



Dear FRPO Members,

We are pleased to provide the 2020 MAC Awards submission requirements. Several changes have been implemented over the last several years, please review the requirements carefully before submitting your nominations. If you have any questions, please contact Lynzi Michal at lmichal@frpo.org or 416.385.1100 extension 22.

2020 Eligibility & Entry Requirements

We no longer accept PDF submissions. All submissions must be completed directly through the online portal in the provided form fields specific to each award category. More information is provided below about this process. In addition, each organization will be limited to a maximum of two submissions per category. In light of the COVID-19 health crisis, we have reduced the number of award categories for 2020. The MAC Awards are currently scheduled for December 3rd and will be provided in a virtual format should an in-person event not be permitted. More information will be provided to members as this situation evolves.

The online submission portal will open no later than September 15th and members will be notified by email. All submissions must be received by **Thursday, October 1st at 12pm noon**. Late submissions will not be accepted.

The FRPO MAC Awards are open to organizations of all sizes. The judging panels will narrow the field to three finalists with the winner being announced at the Awards Gala being held on December 3rd. Finalists will be notified ahead of time. All nominations must be FRPO members in good standing. Any nominated buildings must be managed or owned by your organization at the time of submission. FRPO reserves the right to cancel any categories with an insufficient number of entries.

In order to streamline the length of submissions, each required answer has a maximum word count, please refer to individual questions for limits. You are not required to use the maximum word count. If your answer exceeds the maximum word count, you will not be able to upload your submission. We suggest creating your submissions in a document that you can easily copy and paste your answers into the provided form fields. All application questions should be answered clearly, concisely and with enough detail to adequately define your nomination. Extremely long or extremely short submissions are always more difficult to judge.

Hyperlinks are not permitted unless otherwise noted (eg. website address). Judges will disregard any hyperlinks that are included in any other fields. You will be able to upload your supplemental photo files in the order you wish the judges to view them. It is very important that each photo is clearly labeled for the judges. In addition, you must include high resolution versions of your company logo with each award category that you apply for.

High-quality, well shot photographs are encouraged. Poor quality photos may hinder your submission. You may even consider adding text to your photos to assist the judging panel in assessing your application. The photos and logos that you submit must be high resolution to display on large screens at the Awards Gala. Please refer to file limits noted on the submission portal page.

Finally, please keep in mind that the company name that you list on your application, is what will be displayed at the Gala should you be a finalist or winner.

Good luck to all nominees.

Advertising Excellence – Social Media



This award recognizes a property management organization that has demonstrated excellence through use of social media to create a genuine connection with their customers. This includes various social media platforms used to engage existing residents and prospective renters. This award will be given to those who deliver informative, engaging and useful content and have integrated social media as part of their marketing and communications strategy. Submissions should have an emphasis on activities from Oct 1st, 2019 – Sept 30th, 2020. Our judging panel will review your social media platforms as part of their assessment.

Nomination Deadline: Thursday, October 1st, 12:00pm

Please review the 'Eligibility and Entry Requirements' prior to submitting your nomination.

The following questions must be answered in your submission. Winners and nominees will be determined based on this information.

1. Company Name:
2. Contact Person
3. Phone Number:
4. Email Address:
5. Number of Units in your portfolio:
6. Please describe your overall social media strategy: (250 words max)
7. What is your 'brand personality' and how do you use this to effectively engage with your customers? (250 words max)
8. Which social media platforms are you currently using? Briefly describe your content strategy for each: (500 words max)
9. Please provide a specific example of how you used content strategy and creation to successfully achieve your marketing goals: (250 words max)
10. Please describe how you used social media as a crisis management and communication tool during the COVID-19 pandemic: (250 words max)
11. How does your social media strategy stand out from others in the rental housing industry? (250 words max)
12. Please provide the hyperlinks to your social media channels/sites for the judging panel in the fields provided: (10 max)

REQUIRED SUPPLEMENTAL FILES :

Please include at least 8 high resolutions photos/images from your social media profiles relevant to your submission. In addition, we require high resolution versions of your company logo .jpg and .eps format.

