

PARAGON AWARDS

A Model of Excellence

2007 CALL FOR ENTRIES

The PARAGON Awards recognize the excellence and leadership that define the rental housing industry. The PARAGON program celebrates that builders, individual professionals and apartment associations each have opportunities to make unique contributions to our industry. A national awards program demonstrates the characteristics that benchmark success. For the award winners, the PARAGON represents a milestone along the path to personal and professional achievement.

All affiliated associations are encouraged to submit industry professionals, communities and designates representing our industry's Models of Excellence. Winners will be recognized at the NAA PARAGON Awards Ceremony at the 2007 NAA Education Conference and Exposition in Las Vegas, NV.

Affiliated Association Awards

- Communications
- Community Service
- Education
- Government Affairs
- Membership Development

Builders, Owners and Developers

- Garden/Townhouse, Pre 1979, 150 units or under
- Garden/Townhouse, Pre 1979, over 150 units
- Garden/Townhouse, 1980-1999, 150 units or under
- Garden/Townhouse, 1980-1999, over 150 units
- Garden/Townhouse, post 2000, 150 units or under
- Garden/Townhouse, post 2000, over 150 units
- Mid/High Rise, Pre 1979, 150 units or under
- Mid/High Rise, Pre 1979, over 150 units
- Mid/High Rise, 1980-1999, 150 units or under
- Mid/High Rise, 1980-1999, over 150 units
- Mid/High Rise, post 2000, 150 units or under
- Mid/High Rise, post 2000, over 150 units

Individual Achievement

- Chris Christenson Association Executive of the Year
- Independent Rental Owner of the Year
- National Suppliers Council Achievement

NAAEI Designate Awards

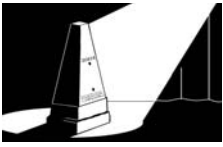
- Certified Apartment Maintenance Technician (CAMT)
- Certified Apartment Manager (CAM)
- National Apartment Leasing Professional (NALP)
- Professional Designate of the Year

Deadline is Friday, May 4, 2007

**The Award Ceremony will be held during the
2007 NAA Education Conference & Exposition - June 30, 2007
Mandalay Bay Resort & Convention Center
Las Vegas, NV**



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AFFILIATED ASSOCIATION AWARDS

Submissions*

- Use the NAA PARAGON Award Application as a cover sheet for the submission. Please submit one copy of the complete submission. Submissions will also be accepted online at www.naaHQ.org.
- All PARAGON Award submissions in the Affiliated Association Awards category should be limited to one type-written page of description per criteria, and up to 10 pages of sample materials. Each criteria, with criteria title, should be listed on a separate sheet of paper. All materials must be submitted on 8 ½ x 11 inch paper.
- Submissions in each category are intended to apply to programs achieved in the previous year, 2006. Submissions may be for one program or series of programs.

***PARAGON Award winners are not eligible for consideration again for the same program for 5 years.**

General Criteria

All awards will be judged using the following criteria; additional criteria for each award follows:

- Goals and objectives of the program (1 page);
- Target audience for the program and the size of the target audience (1 page);
- Demonstration of program success and how that success was measured (1 page);
- Innovativeness of the program (1 page);
- Cost effectiveness of the program (1 page);
- Correlation of program materials with program goals and objectives (10 pages of materials maximum).

Communications Award Criteria

- Percentage of target audience reached by the program (1 page);
- Impact of the program as measured by target audience response to the program (1 page). Suggested entries include publications, newsletters, form letters, regular and special event promotions, and print and electronic media campaigns

Community Service Award Criteria

- Ability to attract member volunteers to participate in the program (1 page);
- Impact on the organization receiving the service (1 page);
- Public recognition of the association for community service (1 page). Suggested entries include resident relations programs, media promotions, public/private partnership programs, charity efforts, and crime prevention activities

Education Award Criteria

- Timeliness of program delivery if in response to an emerging issue (1 page);
- Percentage of target audience reached by the program (1 page). Suggested entries include NAAEI designation programs, special seminars, workshops and panels, and professional development programs

