2023 Multifamily Executive Awards

Eligibility

Eligible submissions include projects that opened for occupancy between July 1, 2021, and Dec. 1, 2022, as well as activities and programs in progress during that time. Buildings that have opened only for pre-leasing are ineligible. Programs and initiatives must have begun during this time, but it is OK if they are ongoing. Entries are limited to projects in the U.S. and executives and initiatives from U.S. companies. Entries that have previously won an MFE Award may not be reentered.

Deadlines

Early Bird Deadline: April 5, 2023
Final Deadline: April 26, 2023

**Fees *No refunds will be issued***

Single entry: $150
Three or more entries: 30% discount on your total purchase
Late Fee (applies to entries registered after April 5, 2023): $75 per entry

Application Process

The MFE Awards are completely digital. You can register, complete the applicable entry forms, and upload images and floor plans by submitting everything through our three-step process. Please do not mail any materials to our offices.

1. *Registration*: Register each entry name and its category and pay the applicable entry fees. *You must pay your fee before you can upload additional materials.* You'll automatically be forwarded to step two to provide additional information. Please note: You will not be able to edit any information on your registration(s) after you've paid. **Any entries registered after April 5, 2023, will incur a $75 late fee.**

2. *Project Materials*: Fill out the required online submission forms and upload your entry materials as detailed in the PDF on the "Categories" tab of this website. You may also return to this website to add to or modify your entry at a later date before submitting it. (Note: This section is called "Submission Materials" on your application.)

3. *Submission*: Finalize and submit your entries. Once you finalize and submit an entry, you will not be able to edit it further. All submissions must be finalized by April 26, 2023.

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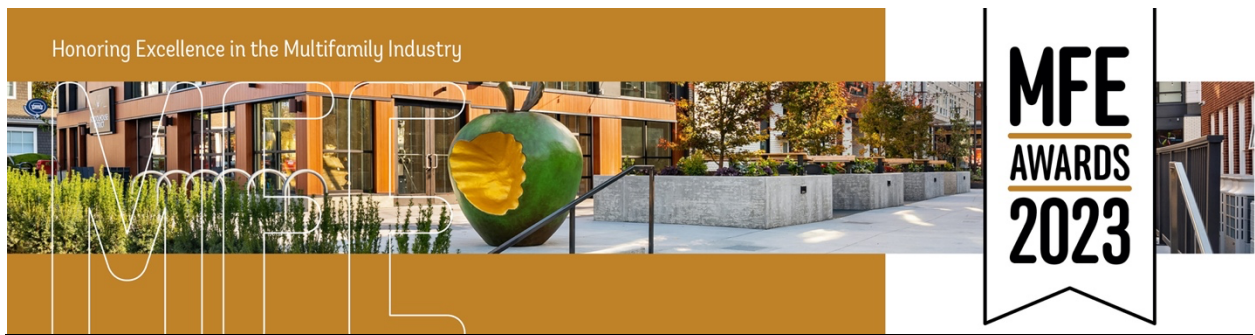
Rules and Regulations

Notification: Winners will be notified by the end of June.

Judges' Discretion: Entries can win either a Grand or Merit award in each category (except in Executive of the Year and Rising Star of the Year). Our judges reserve the right not to award either type of winner in any category.

Publishing Rights: All materials submitted to the Multifamily Executive Awards program become the property of Multifamily Executive. You must obtain written permission from your photographer(s) to release any images you submit for publication consideration. Multifamily Executive retains the right to consider all nonwinning entries for future publication. Keep a copy of all your entry materials.

Category Requirements Page Index

Executive of the Year

An Executive of the Year is someone with *no fewer than 10 years of experience* in the apartment industry and who has excelled at leading his/her company in the past 12 months. He/she can be recognized for taking the company to new heights, leading a particularly challenging deal, guiding the company through hard times, and more. The winning nomination will clearly state why this past year has been particularly important for this executive and how he/she conquered the obstacles in his/her path.

