* with marketing programs, resident retention programs, unique and difficult property management challenges, resident testimonies, neighborhood involvement programs, and any charity work your team participates in. Email to jworden@aakc.us by December 30th, 2021. Management Team will be interviewed by judged virtually.

OUTSTANDING PROPERTY MANAGEMENT TEAM

Submit a *PowerPoint* with marketing programs, resident retention programs, unique and difficult property management challenges, resident testimonies, neighborhood involvement programs, and any charity work your team participates in. Email to jworden@aakc.us by December 30th, 2021. Management Team will be interviewed by judged virtually.

OUTSTANDING COMPANY MAINTENANCE TEAM

Submit a *PowerPoint* detailing preventative maintenance schedules, work-order performances, resident satisfaction letters, quality of apartment preparation and overall property appearance. Include in essay why this maintenance staff deserves to receive this award. Include pictures of grounds, exterior of buildings, clubhouse, maintenance shop, and apartment home make ready unit. Email to jworden@aakc.us by December 30th, 2021. Maintenance Team will be interviewed by judge virtually.

OUTSTANDING PROPERTY MAINTENANCE TEAM

Submit a *PowerPoint* detailing preventative maintenance schedules, work-order performances, resident satisfaction letters, quality of apartment preparation and overall property appearance. Include in essay why this maintenance staff deserves to receive this award. Include pictures of grounds, exterior of buildings, clubhouse, maintenance shop, and apartment home make ready unit. Email to jworden@aakc.us by December 30th, 2021. Maintenance Team will be interviewed by judge virtually.

MODEL DESIGNED BY BUDGET. Submit a virtual tour of the model and up to six (6) photographs of your model to jworden@aakc.us This category will be judged on the use of color, texture, materials, furniture, accessories, window and wall coverings and design/layout.

BUDGET FOR MODEL: _____

5,000 and below

5,000 to 15,000

15,000 to 25,000

25,000 and up

BEST RENOVATION - (Between January 1st, 2021, and December 30th, 2021) Submit up to six (6) before and after photographs digitally. Include an *electronic document* of three (3) pages or less detailing the reason for the renovation, budget/annual costs, and results of renovation. Email to jworden@aakc.us by December 30th, 2021. A outside tour of the renovations will be judged in person.

_____ Historical _____ Age of Property _____ Garden Style _____ High Rise

BEST CLUBHOUSE/LEASING OFFICE - This award will be judged on overall design, layout, marketing tools and furnishings. Submit a virtual tour of the clubhouse/leasing office and up to six (6) photographs of your clubhouse/leasing office digitally. Email to jworden@aakc.us by December 30th, 2021

_____Garden Style _____High Rise _____Age of Property

BEST OVERALL PROPERTY - Please submit a *PowerPoint* about why you think your property deserves this award. Include photographs, reports, activities, employee recognition, resident referral letters, resident retention programs, grounds/landscaping, average occupancy, delinquency, and how exceptional your management team is at running your property. Please submit up to ten (10) pictures of your property digitally. Email to jworden@aakc.us by December 30th, 2021. An interview with the manager will be conducted with a series of questions about the property on-site.

_____Historical Building _____Garden Style
_____Mid Rise/ High Rise _____Age of Property

All entries, payments and attachments are due by December 30th, 2021.
No exceptions.