Advertising Excellence – Single Campaign



This award recognizes a housing provider that has demonstrated clarity, innovation and excellence in a single rental housing advertising campaign. Entries will be judged on overall concept, creativity, layout, copy or script, platforms used, results and execution. Campaigns must have occurred between October 1st, 2019 – September 30th, 2020

Nomination Deadline: Thursday, October 1st, 12:00pm

Please review the 'Eligibility and Entry Requirements' prior to submitting your nomination.

The following questions must be answered in your submission. Winners and nominees will be determined based on this information.

1. Company Name:
2. Contact Person:
3. Phone Number:
4. Email Address:
5. Campaign Name:
6. Target market for this specific campaign: (100 words max)
7. Number of units in your portfolio:
8. Please describe your marketing strategy for this campaign: (250 words max)
9. What platforms did you use for this campaign and why? (500 words max)
10. How long did this campaign run for and what was the budget? (250 words max)
11. What was your ROI and how did you benchmark the effectiveness of this campaign? (250 words max)
12. Please describe in further detail the results of this campaign and positive impact on your business: (500 words max)
13. Please provide hyperlinks in the fields provided related to your campaign (if applicable) eg. video content, website, etc (max 8 links)

REQUIRED SUPPLEMENTAL FILES

Please include a minimum of 8 clearly labeled electronic versions of your campaign and related photos in your supplemental file uploads. Your supplemental files should provide a clear picture to the judges of your campaign. All submissions must also include high-resolution versions of your logo in both .jpg and .eps formats.

Best Property Management Website



This award recognizes a residential rental company that has demonstrated excellence in creativity, design, content structure, use of graphics, ease of navigation, interactivity and overall utilization of the medium. This award will be given to a property management company for an overall effective property management website from a resident and/or prospective resident viewpoint. Nominations may be submitted for a corporate website or single property website. Our judges will navigate your website as part of their assessment

Nomination Deadline: Thursday, October 1st, 12:00pm

Please review the 'Eligibility and Entry Requirements' prior to submitting your nomination.

The following questions must be answered in your submission. Winners and nominees will be determined based on this information. In addition, judges will navigate your website.

1. Company Name:
2. Contact Person:
3. Phone Number:
4. Email Address:
5. Website Address:
6. Number of units in your portfolio:
7. What is the overall vision or theme of the website? (250 words max)
8. Please describe any improvements to your website in the last year. If this is a new website, please describe the improvements that have been made over the previous site: (250 words max)
9. Please provide an overview of the interactive features designed to engage the user: (250 words max)
10. Please describe the structure, navigation and overall functionality of the website: (250 words max)
11. Please describe the measurement tools in place and the overall success of this site (i.e. analytics, traffic, stats, utilization of specific features): (500 words max)
12. How does your website stand out from others in the rental housing industry? (250 words max)

REQUIRED SUPPLEMENTAL FILES:

All submissions must include high-resolution versions of your company logo in both .jpg and .eps formats.

Rental Development of the Year



This award recognizes a housing provider that has achieved excellence in the development of a new rental housing project. This award will be judged on the overall creativity and suite design, curb appeal, amenities, and efficient use of space and functionality of the floor plan. The project must have been completed between November 2018 and September 2020. Buildings must be classified as traditional purpose-built rental and excludes nursing homes and retirement residences.

Nomination Deadline: Thursday, October 1st, 12:00pm

Please review the 'Eligibility and Entry Requirements' prior to submitting your nomination.

The following questions must be answered in your submission. Winners and nominees will be determined based on this information.

