

Best In Show

42 Magnolia Estates Management Columbia, S.C.

Curb appeal is a critical component to any successful apartment community. NAA's units Magazine invited its membership to submit its best curb appeal image and their thoughts on why their curb appeal strategy works.

We received nearly 75 entries from a variety of communities, ranging in type, age, location and budget. 42 Magnolia, managed by Estates Management, Columbia, S.C., took top honors.

“Watch the seasons change in the urban, yet secluded landscape of 42 Magnolia, with its established and professionally manicured grounds and trees. This award-winning community, nestled in Columbia, S.C., provides lush surroundings for our residents to enjoy.

For the gardener, 42 Magnolia promotes several areas where residents can garden and enjoy the nature around their homes. Other residents enjoy the benefit of gardening plots and a beautifully manicured lawn without having to personally maintain these areas.

We take an enormous amount of time to plan the flowers each year. Our maintenance supervisor works closely with our landscape company to determine which flowers and colors will provide the biggest impact for our curb appeal.

The flowers are planted twice each year, typically in April and October. Planting twice each year allows us to exhibit flowers that grow optimally during the current season.”

—Linda Crocker, CPM, Operations Manager







Best Approach

CRES Management's Retreat at Steeplechase • Houston

"Our curb appeal welcomes each visitor and resident home. And, hopefully, it causes all who drive by to slow down and take in the view. We believe that our curb appeal is a glimpse of what's to come."

—Terri Richey, Marketing Director



Most Meticulous

Lincoln Property Company's Altea at Silverado • Cedar Park, Texas

"Despite strict city-enforced signage and drought watering restrictions, Altea's meticulous curb appeal approach maintains an alluring entrance by the onsite team's constant vigilance to water and trim native landscaping supporting robust professional landscaping services."

—Shelly Williford, Business Manager



Best Statue

PMR Companies' Canter Chase • Louisville, Ky.

“Our community is surrounded by natural beauty and vitality themed around Kentucky horse racing. This carries through to the street names, floor plans and signage. The copper-clad horses at the entrance showcase the community’s beauty with the Kentucky culture.”

—Jennifer Kinsey, Executive Vice President



Best Use of Flowers

PMR Companies' Charter Place • St. Louis

“Visitors are greeted by the uniformity of seasonal landscape and flower arrangements. The aroma of honeysuckle and rose bushes permeate the community, making nightly walks for our residents enjoyable.”

—Jennifer Kinsey, Executive Vice President



Best Photography

The George C. Woodruff Company's Lakeside Village
Columbus, Ga.

“Lakeside Village is more than just an apartment community—it’s a lifestyle. We aim to make our residents feel like they’re on vacation every day of the year. Our resort way of living promises to put a smile on their faces and leaves everyone saying, ‘Life is good!’”

—Otis Scarborough, President



Best ‘Natural’ Look

Becovic Management Group's
The Springs Apartments • Indianapolis

“Our grand entrance boasts a magnificent waterfall and begins our intricate water system that runs throughout the entire community. Maintaining the natural landscape while incorporating a unique blend of plants, flowers and grasses makes us truly exceptional.”

—Gillian Downham, Regional Director



Most Indigenous

**Franklin West's
500 Shady Avenue
Pittsburgh**

“Franklin West’s curb appeal philosophy is simple: integrity. It is less about renting a single apartment, but more about leading the successful long-term transformation of a once run-down, historic community while preserving its architectural character and charm.”

—*Caroline S. West
Owner*

Best ‘Resort’ Look

**Fort Family Investments/Perimeter Realty Inc.’s
Cabana Club
Jacksonville, Fla.**

“Curb appeal is serious business when you are selling lifestyles. We promote luxury living, emphasizing it with lush tropical landscape, detailed cobblestone pavers and the flagship entry sign. Infusing prospective residents with desire through allure is our goal.”

—*Don Fort
Owner/President*



Photo: Dave Dexter



Best in Exclusivity

Mark Taylor Residential's San Norterra • Phoenix

“Our aesthetics blend seamlessly into the natural landscape with colors reflecting desert coppers and golds. We incorporate building and architectural elements that complement the neighboring communities and businesses, including millwork and stonework, evoking a feeling of luxury.”

—Kim Atkinson, Vice President of Marketing and PR



Best Ambiance

Metropolitan Development's Prairie Crossing
Farmers Branch, Texas

“Visitors are greeted by the sense of nature merging with modern style from the moment they step onto the property. Balance and harmony of contemporary style unites them with our environmental features.”

—Cassie Khaing, Marketing Director
Lincoln Property Company