Information:
Executive's name, title, and company

Supporting Statements:
Provide a brief background statement on the company nominating the executive. (max. 200 words)
Provide a brief description of the executive nominated, including leadership style and personality. (max. 300 words)
Provide the significance of the individual's achievements in the past 12 months as it relates to the company he/she represents and to current industry conditions. (max. 300 words)
Describe the most significant challenges confronting this executive in the past 12 months and how he/she has faced them. (max. 300 words)

Materials:
Photographs: *All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height.*
- o 1 portrait of the executive
- o Up to 5 photographs of executive in action (at conferences or on the site) or of communities he/she oversaw (not required)

A letter of recommendation from a peer or advisor outside the company
A letter of recommendation from a C-suite executive or board member of the company
Most recent annual report (public firms only)

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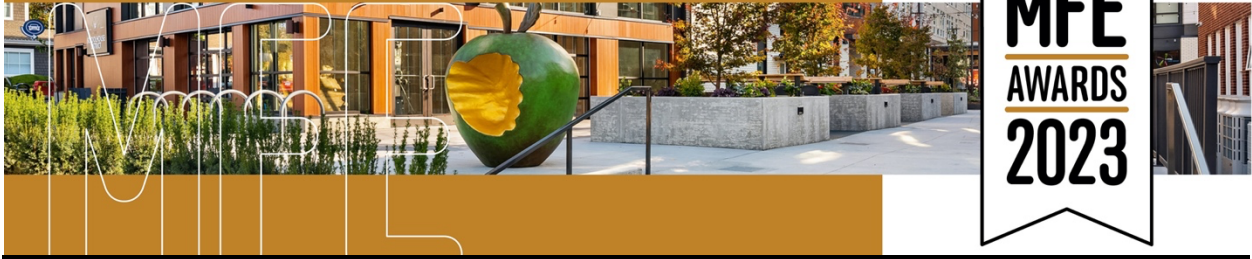
Rising Star of the Year

An MFE Rising Star is someone whose career has no end in sight. With *fewer than 10 years of experience*, these promising employees have proved themselves time and again as burgeoning leaders in their communities. This nomination should clearly express the growth of this employee in the past few years and his or her desire for growth in the apartment industry in the future.

Information:
Nominee's name, title, and company

Supporting Statements:
Provide a brief background statement on the company nominating the executive. (max. 200 words)

Provide a brief description of the person nominated, including leadership style and personality. (max. 300 words)

Provide a list of all the nominee's positions held in the multifamily industry and a list of roles in industry associations or organizations that demonstrates active participation in promoting or representing the multifamily industry. Please specify dates and duration of positions and roles. (max. 200 words)

Describe the three most significant achievements of the nominee, one of which must be a new program, system, or initiative that has had a material, quantifiable impact on the company's performance or reputation. (max. 400 words)

Describe the nominee's goals and ambitions for furthering his/her career in the multifamily industry. (max. 300 words)

Materials:
Photographs: *All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height.*
   o   1 portrait of the executive
   o   Up to 5 photographs of executive in action (at conferences or on the site) or of communities he/she oversaw (not required)
Letter of recommendation from CEO
Letter of recommendation from direct supervisor (if CEO is direct supervisor, then use an industry colleague outside the firm)

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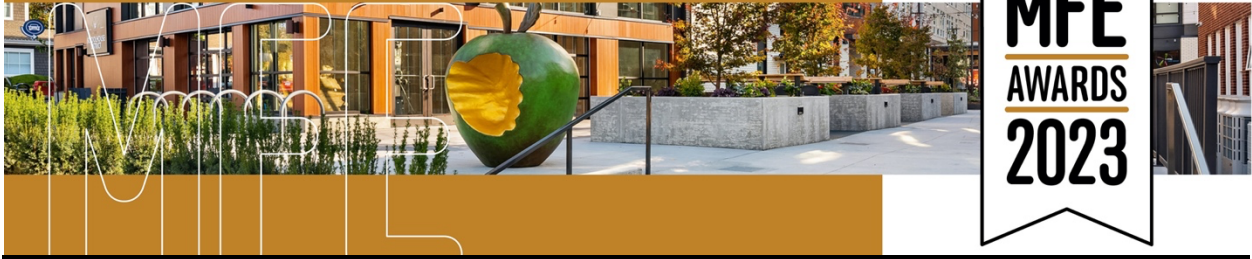
Community Service

Submissions in this category should focus on how companies are giving back to their communities, whether it's programs specific to individual communities or corporate initiatives. Successful programs must go beyond simply donating money. Nominations should express the impact on the community, as well as on the employees or corporate culture.