1. Company name:
2. Contact person:
3. Phone number:
4. Email address:
5. Building address:
6. Number of units in building:
7. Average monthly rent by unit type: (100 words max)
8. Please describe the neighbourhood and why you chose to develop in this area? (250 words max)
9. What time period was the development completed in? (100 words max)
10. What are the best features of your development? (500 words max)
11. Please describe this building's energy and water conservation, waste management, net zero/positive or other sustainable initiatives. (350 words max)
12. What makes this development stand out from others in the area? (250 words max)
13. What obstacles did your organization encounter during development and how did you overcome them? (500 words max)
14. Please describe your lease up strategy: (250 words max)
15. What are you most proud of? (250 words max)

REQUIRED SUPPLEMENTAL FILES:

Please include photos of various suite types, floor plans, common areas, outdoor grounds, lobby, rental office, amenities and any other noteworthy aspects of the rental development. Your photos must be clearly labeled and provide the judging panel a thorough representation of your development. In addition, please include high-resolution versions of your company logo in both .jpg and .eps formats

Environmental Excellence



This award recognizes a rental housing provider who has demonstrated excellence in environmental stewardship and a commitment to greener rental communities. This includes excellence in the areas of energy and water conservation, waste management, net zero/ positive developments or other sustainable initiatives. Nominations may be submitted on a portfolio basis or as a single property. Submissions should focus on activities and projects from October 2018 to September 2020 and must provide firm data which measures outcomes. If the initiative relates to a new development or new investment, it should provide substantiation as to how this new building or investment excels when compared to standard new projects. Please be specific in providing time frames around projects/initiatives. The items highlighted should demonstrate a willingness to lead in environmental management and practices. Your submission should provide the judges with a clear sense of your organization's overall environmental strategy.

Nomination Deadline: Thursday, October 1st, 12:00pm

Please review the 'Eligibility and Entry Requirements' prior to submitting your nomination.

The following must be included in your submission. Winners and nominees will be determined based on this information.

1. Company Name:
2. Contact Person:
3. Phone Number:
4. Email Address:
5. Location of Project (if applicable):
6. What is your company's environmental mission statement? How is this integrated into your operations to successfully achieve environmentally conscious outcomes? (500 words max)
7. Please outline the environmental management practices your organization uses to achieve efficiencies and conservation in each: water, electricity, waste and gas. This must include evidence such as year over year results, before/after implementation or other relevant metrics that demonstrate your commitment to a reduction in environmental footprint. (1000 words max)
8. Please list any other notable or innovative programs, capital investments or management practices that have been implemented in the last 12 months to successfully increase conservation and sustainability: (500 words max)
9. How does your organization monitor and audit your environmental impact? (500 words max)
10. Please describe your resident outreach strategy and programs related to sustainability and their positive impacts: (500 words max)
11. How does your organization excel in your environmental efforts compared to the average rental housing provider? (250 words max)

REQUIRED SUPPLEMENTAL FILES

Please include at least 8 high-resolution photos/images related to your submission as well as your company logo in both .jpg and .eps format. These may be graphs, photos, infographics, etc that are relevant to your submission.

Resident Manager or Managers of the Year



This award recognizes an employee or team, nominated by their employer, who has demonstrated excellence and professionalism in on-site building management. Consideration will be given to the property management challenges faced by the employee as well as work accomplishments in the past year and the overall standard of service provided. Extra weight will be given for the effective management of on-site daily activities, building and maintaining positive relationships with residents, providing a clean and organized environment in which residents can call home.

Nomination Deadline: Thursday, October 1st, 12:00pm

Please review the 'Eligibility and Entry Requirements' prior to submitting your nomination.

The following questions must be answered in your submission. Winners and nominees will be determined based on this information.

1. Company Name:
2. Contact Person:
3. Phone Number:
4. Email Address:
5. Nominee Name:
6. How long has the nominee been involved in the rental housing industry? (100 words max)
7. Why is this nominee worthy of this award? (250 words max)
8. What is the resident profile of this community? (100 words max)
9. What noteworthy challenges did this nominee face in the last year? (250 words max)
10. Please describe the nominee's accomplishments in the last year: (250 words max)
11. What makes this employee stand out from others? (250 words max)

REQUIRED SUPPLEMENTAL FILES:

Please include at least 6 high-resolution photos of the nominee in their work settings. These will be used at the Awards Gala should this nominee be named a finalist. All submissions must also include high resolution versions of your company logo in both .jpg and .eps formats.

Leasing Professional of the Year



This award recognizes an individual employee nominated by their employer that has done an outstanding job in leasing, tenant screening and revenue management in the past year. Entries will be based on the agent's closing ratio, volume of tenants screened, tenant turnover, vacancy rates within the building(s) and overall professionalism of the leasing agent.

