

GEMM Awards Nomination Details

2019 GEMM Award Categories:

Apply for an award. Nominate an outstanding professional, community, or company. Get Recognized. Tonight, is your night.

Individual Awards:

- Maintenance Service Member (1-150 Units)
- Maintenance Service Member (151-250 Units)
- Maintenance Service Member (251+ Units)
- Rental Community Manager (1-150 Units)
- Rental Community Manager (151-250 Units)
- Rental Community Manager (251+ Units)
- Assistant Community Manager
- Leasing Professionals
- Regional Manager
- Rising Star

Communities:

- Rental Community of the Year (1-150 Units)
- Rental Community of the Year (151-250 Units)
- Rental Community of the Year (250+ Units)

Companies

- Industry Partner Company of the year
- Property Management Company of the year

Special Award

- Lifetime Achievement: This award is managed by the CAA Contra Costa Board of Directors. Please contact Brandy Peak at bpeak@caanet.org for an award application.

Rules of Engagement:

- All proposals must be submitted using the online form, no exceptions. Think quality over quantity.
- Plan your submission in advance. We suggest that you first collect your thoughts for your proposal before going to the online form. Review the form at the end of this document to prepare your proposal. Once you have your ideas and all necessary information together, simply click on the button to begin.
- Use clear, error free language, persuasive outcomes-focused, and action-oriented descriptions

- Used effectively, quotations (from social media or tenants) and statistics (from budgets or your marketing platform) can provide important evidence or clarity to explain your session idea.
- Application and nomination fee of \$10 per entry is paid in full. Companies will be invoiced once all the nominations are submitted.
- CAA members with properties in Contra Costa county, Napa county and Alameda county are encouraged to nominate or apply for an award
- Complete the award nomination form. Sample submission form is listed below. *NOTE: All the questions are listed below in the sample submission form. Please do not submit a false nomination to review the questions – they are listed below.*
- **We highly recommend answering these questions in a word document, saving the document and copying the answers into SurveyMonkey.**
- All applications will be stripped of all personal identification (names, property names, company names, etc.) by CAA before the judging process.
- A panel of independent, impartial judges will be selected to review the nominations and questionnaires. Voting is based only on the information provided.

Here's why you should apply or nominate:

- Avoid FOMO (fear of missing out) – You'll never know if you don't try
- YOLO (you only live once) – This could be your year and your moment, so shoot for the moon and land in the stars
- Seriously, apply or nominate - You are doing amazing things. Strut your stuff and show the rental housing industry how you've made an impact! There is no reason not to.
- Sometimes we are our own worst enemy. Get out of your own way and honor how've you've created a home for so many people in the East Bay.
- Find your work mentor or advocate and brainstorm ways to curate and craft your best story

Examples of winning submissions:

- Answers to Individual Questions
 - I know that I have mentioned this in an earlier question, but CANDIDATE's ability to lease the apartments to exemplary tenants is the basis for his community's success. I mean, almost anyone can rent an apartment in the Bay Area where we have more people than housing. But finding so many high character tenants that want to live inside a tough neighborhood... Show me a manger that can do that, and I'll show you a manager that deserves strong consideration for this award (Hint: it's CANDIDATE). Secondly, CANDIDATE is the face of APARTMENT. He never hides from problems or ducks from commitment. This guy is there every day with his work boots on. Resolving rotten plumbing pipes, chasing criminals out of his parking lot, cleaning up after the homeless encampment inside the canal. Speaking of the canal, one time an arsonist set fire to a pile of junk that had been illegally dumped. One of our residents watched them do it, and then

