

The multifamily housing industry continues to strive toward improving the way it takes care of its residents.

Through developing best practices in management, customer service, marketing, technology and all other facets of apartment life, NAA members continue to set industry standards.

Each year, NAA recognizes these accomplishments through its national awards program—the PARAGON Awards—presented to individuals, communities and affiliates. By sharing profiles of the winners, all members of the industry are able to see these models of excellence and share in these best practices.



2014 NAA PARAGON AWARD WINNERS

Best Community, Less than 5 Years (under 150 units)
Highgrove
Lincoln Property Company, Stamford, Conn.

flagship of Connecticut

Highgrove is more than a flagship asset of Stamford, Conn.—it's a riveting success story. The city of Stamford waited nearly a decade for Highgrove to be developed and built as a high-end condominium community, the fate of which remained undetermined and unsuccessful for years. In 2011, Lincoln Property Company was introduced to the community and devised a plan to serve the top prospective residents in Stamford. Under Lincoln Property Company's management, the Highgrove team leased the community in 10 months. The 18-story high-rise—located in a walkable neighborhood with convenient access to Manhattan—includes 92 two-, three-, four- and five-bedroom apartments and is home to professionals, empty nesters and Baby Boomers alike. High-end amenities include a concierge, direct shuttle to the metro station, valet parking, 24-hour doorman and towel service in the fitness club, spa and pool. A yoga studio, skylit indoor pool with retractable roof, card and billiards room, resident storage area and climate-controlled wine cellar with a tasting room and adjacent kitchen facilities are also available to residents.



Best Community, Less than 5 Years (over 150 units)
The Metropolitan at Village at Leesburg
Kettler Management, Leesburg, Va.

one-stop shop

Located in Loudoun County, Va., The Metropolitan at Village at Leesburg is a 355-unit, four-story mixed-use community above the shops and restaurants of Village at Leesburg. Apartments range from studios to one-, two- and three-bedroom units, some of which include a den or loft. Although there are 70 different floor plans available, all apartments feature 9-foot ceilings, a washer/dryer, granite countertops and 42-inch cabinetry. Select units also include pantries and chef's islands, and private balconies, terraces or patios. The Metropolitan Club offers residents access to an outdoor swimming pool and wading pool, an expansive sundeck with intimate seating and cabanas and a stylish resident lounge with flat-panel TVs. Additional amenities include a high-definition screening room, game room with billiards, shuffle board, foosball and a bar area, a high-tech business center, and a sports club with a cardio theater. Also available are The Metropolitan Suites, offering fully furnished corporate apartments. The pet-friendly community is close to the airport and steps away from various dining and shopping options.



Best Community, 20+ Years (over 150 units)
Quality Hill Apartments
C.R.E.S. Management, Kansas City

preserve, protect and progress

Located in Kansas City's most enduring neighborhood, Quality Hill Apartments is steeped in the city's charm and colorful past. Managed by C.R.E.S. Management, this 382-unit community stretches over four city blocks in the heart of downtown. The urban community includes 21 residential mid-rise buildings, 11 of which are listed on the National Historic Register, as well as a YMCA fitness center. Quality Hill's information center is located in what was once the most prestigious hotel in Kansas City, built in 1857. Such history is showcased in a \$6 million renovated clubhouse—including a library and fully equipped gift-wrapping station—that rehabilitated under the motto "Preserve, Protect and Progress." Every facet of the apartment renovations was chosen carefully, with brick, glass and tile seamlessly blended with rich, organic and renewable natural woods, trims and textures. Interior finishes range from hip metropolitan to classic chic, with each building boasting its own character and style. Over 90 floor plans offer something for everyone, with one- and two-bedroom flats and two-bedroom townhomes available.



Best Community, Specialty Housing - Affordable
John C. Anderson Apartments
Pennrose Properties, Philadelphia

serving city's seniors

A public/private partnership between Pennrose Properties and the Dr. Magnus Hirschfeld Fund, John C. Anderson Apartments were completed in 2013. As the first 62+ LGBT-friendly community ever built in Philadelphia and only the third property of this type to be built in the country, the senior housing community received national attention almost immediately, including recognition by the Department of Housing and Urban Development and the White House. Named for former Philadelphia City Council Member and Civil/Gay Rights activist John C. Anderson, the community represents an opportunity to provide much-needed affordable senior housing in a neighborhood where seniors on fixed incomes often have difficulty finding housing. The 56 one-bedroom apartments include spacious living areas and kitchens with dishwashers. Residents have access to a large outdoor patio and roof deck, as well as 2,500 square feet of retail space. All of the apartments are adaptable, with six reserved for those who require accessibility features. The building meets energy-efficiency standards and features a partial green roof, as well as a solar thermal hot water system.