Government Affairs Award Criteria

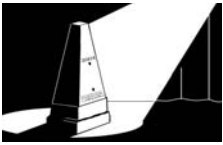
- Degree of political opposition to program's goals and objectives (1 page); and
- Ability to identify other organizations sharing the same goals and build a coalition (1 page).
- Suggested entries include legislative programs, voter registration drives, Political Action Committee (PAC) solicitation campaigns, non-campaign assistance programs

Membership Development Award Criteria

- Demonstration of growth in numbers of property management and vendor members (1 page);
- Demonstration of retention of property management and vendor members (1 page);
- Involvement of members in the execution of the program (1 page maximum). Suggested entries include recruitment programs, retention programs, new member orientations, special award programs, and member benefit programs



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BUILDERS, OWNERS, AND DEVELOPERS COMMUNITY AWARDS

The Builders, Owners and Developers Community Awards represent the very best of the rental housing industry. This Awards program recognizes excellence in a range of rental property styles, sizes and ages. The theme of service runs through the awards: service to the builder, owner or developer, service to the resident, and service to the community. The Community must be a member of NAA in good standing.

Submissions*

- Use the NAA PARAGON Award Application as a cover sheet, and provide one copy of the submission.
- Submissions will also be accepted online at www.naahq.org.

All materials submitted with the Application should include the Company, Property and Category. Materials will not be returned unless a written request accompanies the Application.

***PARAGON Award winners are not eligible for consideration again for the same property for 5 years.**

Community Categories

The Community Awards fall into three areas – overall building style, age and size. Each submission must identify the appropriate style, age and size. There are 12 potential award categories. If the judges determine that no submission within a category exemplifies the best in multifamily housing industry, no award will be given for that category. The categories allow all rental properties to be eligible for submission.

- Garden/Townhouse, Pre 1979, 150 units or under
- Garden/Townhouse, Pre 1979, over 150 units
- Garden/Townhouse, 1980-1999, 150 units or under
- Garden/Townhouse, 1980-1999, over 150 units
- Garden/Townhouse, post 2000, 150 units or under
- Garden/Townhouse, post 2000, over 150 units
- Mid/High Rise, Pre 1979, 150 units or under
- Mid/High Rise, Pre 1979, over 150 units
- Mid/High Rise, 1980-1999, 150 units or under
- Mid/High Rise, 1980-1999, over 150 units
- Mid/High Rise, post 2000, 150 units or under
- Mid/High Rise, post 2000, over 150 units

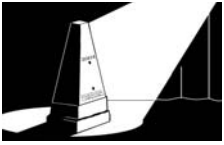
Judging

Submissions will be judged on the basis of:

- Demonstrated service to builder, owner or developer
 - Financial performance against market area
 - Occupancy rate/retention
- Demonstrated service to resident
 - Floor layouts, interior and exterior structure
 - Customer Service
 - Maintenance of property
- Demonstrated service to community
 - Appropriate to locale
 - Environmental awareness
 - Community involvement



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BUILDERS, OWNERS, AND DEVELOPERS COMMUNITY AWARDS

Minimum Submission Requirements

Where appropriate, submission materials should be included in a standard three-ring binder, with the Company, Property name and Award Categories clearly identified on the cover. One copy is required.

Submissions from other Awards Programs will be accepted, as long as the following requirements are met. All entrants must submit the following information:

- Application;
- One page description of community;
- Timeline of the development or rehab of the community;
- Financial data, including operational budget showing performance against goals for a One-year time period and return on investment;
- Certificate of occupancy (most current);
- Site plans, grading plans, and complete amenity package with details;
- Photographs of interior living spaces, common areas, building exterior and landscaping;
- Samples of community marketing materials;
- Community must be a member of NAA in good standing.

Submission Recommendations

Submissions may include supporting information that will assist the judges in evaluating the community.

Such items might include:

- Market area survey;
- If renovation, before and after pictures;
- Comprehensive emergency plan;
- Resident surveys or testimonials;
- Occupancy and turnover ratio for market and property over a one year period (if appropriate)
- Information on other awards received;
- Virtual tours or website;
- Training of on-site personnel;
- Evidence of environmental awareness;
- Operating costs, maintenance schedules;
- Functional use of space, adherence to codes, special accessibility features;
- Positive effects of community on surrounding neighborhood;
- Appropriateness of community design to region;
- Community involvement by residents or management.