called CANDIDATE because the fire was right next to our property (and underneath a huge set of trees that were overdue for trimming). If those trees catch on fire, we could lose up to 2 buildings to the blaze. Anyway, CANDIDATE had the resident call the fire department as he raced for the chain link fence between our property and the canal. CANDIDATE, who has a very bad back, jumped the fence, chased off the arsonist, and pulled the couches and other large items away from the central part of the fire so that the trees were out of the flame's reach. Saving God knows how much time, energy, money, and maybe even a tenant's life. Lastly, CANDIDATE'S ability to stabilize the property and the tenant base over the last two years has produced plentiful fruit. The community looks great, occupancy is up, delinquency is non-existent, and he is incredibly cost-conscious with his day-to-day expenses. CANDIDATE seeks out creative and affordable solutions to problems that most managers would say just replace it. The extra revenue that has been generated has been instrumental in getting that property turned around. Like tree trimming, new gates for the parking lot, new asphalt, better landscapers, a better pool technician, and this year we are doing full exterior paint and dryrot removal. CANDIDATE has been the tugboat turning this aircraft carrier around. And today, APARTMENTS is a darn fine place to call home.

- There was a situation when CANDIDATE had an applicant who came back as denied. This was a prospect going through a difficult time in their life and was immensely upset by the denial. The applicant felt she had no other options once hearing the news of her denial and looked to CANDIDATE for guidance. The applicant asked if she could add a roommate that really would not be living there but would help her qualify. CANDIDATE explained to the applicant that adding a roommate falsely was not a good idea as that would be falsifying her application and really took the time to ensure she understood the ramifications. After speaking further and looking over her application, CANDIDATE asked if she thought any of her references, or possibly her emergency contact, would help guarantee the apartment. In the end, after the applicant reached out to her references, one was willing to guarantee the apartment and the applicant was approved. CANDIDATE held firm and did not change her information or falsify in any way, just by providing her with appropriate information and walking through scenarios, everything worked out in the end.
- CANDIDATE was promoted to Community Manager in December 2017, and in the few short months of her promotion, has shown incredible potential as a competent manager with commendable customer service and business acumen. In the past six months, through steadfast management, CANDIDATE has been able to increase revenue by 2.9% (1.2% ahead of her submarket), Rent Roll is up 2.4%, (1.5% ahead of her submarket). CANDIDATE has maximized revenue, achieving over 4% renewal rate growth in a rent-controlled market while securing 7.1% trade-out on new leases, and achieving 59% renewal retention. Residents love CANDIDATE infectious personality too! It is no wonder that APARTMENTS, despite the age of the asset, currently maintains 96% occupancy

and 73% reputation score across major social media avenues such as Google+, YELP, Apartment Ratings and Facebook. The industry benchmark for reputation score is 48%. CANDIDATE is a team player and has been my go to for assisting other short staffed communities with management oversight and quality control. For all the reasons stated above, CANDIDATE was nominated and selected to participate as a mentee in our coveted Sequoia Mentor Program. The sky is the limits for this high-potential, high-performer and she is rising to the top!

- Answers to Community Questions
 - APARTMENT is a perfect depiction of the classic tale the Ugly Duckling as it turned into the beautiful swan it was capable of being after a thoughtful modern renovation. APARTMENT is an older community built in 1971. The community was aging with its interiors dated with the appliances old and malfunctioning. The exterior was drab with its dull grey color and lacked curb appeal. The community was purchased in 2012 with COMPANY as its managing entity and we immediately began working on its transformation. All 204 apartment homes were renovated adding a washer and dryer in addition to replacing all appliances with energy efficient stainless-steel appliances, quartz counters, new plumbing fixtures, energy efficient lighting, new cabinetry and new plank and carpet flooring. The exterior renovation included new siding, exterior paint, new balcony railings in a bright orange color, new roofs, new pool furniture, new landscaping, new signage throughout the property, elevator refurbishment and new interior hallway carpeting. The community completed a clubhouse renovation by adding a new building adjacent to the rental office where a courtyard once stood, completely unused. We built a state of the art fitness room with ample cardio and stationary equipment. The upstairs clubhouse was created for a recreational retreat with lounging seating pads for wi-fi use, shuffle board, televisions, and a kitchen for resident use. After the units had individual washers and dryers installed, we utilized the previous laundry rooms to create two bike rooms for resident use and a parcel room for packages. APARTMENT is a unique blend of garden style walk up units, three interior buildings with hallways and elevators and has an independently owned Montessori school Scribbles on site.
 - During the Santa Rosa and Napa Fires in 2017. The community took part in opening their availability to temporary house victims who needed only a short term stay. The community was also affected with the smoke and on the Manager was on high alert to communicate any important safety information to all the residents. This put a lot of ease for worried residents with the open communication. Here's a Yelp Review by a resident during this time; "I moved here from Albany, just down the road adjacent to Berkeley. A friend who owns a home about 5 minutes from here recommended it to me. I love it. Brand new never lived in. Yes, there are a few what I consider minor flaws, but overall I love it. I love the quiet, the neighbors, the light traffic right outside. The staff is friendly, helpful and caring. What needs to be mentioned is the information they

