

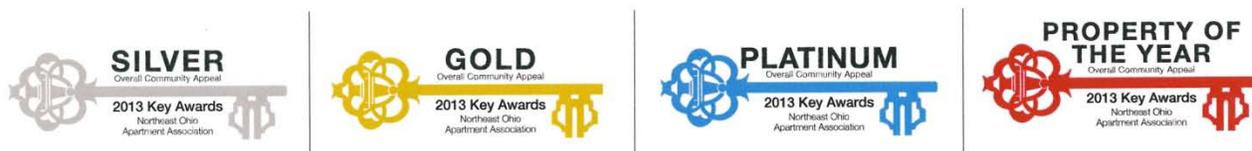
# 10<sup>th</sup> Annual Key Awards Gala

The Key Awards are an acknowledgment of excellence within the apartment industry in the Northern Ohio region. The Awards program offers recognition to property owners, managers and staff of those communities that achieve the highest standards of property management professionalism.

Winners of the Key Awards demonstrate to their communities, residents, and their peers that their property has the physical qualities, marketing creativity and management caliber necessary to be called one of northeast Ohio's best!

Recipients of this symbol of excellence are invited to proudly display their award and use the Key Award logo when advertising and merchandising their communities.

Thank you for participating and good luck!



Dear Best Burton Carol Teams Ever,

I know everyone looks forward to the Key Awards evening for a variety of reasons. Who are the standouts? Who scored silver, gold or platinum? Who is the property of the year? Who won property manager or customer service hero of the year? Who scored more than 100%? Or possibly what's for dinner? Or looking forward to dressing up to have a night on the town with our BCM Team! Any one of those reasons are wonderful reasons for being there.

What I look forward to the most is seeing all of you and knowing how hard you worked for Key Awards all for the benefit of our properties every day regardless of judges driving around on one day and for the recognition you all deserve. It is so rewarding to see everyone looking like you are on the red carpet and enjoying a well deserved night out. What makes my heart the most proud is talking to you and realizing (as I already knew) how blessed we are to have such a great, dedicated group of people that have chosen to work for our company and who do such a great job with pride beaming from your eyes! To me, that is the most golden moments of the night! Strike that--it is the platinum moment that each and every property deserves!

However it never hurts to be recognized as winners within our peer group. With 152 properties that entered, 36 of them scored over 100 points. That means 23% of the entries have scored over the total possible points. Of those 36, Burton Carol had 6 of them which is 16%. Crossings Village, Columbia Square, Great Northern Village, Victoria Plaza, Parkside Towers and Marine Towers West---Pretty amazing. And if you think of it, the Property(s) of the Year scored 104.32% which means there were 4% points between our 6 properties over 100% and the Property of the Year. And by example, Arbor Court, which received a silver award, scored over 97% which in any book is beyond exceptional. Truly the Key Awards entries have stepped up their game over the years in major fashion. And not that I want to toot our own horn, but I do think we have a large responsibility in that. Years ago when we had the goodie bags for the judges---NO ONE else did. Then the drivers started sharing with others what CMI (now BCM) did and others caught on. Yes I think our company raised the bar for others to follow. And it has made our entire industry better. I thank all of you for that!

Congratulations to our three Platinum winners! Ravenswood who has been a standout for our company for many many years--great job! Victoria Plaza a former NOAA Property of the Year again regained their stature...and Great Northern Village a newcomer to this award, congratulations. Our Gold winners Marine Towers West, who obviously overcame Super Storm Sandy to get the judges eyes. They must have missed the giant crane and scaffolding at our entry! Parkside Towers, who rose up out of the ashes truly was a standout, and of course Columbia Square, our third property this year to receive a Gold Key Award. And to our silver winners who all scored amazing points, almost putting them in the 100% club--thank you! Arbor Court, Windsor Place, Clearbrooke, Lake Park, Fir Hill, Ridgewood, Crossings Village, The Shoreham and Royalton Greens---no way should you all not have been gold or platinum however we know that judges look at things (or not) with different eyes and we respect the process so I am sure you all know for yourself how awesome you looked!!!

And though our bricks and mortar shined and scored extremely well last night---what is even better is our people! Without you, we could never be winners of anything and it is each of you that are what makes us so proud.