Best Community, Specialty Housing - Student
U Square @ The Loop
Towne Properties, Cincinnati

fostering campus connections

U Square @ The Loop is a transformational \$78 million, multi-phase, mixed-use residential and commercial development on 4.2 acres of vacant land that borders the University of Cincinnati campus. The project is composed of 161 apartments, 80,000 square feet of restaurant/retail space, 40,000 square feet of office space leased by the University of Cincinnati, a community green and two structured parking garages. The residential component of U Square is a LEED-certified, multi-use mid-rise comprised of studio, one- and two-bedroom residences ranging from 450 to 1,075 square feet. All apartments offer sweeping views of the city and campus and are equipped with stainless steel appliances, granite countertops, 9-foot ceilings and washer/dryers. Amenities include a clubroom, 24/7 fitness center, outdoor terrace and study nooks. The apartments opened in August 2013 and were fully leased by mid-September. A green divides the two blocks of U Square, providing some much-needed green space in the busy Clifton Heights area. The Green is available for social, musical, cultural and neighborhood events throughout the year.



Best Community, Green Housing
Residences at CityWay
Buckingham Companies, Indianapolis

urban grid goes green

In the heart of Indianapolis, Buckingham Companies' Residences at CityWay is the ultimate in mixed-use development—a vibrant new neighborhood that includes a hotel, apartments, restaurants, office space, retail shops and a YMCA. Its sustainability initiatives began with smart decisions on site selection and master planning to take advantage of the urban amenities in close proximity to the project. This focus was on creating a densely programmed and occupied development that not only protected green fields and natural habitat, but that respected the urban grid of Indianapolis and leveraged the existing infrastructure for utilities, public transportation and convenience retail located within a 5- to 10-minute walk. Among the community's eco-friendly measures, at least 5 percent of all parking spaces will be designated preferred parking for low-emitting and/or fuel-efficient vehicles. An additional 5 percent will be reserved for carpool or vanpool preferred parking, with dedicated drop off and pick-up zones. Future plans include installing onsite electrical vehicle charging stations. Residences at CityWay is committed to promoting biodiversity by providing a high ratio of open space to development footprint.



*Independent Rental Owner (IRO) of the Year
(101-500 units)*

*Jerry and Sharon Turner
Casa Del Sol Apartments, Houston*

haven at home

Jerry and Sharon Turner are commercial real estate veterans. Both had experience working for other companies in various capacities, but after 25+ years in real estate, neither had owned or operated an apartment community. In 2008, the Turners became IROs and purchased a distressed community the following year. To prepare for the role, they took the IROC course through the Houston Apartment Association (HAA), earned their CAM designations and attended a CAPS course. From the outset, the Turners' goal was to enhance their Houston neighborhood by making Casa Del Sol a community of which to be proud. In addition to outpacing the market, the Turners also work closely with law enforcement and have dramatically reduced crime in a high-crime area. Residents say Casa Del Sol is a "haven," offering everything from movie nights to family programs through a local church that provide Christmas gifts for children of single mothers and vacation Bible school in the summer. The Turners were named HAA Independent Rental Owners of the Year in 2013.



*Independent Rental Owner (IRO) of the Year;
Best Community, 20+ years (under 150 units)*

*Kathy Dennison Adrianse
Lighthouse Property Management;
Taft Street Properties, Wyoming, Mich.*

dramatic makeover

Taft Street was an eyesore in Wyoming, Mich., for the last decade, with two blocks of brick four-plyes lining the street. High crime rates, copper theft and open drug trafficking plagued the community. In 2012, Founders Bank and Trust took back one of the anchor buildings and Kathy Dennison Adrianse's Lighthouse Property Management was retained to manage the property during the foreclosure and turnaround. By February 2013, the Lighthouse Group purchased the foreclosure and was negotiating the sale of the remaining two properties. Since then, the turnaround has been dramatic. Dennison Adrianse utilized Internet, newspaper and outreach marketing to local businesses and community organizations to spread the word and almost 50 percent of the apartments turned in the first year. In August 2013, Lighthouse Property Management hosted a National Night Out block party with 13 other property owners. Local churches, community organizations, business owners and the fire and police departments participated, along with 100 Taft Street residents. As of March, rents are up 20 percent and there is a waiting list to lease.