Information:
Title of program
Executive in charge of program (name, title, company)
Beginning date
End date (may be ongoing)

Supporting Statements:
Provide a brief background statement on the company nominating its program. (max. 200 words)
Describe the charity organization or the community service program with which your company was involved. (max. 300 words)
Explain how, specifically, your company participated, i.e. donations, employee involvement, etc. (max. 400 words)
Explain the benefits (employee morale, tax deductions, marketing, etc.) the program has brought the company. (max. 300 words)

Materials:
Photographs: *All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height.*
- 4-8 images that show the program highlights

Marketing and Advertising

Submissions should feature new campaigns for the company or for individual communities. Successful submissions will demonstrate how the campaign grabbed residents' attention and contributed to the branding of the community, as well as express how the campaign affected the company's reputation, community's lease-up, and revenue generation.

Information:
Executive in charge of program (name, title, company)
Campaign name
Campaign start date
Campaign end date (may be ongoing)

Supporting Statements:
Provide a brief background statement on the company nominating its campaign. (max. 200 words)
State the target audience for the campaign and how the campaign effectively reached that segment. (max. 300 words)
Describe the campaign in detail, including all promotional items, collateral, or media (e.g., social outlets, websites, SEM, radio, etc.), and an overall estimated cost. Include the ROI for the entire campaign. (max. 400 words)
List who was involved in creating the campaign, describing all parties' roles. If a third-party firm was involved, describe their participation and provide a name and phone number of a primary contact. (max. 300 words)
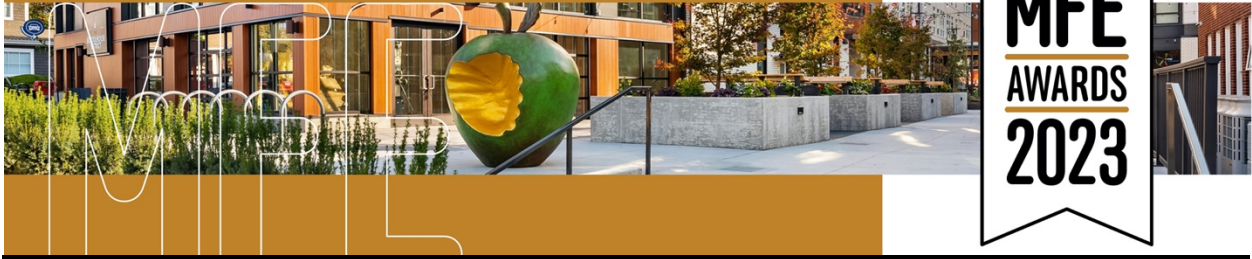Explain how the campaign benefited lease-up. Please provide specific metrics. (max. 200 words)

Materials:
Photographs: *All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height.*
   o 2 images of the property or company being promoted in the campaign
5-12 samples of the advertising and promotional program being submitted, including video, websites, images of logos, and PDFs of print ads and/or flyers.

Best Amenity

The amenities package can be a differentiator in the competitive multifamily landscape. Submissions for this category will represent bold thinking in amenities, meeting residents' wants and adding value to the community.

Information:
Project name
Project location
Executive in charge of project (name, title, company)
Developer (name, contact, email)
Architect (name, contact, email)
Builder
Project completion date
Estimated total cost (we will withhold from publication)

Supporting Statements:
Provide a brief background statement on the company nominating the amenity. (max. 200 words)
Provide a brief summary of the project. (max. 300 words)
Describe the amenity. (max. 300 words)
Explain how the amenity meet residents' wants or needs. (max. 300 words)
Identify any unusual constraints or opportunities and describe how they were handled. (max. 300 words)
Provide information on whether the amenity has additional revenue streams. (max. 100 words)
Note whether the amenity was completed through a renovation.
> If so, provide information on the previous amenity and how this upgrade adds value to the property (max. 300 words). NOTE: renovation includes projects where a former space of the building was renovated to create a new amenity that was not there before.

