



Pinnacle Award for Above & Beyond

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GOAL

The purpose of the Pinnacle Award for Service "Above & Beyond" is to recognize and promote service excellence in the commercial real estate industry. It is about providing a service to a customer that was unexpected, extraordinary, unnecessary, surprising, caring and perhaps even entertaining and outrageous. This performance of service "Above & Beyond" could have come about as a result of a mistake made and then corrected, or it may have been an opportunity seized to show how far the company would go to exceed a client's expectations.

ELIGIBILITY AND JUDGING

The company must have won at a Local Association Awards Competition in this Awards cycle entry year (2007), in order to be eligible to advance to the national level of competition. The entrant may not have won in the same category at the national level during the last five years. If they enter a different category, they may compete after three years. The entrant must be a member in good standing of the local BOMA Association, and of BOMA Canada. Judging of the entry will be based on your written submission.

SUBMISSIONS

Shortly after your win locally, you will receive a letter from BOMA Canada which will include the Registration Form and Fee information.

Registration Form and Fees:

If you intend to enter the national awards, you will be asked to complete and correct (if necessary) the Registration Form that will be enclosed in your "Call for Entries" letter, and enclose the Entry Fee.

- Fee:** **\$212.00** Canadian (\$200.00 plus \$12.00 GST-#86325 6863 RT0001)
made payable to "**BOMA Canada**"
- June 28, 2007** Entry Notification to BOMA Canada with Fee
- July 19, 2007** All requested materials (below) must be received at the BOMA Canada office

Materials:

The following items will be required as part of your Entry Package:

- One 11 x 14 Colour Print Photo of your Team. This is used for display purposes at the Awards Gala, and will not be returned. Please ensure that it is of high quality, and do avoid colour laser prints as the inks mottle during mounting on the display boards.
- CD ROM containing the following:
 - The completed MSWord Template (supplied to you by BOMA Canada). This includes a cover page, as well space for you to complete the written portion of your entry.
 - Electronic copy of your "Team Photo"
 - Electronic copy of your Corporate Logo
- One print copy of your submission

Written Submission:

Part A - Synopsis

Your written submission should support the incident or customer service situation that you feel qualifies the company for recognition as going "Above & Beyond" in these days when we are all "doing more with less" and exceeding the customer service norms of just few years ago in order to remain competitive.

The written submission including the questionnaire responses should be brief (maximum five pages) and describe the circumstances that required extraordinary action, detailing resources and commitments used to meet the client's needs. Describe the benefits of the activity or service from the perspective of service, customer satisfaction, delivery, safety, moral and environmental considerations.

(Continued)



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Part B - Questionnaire

Please answer the following questions as they apply to your company. Each question is worth a percentage of the total score of 100 (indicated in brackets). Handwritten or typed answers are acceptable.

1. Did the company show expediency in meeting the client's need(s) by going considerably out of its way to accomplish the task at hand or perceiving the client's urgency at the time of the event? (15%)
2. Did the client perceive the service to be extraordinary and of high value? By your estimate, how much was this worth to the client? (15%)
3. Was the client extremely impressed with the activity/service by exceeding his/her expectations? Define what your organization considers a "normal" response to this circumstance. (15%)
4. Does the organization recognize and encourage a willingness to respond to "Above & Beyond" the Call of Duty? (15%)
5. Has the client's loyalty increased client since the activity/service was provided by the nominee? (15%)
6. Was the activity or service: (10%)
 - unexpected or surprising?
 - caring?
 - extraordinary?
 - entertaining?
 - other?
7. Did the activity/service have a significant impact on the outcome of the circumstances surrounding the client? (15%)

Dated: January 01, 2007