diligently provided during this Fire was much more than I expected. And, it was really appreciated to be kept up to date while working away from the area."

- Answers to Company Questions
 - COMPANY is involved in many community, civic, and charitable activities. We are members of the CAA, IREM, and NARPM and actively participate in industry events. Some of the more recent activities we participated in are as follows: Women's Empowerment Restart Program- was actively involved in the CAA and IREM REstart Program. REstart is a program devoted to bringing two of the most basic needs-housing and employment- to disadvantaged individuals caught in the cycle of poverty, substance abuse, and domestic violence. REstart offers participants training, mentoring, and job placement assistance leading to careers in property management. She wrote three courses on fair housing, conflict management, and on termination of the tenancy and donated over 9 hours of classroom instruction hours to help educate and empower women who were facing homelessness. Volunteers of America-COMPANY participated in the Brightening Birthday™s Program for Volunteers of America. This program hosts birthday parties, complete with cake and presents, for homeless children and families who have experienced homelessness. Legal Trends and Hot Topics- CANDIDATE, traveled to Sacramento, Vallejo, Sunnyvale, Fresno, and Bakersfield, and volunteered her time to teach legal seminars on important developments and current affairs in the rental housing industry for apartment managers, owners, and investors. Fair Housing- Managing Partner, CANDIDATE, presented at the Rental Housing Expo in Sacramento on disability discrimination and reasonable accommodations/modification requests. She has also taught on this subject for many industry organizations and companies throughout the state. Rent Control/Just Cause ballot measures- Recently, Managing Partner, CANDIDATE, participated in a roundtable discussion with other attorneys and CAA about the impact of the proposed rent control measure in Sacramento. She has also actively consulted for other companies and investors on other ballot measures affecting the housing industry. Legal Articles- Managing Partner, CANDIDATE, has published monthly articles on current affairs, legislation, and court rulings impacting our industry. Developing Screening Criteria- Earlier this month, Managing Partner, CANDIDATE, presented a legal webinar with CAA on Developing Screening Criteria. Approximately 119 CAA members registered and attended the webinar.
 - If there is one word to define our core values at COMPANY, it would be service; to be of service to our residents and to our employees. Innovative and creative, COMPANY formed in June 2012 by The Ezralow Company, LLC. The Ezralow Company was founded in 1976 and in the past 40 years has either developed or purchased over 20,000 apartment homes. We are proud to be the 2015 Stellar Award recipient for the Management Company of the Year from the Sacramento Rental Housing Association and one of our Regional Managers received the 2016 Gemm Award for Regional Manager of the Year. COMPANY manages four communities in the Bay Area: APARTMENT, 138 units located in Napa (acquired

in 2003), APARTMENT, 310 units located in Petaluma (acquired in 2012), The APARTMENT located in Walnut Creek, 334 units (acquired in 2010) and The APARTMENT, 204 units located in Fremont (acquired in 2012). The APARTMENT, The APARTMENT and APARTMEN completed multi-million-dollar interior and exterior renovations with contemporary design features and savvy resident amenities. APARTMENT is completing the addition of 86 newly constructed apartment homes equipped with energy efficient fixtures and modern decor. COMPANY owns and manages assets in California and Washington managing 8,229 units in 48 apartment communities. COMPANY differentiates itself in our market by repositioning assets to meet the demand of the community with modern conveniences and luxury; by our commitment to exceptional service to our residents; and by our commitment to our employees to further their education and training in Property Management.