Nomination Deadline: Thursday, October 1st, 12:00pm

Please review the 'Eligibility and Entry Requirements' prior to submitting your nomination.

The following questions must be answered in your submission. Winners and nominees will be determined based on this information.

1. Company Name:
2. Contact Person:
3. Phone Number:
4. Email Address:
5. Nominee Name:
6. How long has the nominee been involved in the rental housing industry? (100 words max)
7. Why is this nominee worthy of this award? (250 words max)
8. Please describe this leasing professional's portfolio: (unit count, do they look after one building, several, etc) (100 words max)
9. Over the past year, what has their average vacancy rate been? (100 words max)
10. How many prospects has the nominee screened in the past year? (100 words max)
11. What is the agent's closing ratio? (visitors seen: leases signed) (100 words max)
12. What is the average rent by unit types in the nominee's building or portfolio? (100 words max)
13. What was the nominee's average rental revenue increase per unit as a percentage over the last 12 months? (100 words max)
14. Please describe the local market and any factors affecting rental rents? (250 words max)
15. Describe any leasing obstacles and how the nominee has faced these challenges: (250 words max)
16. Within the past year, what has the average tenant turnover rate been and factors relating to turnover? (250 words max)
17. Please describe any other activities the nominee has been involved with that have contributed to their success as a leasing professional: (250 words max)

REQUIRED SUPPLEMENTAL FILES

Please include at least 6 high-resolution photos of the nominee in their work setting. These will be used at the Awards Gala should this nominee be named a finalist. All submissions must also include high-resolution versions of your company logo in both .jpg and .eps formats.

Property Manager of the Year



This award recognizes an individual employee nominated by their employer that has demonstrated excellence and professionalism in property management. This person has successfully managed their portfolio, staff, capital projects and budgets while ensuring a high level of customer service and resident satisfaction over the past year.

Nomination Deadline: Thursday, October 1st, 12:00pm

Please review the 'Eligibility and Entry Requirements' prior to submitting your nomination.

The following questions must be answered in your submission. Winners and nominees will be determined based on this information.

1. Company Name:
2. Contact Person:
3. Phone Number:
4. Email Address:
5. Nominee Name:
6. How long has the nominee been involved in the rental housing industry? (100 words max)
7. Please describe this nominee's portfolio: (number of units, buildings, locations, etc) (100 words max)
8. Why is this nominee worthy of this award? (250 words max)
9. Please describe any specific challenges has this nominee faced in the last year? (250 words max)
10. Please describe the nominee's notable accomplishments in the last year? (250 words max)
11. Describe how this nominee has shown strong management, budgeting, asset management and leadership skills: (250 words max)
12. Please describe any other activities the nominee has been involved with that have contributed to their success as a property manager: (250 words max)

REQUIRED SUPPLEMENTAL FILES:

Please include at least 6 high-resolution photos of the nominee in their work setting. These will be used at the Awards Gala should this nominee be named a finalist. All submissions must also include high resolution versions of your company logo in both .jpg and .eps formats.

Community Service Award of Excellence

Rental Housing Provider



This award recognizes a company that has gone above and beyond to give back to the communities they operate in. This company is involved in their community through volunteer activities, charitable contributions and other service projects or events. Nominees will be judged on their overall contribution (funds raised, people helped, volunteerism, etc.) to their community service project and/or initiatives, as well as the positive impact (both short-term and long-term) that their efforts have made. Special consideration will be given to projects based in Ontario. Please note that this award focuses on your activities in the community at large as an organization.

Nomination Deadline: Thursday, October 1st, 12:00pm

Please review the 'Eligibility and Entry Requirements' prior to submitting your nomination.

The following questions must be answered in your submission. Winners and nominees will be determined based on this information.

