

THE Milly AWARDS

STABILIZED COMMUNITY

This Milly recognizes the stabilized community of the year with exceptional performance that consistently hits all the cylinders. Criteria used to evaluate winners are:

- Expense control
- Revenue growth
- NOI
- Delinquency
- Inspections
- Resident satisfaction
- Shopping report scores
- Team rapport + communication
- Training attendance

SERVICE TEAM

Providing a well-maintained living environment with everything in perfect working order is paramount to the Mill Creek brands – and the service teams make this happen. This Milly recognizes those service teams who consistently deliver based on the following criteria:

- Risk management + safety
- Zero-defect move-ins
- Work order completion time
- Expense control
- Inspections
- Resident satisfaction scores
- Team rapport + communication
- Training attendance

THE CHAIRMAN'S CLUB

Nominations requested from support team & supervisors

Every so often, we work with someone who consistently goes above and beyond to deliver a great customer service experience. These are the kind of people who smile and engage with openness, authenticity and attentiveness – and with an innate 'fix it or find someone who can' mentality. Their consistent performance and great attitude make them reliable and effective mentors for other team members. Simply, they're the kind of people you want on your team.

Criteria for this award are subjective and are left to the nominator to tell the story of these associates.

LEASE-UP COMMUNITY

The recipient of this Milly is recognized for superior lease-up performance demonstrating the ability to deliver leasing velocity – and a great customer service experience. Criteria used to evaluate winners are:

- Absorption
- Rent Growth
- Inspections
- Resident satisfaction
- Shopping report scores
- Delinquency
- Team rapport + communication
- Training attendance

SOCIAL MEDIA TEAM LEAD

Engaging prospects and residents through social media expands our brand presence to key customer touch points, and helps us build authentic relationships that propels leases, renewals and referrals. Winners of the Social Media Team Lead Milly are recognized for outstanding performance in these areas:

- Implementing a strategy that follows the life cycle of the community
- Consistent posting schedule
- Quarter-over-quarter engagement with fans and followers
- Team rapport + communication

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COMMUNITY MANAGER OF THE YEAR

Nominations requested from Supervisors

Cheers to the Community Managers who guide their team to deliver a great service experience – while running their community with the business savvy that delivers solid returns to our stakeholders. These are Mill Creek's rock stars that advance our business. And as such, so very worthy of recognition. In fact, the winner will not only win a the prestigious Milly Award, he or she will be invited to the Annual Town Hall Meeting. Criteria is subjective, but may include:

- Expense control
- Revenue growth
- NOI
- Delinquency
- Inspections
- Compliance
- Accounting
- Resident satisfaction
- Team rapport + communication
- Personal interactions
- Team shopping report scores
- Training attendance

ASSISTANT MANAGER OF THE YEAR

Nominations requested from Supervisors

The complexity of running the books on a multi-million-dollar asset cannot be understated. Same goes for the ability to shift gears from the books to customers to lease apartments and deliver great service. Yet our Assistant Community Managers seem to do so effortlessly – and effectively. They are definitely our left brain/right brain associates and quite literally keep the business running. Criteria to recognize these super stars includes for this Milly Award are:

- Delinquency
- Compliance of systems
- Shopping report scores
- Team rapport + communication
- Personal interaction
- Resident satisfaction scores
- Training attendance

LEASING CONSULTANT OF THE YEAR

Nominations requested from Supervisors

As an apartment company, leasing is where the rubber hits the road. In this highly competitive environment, we value those Leasing Consultants who are the likable experts in their market, who build rapport with customers to help them find the perfect apartment home. These associates are black belts in follow-up to convert leads to leases. They own the customer relationship from tour to move-in – and beyond with a 'fix it or find someone who can' attitude. Criteria to nominate your top Leasing Consultants are:

- Follow-up skills
- Closing ratio
- Shopping report scores
- Resident satisfaction
- Team rapport + communication
- Proactive learning
- Training attendance

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SERVICE MANAGER OF THE YEAR

Nominations requested from Supervisors

Service teams are the heroes of the community. If something breaks, they fix it. They keep the pool cool, the gardens growing, the lights lit and the grounds spotless. They make sure that everything our residents interact with is in perfect working order. Leadership is paramount to a successful service team. And this Milly Award goes to the Service Manager who leads his team to top performance – and delivers on Mill Creek's mission to enhance lives by providing a quality living environment.