Materials:
Photographs: *All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height.*
- 1-5 images of the amenity (if it is a renovated amenity—regardless of whether the amenity itself was renovated or a former section of the building was renovated to create the amenity—provide a "before" image of the former space)

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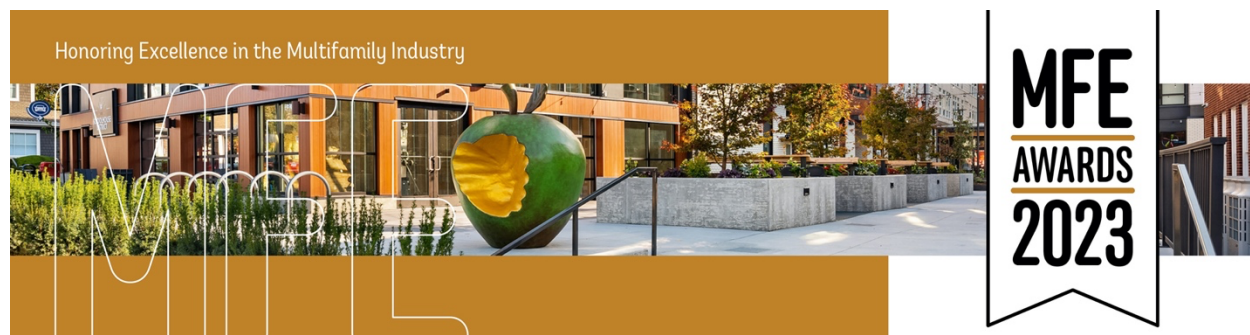
NEW! Best Use of Proptech

The multifamily industry is relying even more on technology solutions to better serve their residents as well as their bottom lines. Submissions in this category should focus on specific technology solutions that have been a game-changer for multifamily owners, developers, and managers—whether solving a pain point, boosting NOI, or enhancing the resident experience—during the eligible timeframe of July 1, 2021, to Dec. 1, 2022. A panel will select the technology finalists, who then will be asked to pitch the solutions at the MFE Conference, Sept. 26 to 28, in Dallas. The audience will then select the winner(s).

Information:
Title of program
Executive in charge of program (name, title, company)
Beginning date
End date (may be ongoing)

Supporting Statements:
Provide a brief background statement on the company nominating the proptech solution. (max. 200 words)
Describe the technology and the solution it's providing. (max. 300 words)
Explain how and why the company got involved in implementing this technology, including the associated costs. (max. 400 words)
Explain how the company, employees, and residents have benefited from this technology. (max. 300 words)

Materials:
Photographs: *All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height.*
   o   4-8 images or screenshots that provide a view into the technology.
Video:
   o   Send us a brief video pitch touting the proptech solution; URL is preferred.
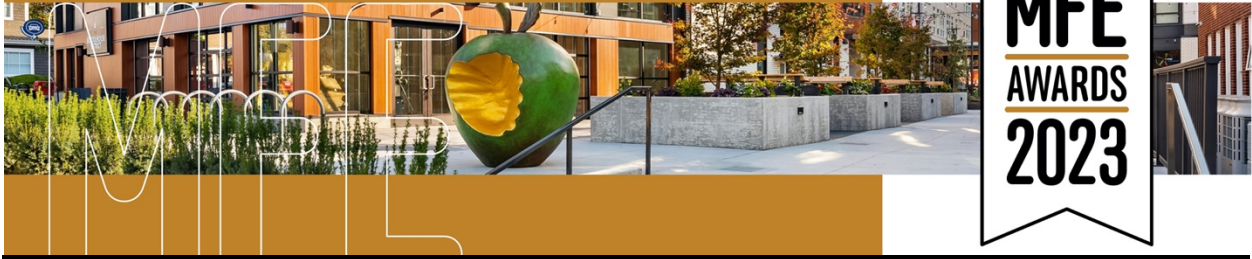
Project of the Year: High-Rise (13+ Stories); Mid-Rise (5 to 12 Stories); Garden-Style Walk-Up (1 to 4 Stories); Senior; Student

Information:
Project name
Project location
Developer (name, contact, email)
Architect (name, contact, email)
Builder
Open for occupancy date
Project completion date
Total number of units in project
Range of units (unit types)
Range of unit sizes (in square feet)
Sales price or rental rate of unit
Number of units sold/leased as of today's date
Total development cost (withheld from publication)
Green certifications (not required)

