



# 2020 Awards Ceremony

## OPERATIONS AWARD DESCRIPTIONS

### COMMUNITY OF THE YEAR

This award is dedicated to a community that demonstrated outstanding performance for the 2020 award year. The award is based on the following property metrics:

- Occupancy stability
- Funnel response time
- Customer satisfaction
- Curb appeal
- Team development and leadership with a winning attitude
- Administrative excellence
- Other accomplishments that favorably impacted community performance
- Added value to the region during the pandemic and other accomplishments that favorably impacted community performance
- Excelled in marketing, touring and sister-site coverage

### TOP GUN MAINTENANCE TEAM

This team-based award recognizes a maintenance team who demonstrated excellent skills and achievement in property operations, goes above and beyond to maintain their property, provides exemplary customer service, and achieves the following key performance indicators:

- Met or exceeded budgeted maintenance expenses
- Cost-per-turn was within budget
- Days to complete work orders averages 48 hours or less
- Leader in turn times and quality turns
- Customer service sentiment
- Curb appeal

### COMMUNITY MANAGER OF THE YEAR

This award recognizes a community manager who demonstrated extraordinary team leadership and performance amidst the 2020 pandemic. The award is based on the following property metrics:

- Occupancy stability
- Funnel response time
- Customer satisfaction
- Curb appeal
- Team development and leadership with a winning attitude
- Administrative excellence
- Other accomplishments that favorably impacted community performance
- Added value to the region during the pandemic and other accomplishments that favorably impacted community performance
- Excelled in marketing, touring and sister-site coverage

### MAINTENANCE SUPERVISOR OF THE YEAR

This award recognizes a maintenance supervisor who creatively and diligently achieved a high percentage of the following key performance indicators in 2020 and consistently goes above and beyond expectations:

- Met or exceeded controllable expense expectations
- Provided leadership and team development with a winning attitude
- Customer satisfaction
- Leader in turn times and quality turns
- Superior curb appeal
- Constantly mentors and helps outside of their home property and is known for solving portfolio or company-wide issues
- Administrative excellence



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### **RIGHT HAND AWARD**

This award recognizes an individual who was the “right hand” to the CM, MS and/or RPMs in the region. Recipients are continually leaned on to provide support to others in their portfolio and beyond and raise their hands to be a part of company initiatives and roll outs, all while demonstrating a positive, “can do” attitude.

### **MVP AWARD**

This award recognizes an individual who serves as the “go to” person in their portfolio and provides support to various communities. The recipient goes above and beyond the call of duty, demonstrates good judgment and has a winning attitude.

### **ALL-STAR CUSTOMER SERVICE AWARD**

This award recognizes an individual who demonstrates superior customer service on a consistent basis, has a strong job aptitude, prides themselves on teamwork, and exudes an award-winning attitude.

### **ESSEX ACHIEVER AWARD**

This award recognizes an individual who displayed an act of bravery or heroism in 2020, or made a unique contribution in one or more of the following areas: innovation, value creation, exceptional customer service experiences, or an abundance of E-Team spirit.

### **RADIANCE AWARD**

This award recognizes maintenance technicians or porters whose primary responsibility is property cleanliness. They take pride and excel in ensuring their community shines and radiates cleanliness each day, exhibits a keen eye for detail ensuring their community is free of trash and debris, maintains the highest of standards for their residents, vendors and prospects, and always provides exemplary customer service while demonstrating strong job aptitude and teamwork.

### **ROOKIE OF THE YEAR AWARD**

This award recognizes an individual in their first year of employment or promotion and has made a tremendous impact at Essex by demonstrating the following:

- Strong job aptitude, teamwork and an award-winning attitude
- Takes initiative and has superior customer service skills
- Has completed all core training and participates in other scheduled trainings

### **THE CLOSER AWARD**

This award recognizes an individual who secured the highest net rentals for their division during the 2020 award year. Awards are segmented by properties with under 200 units and 200+ units.

### **STAR LEASER AWARD**

This award recognizes an individual who secured 75+ net rentals during the 2020 award year.



# 2020 Awards Ceremony

## CORPORATE AWARD DESCRIPTIONS

### **CORPORATE ASSOCIATE OF THE YEAR**

This award recognizes a corporate associate who has shown a strong ability to adapt to change, work through problems caused by disruption, execute our value of “See It, Own It, Do It,” and consistently helped Essex and their department achieve its goals.

### **CORPORATE MANAGER OF THE YEAR**

This award recognizes a corporate manager who has inspired and motivated their team by displaying great leadership, sound judgment, and an attitude of service and commitment to Essex. This associate has consistently sought solutions to problems as they arose and has a proven ability to lead through adversity. They continuously ensure their team’s needs are met while paving a path to success through fairness.

### **CORPORATE DIRECTOR OF THE YEAR**

This award recognizes a corporate director who possesses sound judgment, honesty, dependability, and loyalty and who values integrity to help foster an open and positive work environment and an ethical approach to decision-making. This associate inspires and merits respect, sows trust amongst all team members, demonstrates responsibility in tough situations, and adheres to their word while helping others achieve results.