PARAGON Apartment Community of the Year Award

NAA is America's Leading Advocate for Quality Rental Housing, providing homes for over one-third of the nation. The Builders, Owners and Developers Community Awards recognize excellence in 12 unique apartment community styles, sizes and ages. Each PARAGON Community Award winner is automatically considered for the prestigious Apartment Community of the Year Award by virtue of winning an award in one of the 12 unique categories. Among the winning entries, judges will select One Community to receive the Apartment Community of the Year Award, representing The Best of The Best. The 2007 Apartment Community of the Year will be announced during the PARAGON Awards Ceremony on Saturday evening at the Mandalay Bay and Resort in Las Vegas on June 30, 2007.



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INDIVIDUAL ACHIEVEMENT AWARDS

Submissions*

- Use the NAA PARAGON Awards Application as a cover sheet for your submission. Please submit one copy of the complete submission.
- Submissions will also be accepted online at www.naaHQ.org.
- All PARAGON Award submissions in the Individual Achievement Awards categories should be limited to one type-written page of description per criteria. Each criteria should be listed on a separate sheet of paper, with the description following on the remainder of the page. All materials must be submitted on 8 1/2 x 11 inch paper.

***PARAGON Award winners are not eligible for consideration again for the same award for 5 years.**

CHRIS CHRISTENSON ASSOCIATION EXECUTIVE OF THE YEAR

All Chris Christenson Association Executive of the Year nominees must have served in the capacity of Association Executive for the entire 2006 calendar year.

Criteria

All Association Executive of the Year nominees will be judged using the following criteria, in addition to the information on the Association Executive of the Year Supplemental Data Form, provided to the nominee upon nomination:

- Affiliate president's recommendation (2 page maximum) which includes:
 - Association name, contact name, title, address, phone, fax and E-mail;
 - Summary of the nominee's accomplishments in the areas of finance and administration and human resources management; and
 - Nominee's performance with regard to association goals and objectives.
- Completed Association Executive of the Year Supplemental Data Form and related materials.

Please contact Valerie Hairston at (703) 518-6141 x138 or Valerie@naahq.org for the Supplemental Data Form.

NATIONAL SUPPLIERS COUNCIL (NSC) ACHIEVEMENT AWARD

Criteria

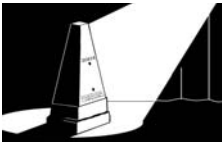
All NSC Achievement Award nominees will be judged using the following criteria:

- Nominee may not be a NSC executive officer;
- Nominee must have been active in the NSC and on NAA committees, councils and task forces for over two years and have attended at least two of the three NSC meetings in 2006;
- The nominee's company must have been a member in good standing of NAA, exhibited at the NAA Conference, advertised in *UNITS* magazine or other NAA publications, and sponsored NAA activities in 2006.

NSC members may nominate an individual by contacting Julie Stalknecht at (703) 518-6141 x125 or Julie@naahq.org.



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INDEPENDENT RENTAL OWNER AWARD

The Independent Rental Owner Award represents the National Apartment Association's commitment to the independent rental owner and its importance to the rental housing industry. Individuals for this award must be nominated by their local apartment association. If the independent rental owner member is a direct member of NAA, then the individual member can submit their entry directly to NAA.

***PARAGON Award winners are not eligible for consideration again for the same award for 5 years.**

Submissions

- Use the NAA PARAGON Awards Application as a cover sheet for your submission. Please submit one copy of the complete submission.
- Submissions will also be accepted online at www.naaHQ.org.
- All PARAGON Award submissions in the Individual Achievement Awards categories should be limited to one type-written page of description per criteria. Each criteria should be listed on a separate sheet of paper, with the description following on the remainder of the page. All materials must be submitted on 8 ½ x 11-inch paper.