Supporting Statements:
Provide a brief background on the company nominating the project. (max. 200 words)
Provide a brief summary of the project. (max. 300 words)
Explain why the project deserves this award in terms of architecture, including curb appeal, floor plan and site plan efficiency, creative use of building materials, and interior and exterior design quality. (max. 400 words)
Discuss the specific needs of the target market(s) and how those needs were addressed in terms of the units, common areas, marketing, and services. (max. 300 words)

Project of the Year: High-Rise (13+ Stories); Mid-Rise (5-12 Stories); etc. (cont'd)

Identify any unusual constraints or opportunities and describe how they were handled. (max. 300 words)

Explain your involvement with government and/or community officials to bring the property to fruition. (max. 300 words)

Identify any green features of the project or sustainable practices used in the building process, including any green certifications obtained. (max. 300 words)

Describe the amenities package of this project (max 200 words)

Discuss the financing used for this project. (Entrants who do not include this information will be disqualified. **We will withhold this information from publication.**)

> *Note*: We are looking for the various types of financing (i.e., construction loan, perm loan, housing tax credits, etc.), not sources (e.g., Bank of America), along with an overall estimated project cost, to help determine cost efficiency. (max. 200 words)
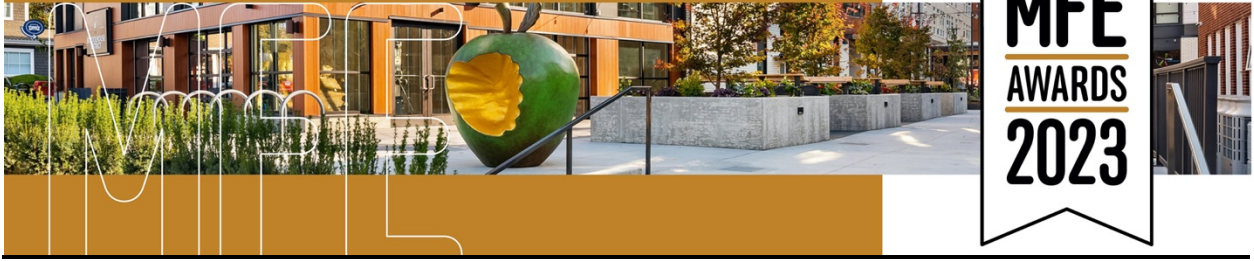
Materials:

Photographs: *All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height.*

- o 6-15 images of the project, such as landscaped exteriors, furnished interiors, and, if possible, an aerial view showing how the project fits into the greater neighborhood. If an aerial photo is not available, please provide a satellite image via Google.

PDF of all community and unit floor plans

PDF of site plans

Project of the Year: Affordable (100%); Mixed-Income (15% or more units affordable)

Information:
Project name
Project location
Developer (name, contact, email)
Architect (name, contact, email)
Builder
Open for occupancy date
Project completion date
Total number of units in project
Range of units (unit types)
Range of unit sizes (in square feet)
Sales price or rental rate of unit
Breakdown of units by percent of AMI served
Number of units sold/leased as of today's date
Total development cost (withheld from publication)
Green certifications (not required)

Questions:
Provide a brief background on the company nominating its project. (max. 200 words)
Provide a brief summary of the project. (max. 300 words)
Explain why the project deserves this award in terms of architecture, including curb appeal, floor plan and site plan efficiency, creative use of building materials, and interior and exterior design quality. (Mixed-Income category entrants must provide a breakdown of units by income restriction.) (max. 400 words)

Project of the Year: Affordable (100%); Mixed-Income (15% or more units affordable)

Discuss the specific needs of the target market(s) and how those needs were addressed in terms of the units, common areas, marketing, and services. (max. 300 words)

Identify any unusual constraints or opportunities and describe how they were handled. (max. 300 words)

Explain your involvement with government and/or community officials to bring the property to fruition. (max. 300 words)

Identify any green features of the project or sustainable practices used in the building process, including any green certifications obtained. (max. 300 words)

Describe the amenities package of this project. (max. 200 words)

Discuss the financing used for this project. (Entrants who do not include this information will be disqualified. **We will withhold this information from publication.**)
Note: We are looking for the various types of financing (i.e., construction loan, perm loan, housing tax credits, etc.), not sources (e.g., Bank of America), along with an overall estimated project cost, to help determine cost efficiency. (max. 200 words)

Materials:

Photographs: *All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height.*
   o 6-15 images of the project, such as landscaped exteriors, furnished interiors, and, if possible, an aerial view showing how the project fits into the greater neighborhood. If an aerial photo is not available, please provide a satellite image via Google.