Professional Designate of the Year

*Kristin Sizemore, CAMT, CAM, CAS, CAPS
Bohannon Development Corp., El Paso, Texas*

advocate for education

As Property Supervisor for El Paso, Texas-based Bohannon Development Corporation, Kristin Sizemore, CAMT, CAM, CAS, CAPS, is responsible for managing eight communities and 12 townhouses in Texas. Sizemore has an exceptional lease-up track record, often leasing new communities within nine months of opening. She has been actively involved with the Texas Apartment Association's Military Careers Initiative and helped orchestrate the first free CAMT course for veterans, held in El Paso in late 2013. Sizemore is an advocate for education, ensuring her onsite employees always have access to online and classroom instruction. She has taught CAM and CAPS courses with the El Paso Apartment Association (EPAA), and created and implemented the Gerald Carlson Education Scholarship fund as 2012 EPAA President. Additionally, Sizemore volunteers at the Western Technical College, conducting mock interviews with students, and has participated in apartment industry hiring fairs. In 2013, she received EPAA's President's Leadership Award and President's Volunteer Service Award. This year, the Texas Apartment Association named her the Rita Kirby Regional Property Manager of the Year.



National Apartment Leasing Professional (NALP) of the Year

*Mike McHugh, NALP
Norwood Gardens, Chestnut Hill Realty
Norwood, Mass.*

million-dollar man

Since 2010, Mike McHugh, NALP, has worked at several of Chestnut Hill Realty (CHR)'s communities, helping where the need was greatest. By the end of his first year, he was already inducted into the company's \$1 Million Club for leasing the equivalent of \$1 million in total lease value. In 2013, McHugh received CHR's On-site Leasing Professional of the Year award and was recognized as the Rental Housing Association's Leasing Consultant of the Year. Among his accomplishments, McHugh volunteered to be the lead for a new lead-tracking software CHR was testing at one of its communities, and has since trained users throughout the company. While at Norwest Woods, McHugh leased 102 apartments—one-third of the community's leases that year. The following year, McHugh was responsible for nearly half of the leases. He is working toward his Certified Apartment Manager (CAM) designation and is a proud participant in local Relay for Life events.

Certified Apartment Manager (CAM) of the Year

*Bradley Roschyk, CAM, CAPS
Verandas at Timberglen
Berkshire Property Advisors, Dallas*

jack of all trades

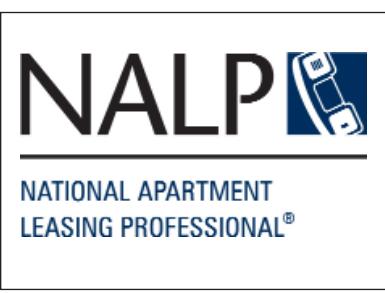
As the Property Manager of Berkshire Property Advisors' Verandas at Timberglen, Bradley Roschyk, CAM, CAPS, has made his mark in Dallas. In 2013, he increased net effective rent from \$952 to \$1,025 per unit and increased NOI by 14 percent over budget expectations and 22 percent over 2012 performance at year-end. Under Roschyk's guidance, the 522-residence community transitioned from sub-metered water billing to an allocation method in three months with resident buy-in. Roschyk also developed a social club for residents, enabling them to build a sense of community at the Verandas and encouraging them to meet and socialize with neighbors. Since the inception of "The V," Roschyk's team has developed both an adult and kid-friendly version. In the greater Dallas community, Roschyk volunteers for several organizations, including the Salvation Army, Toys for Tots, and as Community Advisory Board Vice Chair for HVTN 505 (HIV Vaccine Trial). He has received the Dallas Police Department Gold Star Property Manager award for the past four years.

Certified Apartment Maintenance Technician (CAMT) of the Year

*Michael Markus, CAMT
Access Property Management, Cincinnati*

maintenance revolutionized

Before serving residents, Michael Markus, CAMT, was serving our country. In 2009 Markus left the United States Marine Corps to move home with his wife and start a family. His father-in-law, an independent rental owner in Cincinnati, offered him a maintenance position with Access Property Management. Since then, Markus has developed a portfolio-wide, property-specific preventive maintenance schedule and emergency response procedure that reduces and stabilizes expenses. He also developed an inventory tracking and ordering system that reduced maintenance and fuel expenses. Markus helped design and implement a domestic hot water and boiler system replacement that reduced British Thermal Unit (BTU) usage by 68 percent and equated to a monthly savings of over \$500 (29 percent). He also assisted in designing and implementing a plan to replace all single-pane aluminum windows with new, thermal-paned vinyl windows, reducing air infiltration and heat loss by up to 10 percent. Under Markus' leadership, a three-year average operating budget was designed to cut expense costs by 15 percent this fiscal year.