1. Company Name:
2. Contact Person:
3. Phone Number:
4. Email Address:
5. Number of Units in Ontario:
6. What is your community service vision or mission statement? (100 words max)
7. Please describe how you integrate community service into your company culture? (250 words max)
8. Please provide a profile of activities (fundraiser, volunteer days, charitable organization, etc): (250 words max)
9. Please provide specific examples of your organization working closely within the community and describe how this has made a positive social impact: (250 words max)
10. Please describe any new initiatives or activities that your organization has undertaken or participated in from October 2019 until September 2020: (500 words max)
11. Please describe how your community service strategies make your organization unique from others in the industry: (500 words max)

REQUIRED SUPPLEMENTAL FILES:

Please include a minimum of 8 high resolution photos related to your community service work and as well as your company's high-resolution logo in .jpg and .eps formats.

Community Service Award of Excellence

Supplier Members



This award recognizes a company that has gone above and beyond to give back to the communities they operate in. This company is involved in their community through volunteer activities, charitable contributions and other service projects or events. Nominees will be judged on their overall contribution (funds raised, people helped, volunteerism, etc.) to their community service project and/or initiatives, as well as the positive impact (both short-term and long-term) that their efforts have made. Special consideration will be given to projects based in Ontario. Please note that this award focuses on your activities in the community at large as an organization.

Nomination Deadline: Thursday, October 1st, 12:00pm

Please review the 'Eligibility and Entry Requirements' prior to submitting your nomination.

The following questions must be answered in your submission. Winners and nominees will be determined based on this information.

1. Company Name:
2. Contact Person:
3. Phone Number:
4. Email Address:
5. What is your community service vision or mission statement? (100 words max)
6. Please describe how you integrate community service into your company culture? (250 words max)
7. Please provide a profile of activities (fundraiser, volunteer days, charitable organization, etc): (250 words max)
8. Please provide specific examples of your organization working closely within the community and describe how this has made a positive social impact: (250 words max)
9. Please describe any new initiatives or activities that your organization has undertaken or participated in from October 2019 until September 2020: (500 words max)
10. Please describe how your community service initiatives make your organization unique from others in the industry: (500 words max)

REQUIRED SUPPLEMENTAL FILES:

Please include a minimum of 8 high resolution photos related to your community service work and as well as your company's high-resolution logo in .jpg and .eps formats.

Customer Service Award of Excellence



This award recognizes a residential rental company who has delivered outstanding customer service to its residents. Organizations will be judged on their commitment to high standards of resident care in their teams and organization. Our panel of judges will take into consideration your activities, initiatives and programs that involve residents and show a willingness to go above and beyond 'just housing' or the status quo. This award can be applied for as a single community or as a company-wide initiative.

Nomination Deadline: Thursday, October 1st, 12:00pm

Please review the 'Eligibility and Entry Requirements' prior to submitting your nomination.

The following questions must be answered in your submission. Winners and nominees will be determined based on this information.

1. Company Name:
2. Contact Person:
3. Phone Number:
4. Email Address:
5. Number of units in portfolio:
6. Describe your resident profile (Students, seniors, families, etc): (100 words max)
7. What is your customer service vision or mission statement? (250 words max)
8. What communication/management tools, training or processes are used to maintain a high level of customer service? (500 words max)
9. Profile of activities or programs provided to residents (resident events, services, loyalty programs, etc) (500 words max)
10. Please describe any new services or initiatives that have been introduced in the last year that demonstrate your leadership in customer service: (250 words max)
11. Please describe how your organization adapted your customer service strategies during the COVID-19 pandemic: (250 words max)
12. Please provide specific examples of actions taken by your company or employees demonstrating service "beyond the call of duty": (500 words max)
13. Please describe your efforts in building a strong resident community: (250 words max)
14. Please describe how your customer service strategies make your organization unique from others in the industry? (500 words max)
15. How does your company actively monitor and audit customer service levels and resident satisfaction? (500 words max)

REQUIRED SUPPLEMENTAL FILES:

Please include at least 8 images relevant to customer service (resident appreciation events, welcome brochures, etc) and your company's high-resolution logo in .jpg and .eps formats.

Company Culture Award of Excellence



This award recognizes a FRPO member company that shows an extraordinary commitment to company culture. This includes a demonstrated focus on company vision, work environment, recruitment and training programs, rewards and recognition as well as high levels of employee engagement and satisfaction. This award is open to both property management and supplier members.

