

MFE AWARDS • 2015

Categories and Questions

Items marked with an asterisk (*) are not required.

Executive of the Year

Executive Name and Title

Provide a brief background statement on the company nominating the executive.

Provide a brief description of the executive nominated.

Provide the significance of the individual's achievements as it relates to the company s/he represents, and the current conditions of real estate.

Describe the three most significant initiatives led by the executive and how s/he has helped improve the company.

How has the executive positioned the company to stay competitive?

Describe the executive's commitment to and involvement with the multifamily industry?

Other Materials: 2 letters of recommendations from outside the company; for public firms, a copy of most recent annual report; at least 8 professional 8x10inch color photographs of executive's headshot and multiple new projects.

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Rising Star of the Year

Executive Name and Title

Provide a brief background statement on the company nominating the executive.

Provide a brief description of the executive nominated.

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.

Describe the individual nominated, including leadership style and personality traits.

Describe the three most significant achievements of the nominee in the past year, 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.

How has the nominee helped the company optimize the industry upturn?

What are the nominee's goals and ambitions for furthering his/her career in the multifamily industry?

Other Materials: Letter of recommendation from CEO; letter of recommendation from direct supervisor (if CEO is direct supervisor, than use an industry colleague outside the firm); At least 8 professional 8x10inch color photographs of nominee's headshot and multiple new projects

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Best Use of Technology

Executive in Charge of Program

Name of Technology

Please provide a brief background on the company nominating its technology use.

Provide an informal description of the technology used.

How and why did the company get involved in implementing this technology? Include the costs associated with the technology.

How have the company, employees, and residents benefited from this technology?

Other Materials: At least 5 professional 8x10inch color photographs that show the technology in use

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Community Service

Executive in Charge of Program

Provide a brief background statement on the company nominating its program.

Describe the program.

How and why did the company get involved in the program?

What benefits has the program brought the company?

Other Materials: At least 5 professional 8x10inch color photographs that show program highlights

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Marketing and Advertising

Executive in Charge of Program

Campaign Name

Provide a brief background statement on the company nominating its campaign.

Describe the campaign.

How and why did the company get involved in the campaign?

What benefits has the campaign brought the company?

Other materials: At least 5 samples of advertising and promotional program being submitted

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Project of the Year (High-Rise – 12 stories+ ; High-Rise, Condo; Mid-Rise – 7-11 stories; Mid-Rise Podium or Wrap – 4-6 stories; Low-Rise Walk-Up – 1-4 stories; Affordable – 100%; Military; Mixed-Income – 15% or more must be affordable; Senior; Student)

Project Name

Project Location

Executive in Charge of Program

*Developer Name

*Developer Address

*Developer Phone Number

*Architect Name

*Architect Company

*Architect Address

*Architect Phone Number

*Builder Name

*Builder Company

*Builder Address

*Builder Phone Number

Provide a brief background on the company nominating its project.

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.

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.

Identify any unusual constraints or opportunities and describe how they were handled.

Explain your involvement with government and/or community officials to bring the property to fruition.

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

Range of unit sizes:

Total number of units in project:

Overall density (units per acre):

Direct construction cost per square foot:

Grand opening date:

Number of units sold/leased as of today's date:

Sales price or rental rate of unit:

Project size (in acres):

Land development cost per unit:

Project completion date

Other materials: At least 6 professional 8x10inch color photographs 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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Project of the Year (Apartment renovation; adaptive reuse; best reuse of land)

Project Name

Project Location

Executive in Charge of Program

*Developer Name

*Developer Address

*Developer Phone Number

*Architect Name

*Architect Company

*Architect Address

*Architect Phone Number

*Builder Name

*Builder Company

*Builder Address

*Builder Phone Number

Provide a brief background on the company nominating its project.

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.

Describe the scope of work involved, including the use of creativity; any historical sensitivity in the renovation or adaptive reuse of the space; any innovations in land planning to ensure the compatibility of the project with surrounding developments.

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.

Identify any unusual constraints or opportunities, and describe how they were handled.

Explain your involvement with government and/or community officials to bring the property to fruition.

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

Range of unit sizes:

Total number of units in project:

Overall density (units per acre):

Direct construction cost per square foot:

Grand opening date:

Number of units sold/leased as of today's date:

Sales price or rental rate of unit:

Project size (in acres):

Land development cost per unit:

Monthly rent before and after renovation:

Project completion date:

Other materials: At least 6 professional 8x10inch color photographs 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 exterior.

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Project of the Year (Green)

Project Name

Project Location

Executive in Charge of Program

*Developer Name

*Developer Address

*Developer Phone Number

*Architect Name

*Architect Company

*Architect Address

*Architect Phone Number

*Builder Name

*Builder Company

*Builder Address

*Builder Phone Number

Provide a brief background on the company nominating its project.

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.

What national or local green standard does the building qualify for? Did your firm choose to pursue green certification? Why or why not?

Did green play a role in the building's marketing and lease-up process? Please describe.

Detail the building's key green features and energy efficiencies gained.

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.

Identify any unusual constraints or opportunities and describe how they were handled.

Explain your involvement with government and/or community officials to bring the property to fruition.

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

Range of unit sizes:

Total number of units in project:

Overall density (units per acre):

Direct construction cost per square foot:

Grand opening date:

Number of units sold/leased as of today's date:

Sales price or rental rate of unit:

Project size (in acres):

Land development cost per unit:

Project completion date:

Other materials: At least 6 professional 8x10inch color photographs 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.

****When you submit materials and photographs, you must acknowledge that you have the rights to the images from the photographer. Your company must incur all fees associated with publication rights if your submission wins.**