Categories

- Properties Owned with Under 100 Units
- Properties Owned with 101-500 Units

Judging

Submissions will be judged on the basis of:

- Demonstrated ability to develop a profitable rental property business
 - Overall financial performance
- Demonstrated service to residents
 - Ongoing property maintenance
 - Preventative maintenance
 - Customer service
- Demonstrated service to local apartment association
 - Local association and committee involvement
- Demonstrated service to local community
 - Community involvement
- Nominee's Statement

Minimum Submission Requirements

- Application
- One page description of property(ies)
- Balance sheet or general ledger of annual financial statement for 2006.
- Documented record of occupancy of properties/units in the past year (2006).
- Outline summary of development/rehab and/or reposition along with maintenance of properties/units. Photos of properties before and after recommended.
- Letter from at least two residents (must have lived in property for more than one year) or involved third party regarding level of customer service performed.
- One page on local affiliate committee involvement.
- One page on local community involvement.
- Nominee's Statement – 1 page maximum, answer the following questions:
As an independent rental owner, what specific contributions do you feel you have made to your property and to your industry for which you should be recognized?
- Must be an NAA member in good standing.



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NAAEI DESIGNATE AWARDS

NAAEI DESIGNATE AWARDS

All NAAEI Designate Awards nominees must be designates in good standing, have held a NAAEI designation for at least one year, and have a minimum of two years of rental housing experience. Please provide one copy of the submission.

General Criteria for all Nominees

- **Local Association Recommendation** – 1 page maximum (10 points)
 - Association name, contact, title, address, phone, fax, e-mail
 - Summary of nominee's contributions to the association and industry
- **Supervisor Recommendation** – 1 page maximum (10 points)
 - Name, title, company, address, phone, fax, e-mail
 - Letter of recommendation describing why the nominee deserves the award
- **Supervisor's Comments** – 1 page maximum (10 points)
 - Defined by designations listed below
- **Nominee's Qualifying Experience** – 2 pages maximum (10 points)
 - List of professional designations and date received
 - Listing of industry work experience with current job listed first
 - Local, state and national apartment association involvement
 - Continuing or other education attended in the last 2 years
 - Civic or community activities in the last 2 years
- **Nominee's Statement** – 1 page maximum, answer the following question (10 points)
 - As a designate, what specific contributions do you feel you have made to your company and to your industry and for which you should be recognized?

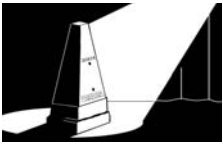
Specific Criteria by Designation

Supervisor's comments should be made about the designate's performance and his or her specific contributions to or display of expertise in at least the following areas

- **Certified Apartment Maintenance Technician (CAMT)**
 - Maintenance of the physical asset
 - Effective repair and maintenance expense controls
 - Customer service and resident retention
 - Teamship and the role of team player
- **Certified Apartment Manager (CAM)**
 - Effective supervision of the site team
 - Sound financial management of the property
 - Customer service and resident retention
 - Enhancement of the asset value
- **National Apartment Leasing Professional (NALP)**
 - Professional leasing and marketing practices
 - Accurate and timely office administration
 - Customer service and resident retention
 - Teamship and the role of a team player
- **Professional Designate of the Year** (*Note: This nominee must be employed at a middle management to executive level position, managing a portfolio of communities.*)
 - Achievement of portfolio financial goals
 - Team leadership and role modeling
 - Effective management and execution of multiple priorities and assignments
 - Development of industry personnel



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NAAEI DESIGNATE AWARDS

Submission Deadline

Nomination forms must be postmarked by Friday, May 4, 2007. Only those completed nominations received by then will be considered. The deadline cannot be extended.

Award Announcement

All nominations will be acknowledged in writing. Winners of each category will be notified no later than Friday, May 25, 2007.

Award Presentation

Designate award recipients will be announced and recognized during the Friday General Session during the Education Conference & Exposition on Friday, June 29, 2007 at the Mandalay Bay Resort & Convention Center.

Each designate winner will receive a complimentary registration, hotel and travel to the 2007 Education Conference and Trade Show and have his or her picture and story printed in "UNITS" magazine.