Membership Development Award
Apartment Association of Metro Denver

active apartment industry

The Apartment Association of Metro Denver (AAMD) offered members a new legal handbook in 2013—a significant and relevant member benefit. AAMD set a goal of increased membership dues by \$75,000 per year to pay for the handbook. Additionally, an L3 Program was established through the use of the handbook to demonstrate the need, purpose and funding for the legal assistance, legislative urgency and election strategy. Objectives included using the book to bring in new members and keep current members, and using the concept of educating members when talking at the Capitol—demonstrating to government officials AAMD's commitment to a strong, compliant industry. AAMD surpassed these goals, raising dues for owners with 25+ units by \$195 and community dues for properties with 100+ units by \$195. In total, AAMD raised dues by \$140,000 in 2013 and renewed 95.5 percent of those invoiced—setting an all-time owner renewal record. AAMD offered eight legal handbook classes, with 447 class participants. The legal handbook will be updated yearly.



Association Executive of the Year
Jon Lowder
Piedmont Triad Apartment Association
Greensboro, N.C.

Lyceum leader

Jon Lowder was instrumental in the Piedmont Triad Apartment Association (PTAA)'s 2013 success. One of the association's top goals for the year was expanding the role of the organization's Government and Industry Affairs Committee (GIAC). Lowder was asked to work with the Board's GIAC liaison to recruit a new committee chair and expand membership, particularly in Winston-Salem, N.C. With Lowder at the helm, a government affairs coalition was organized to assist in these efforts. Under Lowder's guidance, PTAA also moved forward with an upgraded AMS system to be implemented this year. Additionally, Lowder worked with the PTAA Board's 2012-2013 President to develop a Leadership Lyceum program. By the end of 2013, PTAA had already held the first of three sessions for the initial Lyceum class, which Lowder was also involved in leading and instructing. Other 2013 milestones included working to more than triple PTAA's Facebook and Twitter followers, retaining over 95 percent of owner-operator members, growing PTAA's vendor partner membership to 145 companies and creating a mentoring program for new PTAA Board members.



Education Award
Houston Apartment Association

safety comes first

In September 2013, the Houston Apartment Association (HAA) hosted a program to educate members on potential violence in the workplace and other public/semi-public places. HAA's Active Shooter education program was presented for the purpose of training its members on an emerging safety issue, and targeted its Apartment Community Executives and Supervisors (ACES) special-interest group. HAA hosted a two-hour training and luncheon for nearly 300 attendees—more than triple the attendance for most ACES programs. Afterward, attendees reported a greater understanding of what drives individuals to turn violent and how to act during an active shooter situation. Many also expressed interest in education on similar program topics. The event—which made a profit of more than \$2,500—enabled the ACES group to showcase the type of professional development they strive to provide. Attendees were given several take-home materials to share with their communities and team members, further spreading awareness and office safety. HAA's ABODE Magazine also ran a pre-event promotional article that reached more than 4,000 member subscribers.



National Suppliers Council (NSC)

Achievement Award

Andrea Massey

RealPage, Carrollton, Texas

decade-long partnership

As Senior Vice President of Marketing for RealPage, Andrea Massey has been an active and supportive member of NAA and the National Suppliers Council (NSC) for more than a decade. She has regularly attended NSC committee meetings since 1999. A 2005 NAA Leadership Lyceum graduate, Massey has demonstrated a strong commitment to the mission and strategic objectives of NAA. Massey served on multiple NAA committees, including the Communications Advisory Committee/Advisory Board, Conference Committee, Education Committee, NAAEI Board of Directors and NAA Strategic Planning Process. She served as Secretary, Vice Chair and Chair of the NSC. In addition to volunteering for NAA, Massey directs RealPage's participation in NAA conferences, of which the company has been an exhibitor since the mid-90s and a major sponsor since 2001. Under Massey's leadership, RealPage has been a leading sponsor for Maintenance Mania for the last three years—developing the scorekeeping for the national championships—and is a long-standing monthly advertiser in *units Magazine*. Massey has also served as a vendor representative for the NAA/NMHC joint legislative discussions.



Communications Award

Apartment Association of Greater Los Angeles

new age of publications

In July 2013, the Apartment Association of Greater Los Angeles (AAGLA) Board of Directors asked the affiliate to completely revamp its four "Apartment Age" regional publications. Objectives included consolidating the four publications into one, upgrading the physical quality of the publication, including more meaningful articles and regional sections, reducing the production cost, updating the mailing list, targeting new members, upgrading the existing advertisers' ads and bringing in more full-page advertisers. Completion for the revamp was set for August 2013 with a September release. Since then, ad sales have increased by 15 percent and AAGLA is seeing an annual savings of 48 percent for production and an increase in net profit of nearly 26 percent. Additionally, with the restructure of the membership mailing database, AAGLA has seen a 95 percent decrease in the number of magazines that are returned. Digital viewership has also increased by 1,800 percent since the inception of the "Apartment Age" revamp. AAGLA considers the magazine upgrades to be one of its greatest successes in recent times.