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PDF of site plans

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Project of the Year: Adaptive Reuse and Apartment Renovation

Information:
Project name
Project location
Developer (name, contact, email)
Architect (name, contact, email)
Builder
Open for occupancy date
Project completion date
Total number of units in project
Range of units (unit types)
Range of unit sizes (in square feet)
Monthly rent before renovation
Monthly rent after renovation
Number of units sold/leased as of today's date
Total development cost (withheld from publication)
Green certifications (not required)

Questions:
Provide a brief background on the company nominating the project. (max. 200 words)
Provide a brief summary of the project. (max. 300 words)
Explain why the project deserves this award in terms of architecture, including curb appeal, floor
     plan and site plan efficiency, creative use of building materials, and interior and exterior
     design quality. (max. 400 words)
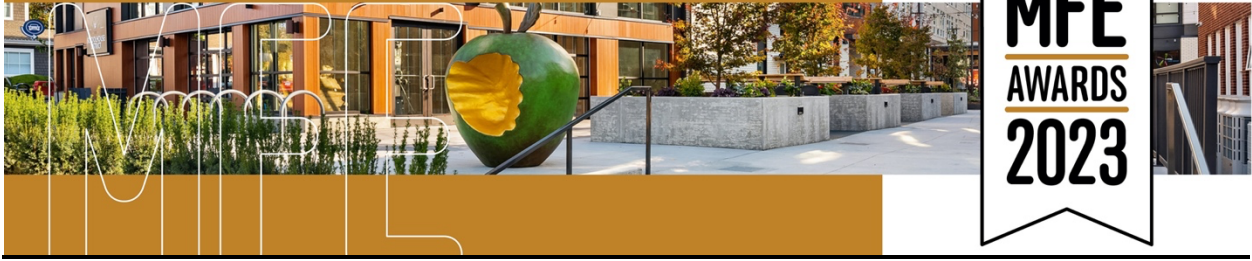
Project of the Year: Adaptive Reuse and Apartment Renovation (cont'd)

Describe the scope of work involved, including the use of creativity; any historical sensitivity in the renovation or adaptive reuse; and any innovations in land planning to ensure the compatibility with surrounding developments. (max. 300 words)

Discuss the specific needs of the target market(s) and how those needs were addressed in terms of the units, common areas, marketing, and services. (max. 300 words)

Identify any unusual constraints or opportunities, and describe how they were handled. (max. 300 words)

Explain your involvement with government and/or community officials to bring the property to fruition. (max. 300 words)

Identify any green features of the project or sustainable practices used in the building process, including any green certifications obtained. (max. 300 words)

Describe the amenities package of this project. (max. 200 words)

Discuss the financing used for this project. (Entrants who do not include this information will be disqualified. **We will withhold this information from publication**.)

> _**Note**_: We are looking for the various types of financing (i.e., construction loan, perm loan, housing tax credits, etc.), not sources (e.g., Bank of America), along with an overall estimated project cost, to help determine cost efficiency. (max. 200 words)

Materials:

Photographs: _All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height._

- 8-15 images of the project, such as landscaped exteriors, furnished interiors, and, if possible, an aerial view showing how the project fits into the greater neighborhood. If an aerial photo is not available, please provide a satellite image via Google. Label your photographs as "before" and "after," and include shots of common areas, units, and/or exteriors.
- _Note: do not upload side-by-side comparison shots of "before" and "after" photos. Please upload them separately, indicating the "before" shot and "after" shot in the title of the file and in the caption section included on the form._