Nomination Criteria Checklist

The following information must be submitted in complete form as described in the Requirements Section for a nominee to be eligible for the Designate Award program selected:

- Nomination Cover Sheet
- Local Affiliate Recommendation
- Supervisor's Recommendation
- Supervisor's Comments
- Nominee's Qualifying Experience
- Nominee's Statement

Selecting a Nominee

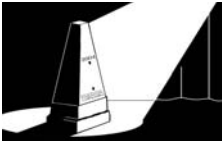
- Local associations with standing award programs should nominate their local winners by submitting their own nominating package as long as the criteria as described in the NAAEI Designate Award program is met. No new package need be created.
- If an affiliate does not have an award program or award winners are not designates, an affiliate may still nominate as many qualified candidates as they choose to endorse.
- Any qualified individual may submit an application for endorsement by their local association.
- Individuals nominated in previous years, who did not win a PARAGON award, may be nominated again.
- PARAGON Award winners are not eligible for consideration again for the same award for 5 years.

Nomination Procedure

- The local authorized affiliate representative should verify each nominee's qualifications, complete and sign the recommendation.
- The local authorized affiliate representative should verify that all elements of the nomination package are enclosed.
 - Nomination Cover Sheet
 - Local Affiliate Recommendation
 - Supervisor's Recommendation
 - Supervisor's Comments
 - Nominee's Qualifying Experience
 - Nominee's Statement
- The local affiliate is responsible for monitoring, following up, assembling and forwarding complete packages to NAAEI.



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NAAEI DESIGNATE AWARDS

Selection Committee

The Selection Committee consists of members of the NAA Nominating Committee, one NAA Regional Vice President from each of the 10 regions and the Immediate Past NAA Chairman of the Board.

Selection Process

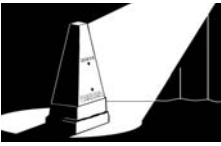
A standardized Evaluation Form is used to ensure that all criteria are met. Each Selection Committee member reviews the individual nomination packages and awards points based on the completeness and content of the responses. Up to 10 points are awarded for each of the following elements for a maximum of 50 total points.

- Affiliate's Recommendation
- Supervisor' Recommendation
- Supervisor's Comments
- Nominee's Qualifying Experience
- Nominee's Statement

Once each committee member has completed their individual review, a conference call is held to determine final winning scores. Numerical ties in any category each earn the PARAGON award.



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2007 PARAGON AWARDS APPLICATION

Award Category: _____

Affiliated Association Awards *(check appropriate box)*

- Communications Community Service Education
- Government Affairs Membership Development

Builders, Owners and Developers Awards *(check appropriate box)*

- | Building Style | Age | Size |
|---|------------------------------------|---|
| <input type="checkbox"/> Garden/Townhouse | <input type="checkbox"/> Pre 1979 | <input type="checkbox"/> 150 units or under |
| <input type="checkbox"/> Mid/High Rise | <input type="checkbox"/> 1980-1999 | <input type="checkbox"/> over 150 units |
| | <input type="checkbox"/> post 2000 | |

Individual Achievement *(check appropriate box)*

- Association Executive of the Year NSC Achievement Award
- Independent Rental Owner of the Year
 - 100 units or under 101-500 units

NAAEI Designate Awards *(check appropriate box)*

- Certified Apartment Maintenance Technician (CAMT)
- Certified Apartment Manager (CAM)
- National Apartment Leasing Professional (NALP)
- Professional Designate of the Year

Nominee's Name: _____

Company/Association: _____

Property (if applicable): _____

Property Contact: _____

Address: _____

City, State Zip: _____

Phone: _____ **Fax:** _____

E-mail: _____ **Website:** _____

Nominations must be received by
Friday, May 4, 2007
 Submit one copy of the nomination to:

NAA PARAGON AWARDS
4300 WILSON BLVD, SUITE 400
ARLINGTON, VA 22203
703/518-6141 phone 703/248-9440 fax

If you have questions regarding these awards, please contact the following:
AFFILIATED ASSOCIATION AWARDS contact Valerie Hairston 703/518-6141 x138 or valerie@naahq.org
BUILDERS, OWNERS & DEVELOPERS AWARDS contact Valerie Hairston 703/518-6141 x138 or valerie@naahq.org
NAAEI DESIGNATE AWARDS contact Devone Jones 703/518-6141 x115 or devone@naahq.org
INDEPENDENT RENTAL OWNER AWARDS contact Dave Edwards 703/518-6141 x 236 or davide@naahq.org



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