Community Service Award

Houston Apartment Association

helping families in need

Three years ago, the Houston Apartment Association (HAA) made a strategic decision to pursue partnerships specifically with organizations that provide support or programs to benefit apartment industry personnel or residents. In November and December 2013, HAA's Apartment Community Executives and Supervisors (ACES) special-interest group expanded a holiday service project. The initiative, ACES Angels, provided holiday gifts, such as clothing, toiletries and school supplies, to Houston's neediest families. HAA's staff created a Web-based giving tree that allowed volunteers to select and share families with ease. Each family also had a Web profile that included their clothing sizes, needs and locations. Volunteers could view, in real time, how many families were still available for adoption. Association members not only purchased items for the families, but gift-wrapped them and, in most cases, personally delivered them to the families or service centers. Thanks to their combined efforts, HAA was able to serve 100 families. HAA estimates that at least \$25,000 in contributed items, gift cards and money went directly to these families in need.



leading the charge to change

In 2013, the Utah Apartment Association (UAA) led a concerted effort to change the Abandoned Property Law in Utah—ultimately aspiring to change the required amount of time that an owner was forced to store abandoned property from 30 days down to 15 days. UAA worked with legislators who supported them in the past, and spoke with other groups, such as the local Realtors association and tenants' rights advocates. UAA ultimately worked out a compromise whereby residents who were hospitalized or had been victims of domestic violence—as well as the family of a deceased resident—would be able to request an additional 15 days once they provided written evidence of their status. Residents could also recover essential items, such as medical equipment, clothing and identification papers, at no additional cost. By effectively reducing owners' vacancy costs by 50 percent in the cases of abandonment, UAA was able to save all of its members a significant amount of money. One UAA member with 200 units estimated that his company saved \$7,000 in one year.



NAAEI Apartment Career and Education (ACE) Award Anthony V. Pusateri Apartment Career Promotion Awards

The NAAEI Apartment Career and Education (ACE) Award recognizes outstanding achievement in the field of apartment career development and/or contributions made to, or on behalf of, the NAA Education Institute (NAAEI), and its professional education interests and initiatives.

The Anthony V. Pusateri Apartment Career Promotion Awards recognizes an individual, a company or an association who has made the biggest impact creating awareness of careers in the apartment industry among high school and college students, military veterans and spouses or career changers through outreach activities.

Apartment Industry Practitioner ACE Award David Hargrove, CPM Greystone Asset Management Houston, Texas



David Hargrove, CPM, COO of Asset Plus Companies and President of their Greystone Asset Management Division, has been a tireless proponent of industry education and a strong advocate for the rental housing industry. During his term as president of the Texas Apartment Association (TAA), Hargrove's passion for attracting veterans to the rental housing industry as a pool for disciplined talent formed the basis for TAA's military initiative. His vision resulted in what are now successful and ongoing outreach efforts and education programs for transitioning military personnel conducted through the TAA Education Foundation.

Anthony V. Pusateri Apartment Career Promotion Award, Comprehensive Program Houston Apartment Foundation



In 2013, the Houston Apartment Foundation developed five initiatives to promote apartment careers. The first was a Community Career Night at Houston Community College. Houston Apartment Foundation also updated its Leasing 101 course to include e-leasing and new technologies and trends. To further apartment career promotion, Houston Apartment Foundation participated in three career fairs last year, with nearly 1,000 people attending. Since 2006, Houston Apartment Foundation has also offered a scholarship that covers tuition costs for the property management certificate program at Houston Community College. Four applicants were selected in 2013, receiving a total of \$5,040. In its final initiative, Houston Apartment Foundation continued to promote The Job Line—a portal on its website for job posting and résumé collection.

Anthony V. Pusateri Apartment Career Promotion Award, Single Event Austin Apartment Association and Texas Apartment Association Education Foundation



The Austin Apartment Association (AAA) and Texas Apartment Association Education Foundation (TAAEF) hosted the Career Awareness Reception to promote careers in the apartment industry. The event was intended to showcase the CAMT program in partnership with Austin Community College (ACC), create awareness of the apartment industry to Goodwill case workers and address management companies' concerns about Goodwill's participation and quality of individuals. The reception boosted the maintenance program by recruiting 10 prequalified individuals for the ACC/Goodwill maintenance program. ■