PDF of all community and unit floor plans

PDF of site plans
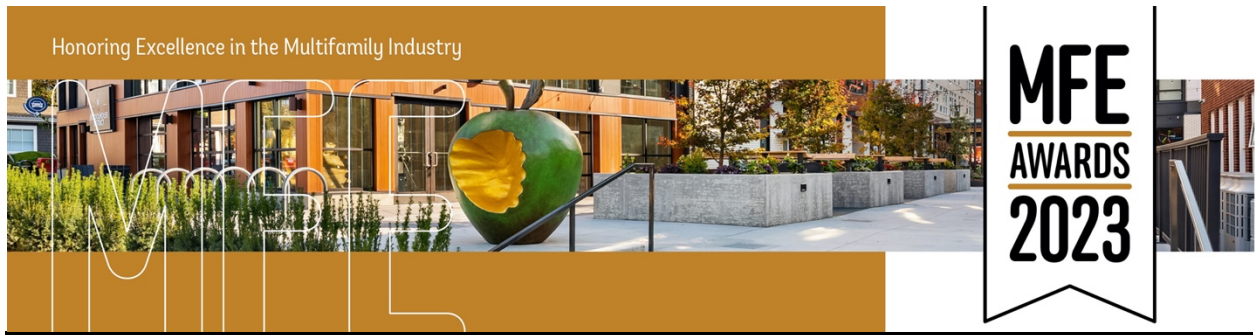
Project of the Year: Mixed-Use

As walkability and the "live-work-play" lifestyle become increasingly important to renters, the number of mixed-use projects has increased. These projects have greater challenges than stand-alone multifamily buildings, especially in urban areas. Submissions in this category will represent creative uses of retail space, and exemplify ways developers can overcome the financial and design challenges that occur when constructing a mixed-use project.

Information:
Project name
Project location
Developer (name, contact, email)
Architect (name, contact, email)
Builder
Open for occupancy date
Project completion date
Total number of units in project
Range of units (unit types)
Range of unit sizes (in square feet)
Sales price or rental rate of unit
Number of units sold/leased as of today's date
Total development cost (withheld from publication)
Green certifications (not required)
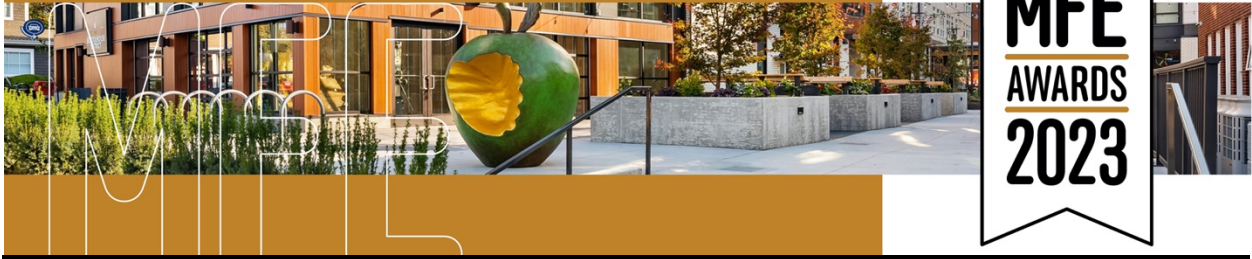
Project of the Year: Mixed-Use (cont'd)

<u>Supporting Statements</u>:

Provide a brief background on the company nominating the project. (max. 200 words)

Provide a brief summary of the project. (max. 300 words)

Explain why the project deserves this award in terms of architecture, including curb appeal, floor plan and site plan efficiency, creative use of building materials, and interior and exterior design quality. (max. 400 words)

Discuss the specific needs of the target market(s) and how those needs were addressed in terms of the project's units, common areas, retail spaces, marketing, and services. (max. 300 words)

Discuss the mixed-use aspect of this project, providing information about the retail and other spaces included, and what those contribute to the community as a whole. (max. 300 words)

Identify any unusual constraints or opportunities and describe how they were handled. (max. 300 words)

Explain your involvement with government and/or community officials to bring the property to fruition. (max. 300 words)

Describe the amenities package of this project. (max 200 words)

Discuss the financing used for this project. (Entrants <u>who do not include this information will be disqualified</u>. **We will withhold this information from publication.**)

> *<u>Note</u>*: We are looking for the various types of financing (i.e., construction loan, perm loan, housing tax credits, etc.), not sources (e.g., Bank of America), along with an overall estimated project cost, to help determine cost efficiency. (max. 200 words)

<u>Materials</u>:

Photographs: *All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height.*

- 6-15 images of the project, such as landscaped exteriors, furnished interiors, ground floor retail spaces and, if possible, an aerial view showing how the project fits into the greater neighborhood. If an aerial photo is not available, please provide a satellite image via Google.

PDF of all community and unit floor plans

PDF of site plans