



2025 ENTRY REQUIREMENTS

Pinnacle Award - Above & Beyond

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

- Property Owner/Management Company or Service/Supplier Company
- Entries are to be submitted on a self-nominating basis.
- Judging of the entry will be based on your written submission and meeting of all submission requirements as listed below
- Entrants must be BOMA members
- The company must have won at a local association awards competition in this awards cycle entry year (2025), in order to be eligible to advance to the national level of competition.
- Judging of the entry will be based on your written submission.

SUBMISSIONS

Shortly after your win locally, you will receive an email from BOMA Canada which will include the registration form and fee information.

Registration Form and Fee:

Fee:	\$995.00 Canadian (plus HST-#86325 6863 RT0001) via credit card online (link will be provided)
July 15, 2025	Registration/Entry Fees & Formal Entry materials (below) must be received at the BOMA Canada office

Formal Entry:

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

1. A cover sheet stating the following must be included:
Name of Property Owner/Management Company or Service/Supplier Company as well as the Name, Phone Number and Address of the person who will receive all correspondence.
2. Sections A and B describe the components to be addressed in writing. Ensure that the written submission does not exceed the maximum number of pages permitted (5 pages). You are encouraged to include any additional information that you feel will assist the judges (as long as it does not exceed the maximum number of pages permitted.)
3. Submissions must be made on company letterhead using your company standard issue presentation covers.
4. A high resolution electronic copy of your corporate logo must be provided.
5. An electronic copy of your "Team photo" must be provided.

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.



2025 PINNACLE Awards



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. You are encouraged to include any additional information that you feel will assist the judges (as long as it does not exceed the maximum number of pages permitted).

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%)