To further recognize his or her contributions, the winner of this award will also attend the company's Annual Town Hall Meeting. Criteria is subjective, but may include:

- Risk management + safety
- Zero-defect move-ins
- Work order completion time
- Expense control
- Inspections
- Team rapport + communication
- Personal interaction
- Resident satisfaction scores
- Training attendance

SERVICE TEAM MEMBER OF THE YEAR

Nominations requested from Supervisors

The Service Team Member of the Year delivers service with a smile. These are the men and women who keep the community spotless and everything in perfect working order. They are the 'come to the rescue' folks with significant interaction with our residents. Their work is visible at virtually every customer touch point. Their contributions play a huge role in driving renewals.

- Risk Management
- Safety
- Resident satisfaction
- Inspections
- Work order completion time
- Zero-defect move-ins
- Training attendance

COMMUNITY OF THE YEAR: STABILIZED AND LEASE-UP

Nominations requested from IT, HR, Marketing, Training, Accounting & Supervisors

Support teams enjoy significant interaction with their community teams – and as such, offer interesting insight into the performance of a community. That's why the Community of the Year Award is nominated by the various support teams to recognize a community's muscle in core areas. Here, we're looking to uncover a community's individual vibe – its secret sauce – that makes it stand out from the rest.

Additional criteria to be used to evaluate winners are:

- Expense control
- Revenue growth
- NOI
- Occupancy
- Absorption (Lease-ups)
- Delinquency
- Inspections
- Resident satisfaction
- Shopping report scores
- Team rapport + communication
- Training attendance

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NATIONAL SUPPORT ASSOCIATE OF THE YEAR

Nominations requested from Supervisors

Running our organization is a team effort between our property management associates, development associates, construction associates and national support associates – those men and women that work in our HR, IT, Finance, Risk Management, Marketing, Training, Administrative and Accounting Groups. These are the unofficial rainmakers of the company, the 'back-office' that makes sure people get paid, leads are generated, teams are prepared, computer systems operate and the balance sheets balance.

The National Support Associate of the Year is recognized for his or her consistently amazing service delivery, mastery of systems and resources, a 'fix it or find someone who can' mentality, rapport-building relationships, and problem-solving, all delivered with poise and professionalism.

THE BRIAN HIGDON AWARD

Nominations requested from Department Heads

Perhaps the most prestigious of the Milly Awards, the Brian Higdon Award recognizes a top-performer who embodies the Mill Creek mission and values in all that he or she does – and inspires and guides others to their top potential. Nominees of this award take genuine pleasure in serving others and finding solutions. The winner of this award 'bleeds blue' – representing Mill Creek to the highest standard both on and off the clock. Never complacent, these individuals are sought out for new ideas and strategies that advance company programs and reputation – with integrity, teamwork, balance, and impact. They're the kind of people you want on your team, the kind of people you want on your side, the kind of people you like to be around, the kind of people our customers recognize and appreciate.

THE
Milly
AWARDS

best
IRR

BEST IRR ON MCR CASH INVESTED

This Milly is awarded to the development community with the best annualized compounded rate of return on Mill Creek's cash investment.

best
MULTIPLE
ON MCR CASH
INVESTED

BEST MULTIPLE ON MCR CASH INVESTED

The Best Multiple award is presented to the development community which returned the greatest total distributions to Mill Creek as a percentage of its original investments.

best
GROSS
PROFIT

BEST GROSS PROFIT

The recipient of the Best Gross Profit award is recognized for generating the highest total profit from the community level investment for Mill Creek and our partners.

best
GROSS
PROFIT
PER HOME

BEST GROSS PROFIT PER HOME

This Milly is awarded to the community with the highest per home profit for Mill Creek and our partners.

best
GROSS
PROFIT
MARGIN

BEST GROSS PROFIT MARGIN

The recipient of the Best Gross Profit award is recognized for contributing the highest profit as a percentage of the total cost to build the community.