



Pinnacle Award

2026 ENTRY REQUIREMENTS - CUSTOMER SERVICE

Goal

The Pinnacle Award for Customer Service recognizes and promotes service excellence in the commercial real estate industry. A customer-focused, service-driven company demonstrates consistency, ingenuity, integrity, and a dedicated pursuit of excellence. Your company remains top-of-mind for customers by consistently exceeding expectations.

Eligibility & Judging

- Open to Property Owners/Management Companies or Service/Supplier Companies.
- Self-nomination is required.
- Entrants must be BOMA members.
- Entrants must have won at the local level in the current awards cycle (2026) to be eligible for national consideration.
- Entrants may not have won in the same category within the past three years.
- The service described must have occurred within the past 12-24 months.
- Judging is based on the online submission and fulfillment of all formal entry requirements.

Entry Requirements

- **Entry Fee:** \$995.00 CAD (plus HST #86325 6863 RT0001), payable online via credit card.
- Formal Entry Deadline: July 15, 2026.
- **Submission Format:**
 - Submit entry online [\[link available Q2 2026\]](#)
 - Completion of criteria sections A-F below.
 - A high resolution (EPS, PNG, JPG) team photo and company logo. (If the entry is successful, these images may be used during the awards gala and in post-event editorial coverage)



Criteria

A. Define Your Customer Service Policy (15 points) (Maximum 300 words)

- Explain the foundation and principles of your customer service approach.

B. Outline Goals/Objectives of the Policy (15 points) (Maximum 300 words)

- Describe the intended outcomes and strategic goals of your customer service policy.

C. Implementation & Practices (20 points) (Maximum 300 words)

- Detail the processes, methods, and practices used to develop and implement customer satisfaction goals. Include:
 - “Full Circle” customer service plan from request to resolution
 - How customer input informs new products/services
 - Depth and breadth of your team’s approach to service delivery
 - Role of employees dedicated to customer service

D. Organizational Commitment (20 points) (Maximum 300 words)

- Describe how the company’s commitment to customer service is maintained and improved across all levels. Include:
 - Staff training programs (including incentives & recognition)
 - Customer appreciation events
 - Employee recognition/reward programs
 - Systems for regular customer outreach
 - Staff engagement strategies
 - Reinforcement of mission statement

E. Policy Monitoring & Verification (15 points) (Maximum 300 words)

- Explain how customer service policies are maintained, verified, and monitored. Include:
 - Satisfaction surveys or client feedback samples
 - Completed action plans for resolution
 - Communication plans
 - Results from the last two surveys

F. Client Impact (15 points) (Maximum 300 words)

- Identify key clients or stakeholders where this customer service policy is applied and implemented and provide at least 1 client* testimonial. *Clients include employees and or contractors

Recognition

- The winner will be presented with a trophy at the National Awards Gala during BOMEX.



- The winner will be notified in advance and provided with a complimentary ticket to attend the Gala (travel expenses not included).
- Finalists will be acknowledged during the Gala.
- The winner may be featured in post-event editorial and marketing initiatives.