Nomination Deadline: Thursday, October 1st, 12:00pm

Please review the 'Eligibility and Entry Requirements' prior to submitting your nomination.

The following questions must be answered in your submission. Winners and nominees will be determined based on this information.

1. Company Name:
2. Contact Person:
3. Phone Number:
4. Email Address:
5. Number of units in portfolio:
6. Number of employees:
7. Describe the vision, mission and values of your company: (250 words max)
8. How does leadership guide by these principles to inspire others and achieve company objectives? (250 words max)
9. Please describe the recruitment strategies and hiring practices that are utilized to attract high quality team members: (250 words max)
10. How does your organization actively promote diversity and inclusion within your organization? What metrics are used to monitor these initiatives? (250 words max)
11. Please outline your training or development programs related to employee retention, growth and engagement: (250 words max)
12. Please provide the tools and corresponding metrics you use to measure cultural alignment and employee engagement: (250 words max)
13. Please outline the methods your organization utilizes to reward and recognize staff? (250 words max)
14. How did your organization support employees and maintain engagement during the COVID-19 health crisis? (350 words)
15. How does your organization incorporate Corporate Social Responsibility into your company culture? (250 words max)
16. What is your voluntary employee turnover rate and any related factors: (250 words max)
17. Describe how you measure employee engagement and your most recent results: (250 words max)
18. Please describe how your company culture stands out from others? (250 words max)

REQUIRED SUPPLEMENTAL FILES: Please include at least 8 high resolution images/photos relevant to company culture in your submission as well as your company logo in both .eps and .jpg format.

The Certified Rental Building Program Award of Excellence

Member of the Year



This award recognizes the property management organization and/or owner enrolled in the Certified Rental Building Program that has demonstrated exceptional and award-worthy actions and activities that go above and beyond the CRBP high standards of quality and the basic requirement that CRBP buildings are well-run, well-managed, well-maintained and operate in an environmentally responsible fashion.

This award acknowledges excellence. As such, the recipient of this award must clearly demonstrate how the core values of quality service, professionalism, caring, respect, leadership, integrity and innovation are integrated into activities.

Nomination Deadline: Thursday, October 1st, 12:00pm

Award nominees are evaluated on actions and activities in relation to a minimum of 3 out of the 4 areas of investigation:

- Customers (residents, potential residents and/or the broader community)
- Employees, contractors or other internal team members
- Innovation
- Environmental Leadership/Sustainability

The following questions must be answered in the submission. Winners and nominees will be determined based on this information.

1. Company Name:
2. Name of Contact Person:
3. Phone Number:
4. E-Mail Address:
5. # of CRB approved properties and number of units?

Answer at minimum 3 out of the following 4 questions

6. Provide at least one example that demonstrates where, when and how you have gone above and beyond the usual expectation of quality service to provide residents, potential residents and/or the broader community with noteworthy/award-winning service/actions that exemplify the CRBP values of caring, quality integrity and professionalism (500 words max)

7. Provide at least one example that exemplifies your commitment to your employees and/or the contractors that work with your organization and that identifies how you encourage innovation, improved work processes, initiative, professionalism, continued development and/or leadership skills (500 words max).

8. Provide at least one example of innovation that positively impacts the quality of life in your buildings and for your residents. Your innovation example should provide evidence of leadership, risk-taking, and collaboration (500 words max).

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9. Environmental Leadership/Sustainability – Provide at least one example of how your organization has provided environmental education and/or innovative project with residents focused on energy reduction and/or waste reduction and diversion. (500 words max)

REQUIRED SUPPLEMENTAL FILES:

Please include a minimum of 6 photos/images as well as your high-resolution logo in both .jpg and .eps format. The photos submitted are an integral part of your application and should provide visual evidence of the examples referenced in your application.

All submissions must be members in good standing and be up to date with CRB audits.

For more information on the CRB Award, please contact:

Ted Whitehead
Director of Certification
twhitehead@frpo.org
416.385.1100 Ext. 27