Sample Award Nomination Form:

- Nominator First Name
- Nominator Management Company or Industry Partner Company
- Nominator Property, if applicable
- Nominator Email Address
- Nominator Cell Phone
- Select Nomination Type
 - Individual
 - Community/Property
 - Company
- Individual nomination questions
 - What category are you applying or nominating this person for?
 - Maintenance Service Member (1-150 Units)
 - Maintenance Service Member (151-250 Units)
 - Maintenance Service Member (251+ Units)
 - Rental Community Manager (1-150 Units)
 - Rental Community Manager (151-250 Units)
 - Rental Community Manager (251+ Units)
 - Assistant Community Manager
 - Leasing Professional
 - Regional Manager
 - Rising Star
 - Nominee's Full Name
 - Nominee's Management Company
 - Nominee's Property
 - Nominee's Title
 - Nominee's Email Address
 - Nominee's Cell Phone
 - Please upload a high-resolution image for inclusion in our on-screen event graphics. High resolution is most commonly anything over 300dpi. High quality means no blurry/pixelated images. Please no web images, as they won't look good when enlarged for the screen. (If you don't have a high-quality image we recommend going outside (the sun provides great lighting) and having someone take a picture of you (from your shoulders up) in a few different areas. Maybe in front of a tree/bush or another nice background. Without proper lighting indoor shots rarely come out looking professional. Please, no selfies.)
 - Why are you applying/nominating this person?
 - Give an example of a time this person went above and beyond their job description to remedy a situation.
 - How does this person ensure complete resident satisfaction?
 - Give an example of a time where this person had to draw upon ethical practices and rental housing law to resolve a dispute.
 - Give three examples of how they contribute to their community's success?

- How does this person keep their team engaged and motivated?
- Community nomination questions
 - What category are you applying for or nominating this community for?
 - Rental Community 251+ units
 - Rental Community 101-250 units
 - Rental Community 1-100 units
 - Community Name
 - Community Management Company
 - Please upload a high-resolution property image for inclusion in our on-screen event graphics. High resolution is most commonly anything over 300dpi. High quality means no blurry/pixelated images. Please no web images, as they won't look good when enlarged for the screen.
 - How does this community demonstrate excellence and what sets it apart from the other communities and properties in the area?
 - How does this community or property make a difference to the community, town, or city where it is located? Name any community, civic and/or charitable activities in which this community or property participated and how its involvement made a difference.
 - Provide specific examples of how staff works together to balance achieving property goals of increased revenue, aesthetic appeal, expense control and completion of work orders while taking care of the everyday needs of your residents?
 - Please share anything exceptional that you would like the judges to know about this community or property.
 - Why should this community or property receive this award?
- Company nomination questions
 - What category are you applying for or nominating this company for?
 - Industry Partner Company of the year
 - Property Management Company of the year
 - Please upload a high-resolution logo for inclusion in our on-screen event graphics. High resolution is most commonly anything over 300dpi. High quality means no blurry/pixelated images. Please no web images, as they won't look good when enlarged for the screen.
 - Give three examples of how the management company or industry partner differentiates itself in this competitive market.
 - What is the company's philosophy on customer service and resident retention? Please provide an example.
 - What is the company's philosophy on employee retention, recognition and promotion? Please provide an example.
 - Name any community, civic and/or charitable activities in which the company participated and what the company did or provided that made a difference.
 - Why should this company receive this award?
- Submit nominations for the GEMM Awards by June 28, 2019 at 5:00pm PST