

# 2012 Good Neighbor Awards Nominations

## FREQUENTLY ASKED QUESTIONS

### **Who can nominate a Good Neighbor?**

Anyone can nominate a Good Neighbor—common examples include the nominee's broker, a colleague, a spouse, or a representative from the charity or real estate board. Many candidates nominate themselves. The nominee, however, must be a REALTOR®, that is, a current member in good standing of the local REALTOR® association and NAR.

### **Can I nominate myself?**

Yes, in fact, we encourage you to. Though some people aren't comfortable "selling" themselves, you are uniquely qualified to share the details of your experience with us. If you do nominate yourself, we encourage you to provide at least one testimonial letter from someone else who is familiar with your volunteer work—these testimonials usually speak in more glowing terms than you would use to describe yourself and provide insight into how your work is viewed by others.

### **Can a group be nominated?**

Though there are plenty of deserving groups, this award is specifically intended to recognize individual REALTORS®. The only exception would be if two people—such as husband and wife—work together equally on a project. If their work truly cannot be separated, they can be nominated together. However, keep in mind that the judges will be comparing them with individual candidates. Generally, it is advisable to designate one person as the nominee if possible.

### **Am I eligible if I volunteer for more than one organization?**

Absolutely. It is common for volunteers to be involved in more than one area of community service. If you would like your application to be considered based on your work with several charities, include the information on the application (attach additional pages if necessary). One word of caution: Quality is more important than quantity. Generally, the more organizations you include, the harder it is for judges to determine the impact you have made, so it's often better to limit the details to only the organizations for which you have made a significant impact.

### **How can I make my application stand out?**

The essay and the testimonial letters are often the most valuable portions of the application for the judges. The following tips provide insight into what the judges are looking for and can help you submit the most effective essay:

1. Be as specific as possible. For example, give a close estimate of the number of hours volunteered, the number of people the nominee helped, the number of dollars raised, etc. Vague words like "countless" "incalculable" or even "thousands" are of very little use to the judges.
2. Don't rely on adjectives. Superlatives like "kindest", "most dedicated", "most generous"—though certainly true—don't help the judges evaluate a nominee's achievements. Instead, describe something the nominee did that illustrates how kind or dedicated he or she is.
3. Don't be modest. If you are uncomfortable talking about your achievements, have someone else write the essay portion for you and/or provide detailed testimonials. Testimonials from someone you've helped are particularly valuable.
4. Focus on your accomplishments, not the organization's in general. The judges need to evaluate the impact that the nominee has personally made. Don't make the mistake of only emphasizing how much good the organization has done; instead, focus on what the nominee has done for the organization.

**Can I send a video with my application?**

You can send videotapes or DVDs, but we discourage it. With the amount of materials the judges need to review, we can't guarantee audio-visual materials will get full attention. If you feel the content of a video is truly important and not covered elsewhere in your application, please consider sending a written transcript of the video.

**When will the winners be announced?**

Ten finalists will be named in August. The five winners will be announced at the end of October, in the November issue of REALTOR® magazine.

**What do the winners receive?**

Five winners will each receive a \$10,000 grant for their charity, national and local publicity through a REALTOR® magazine cover story and many other print and online publications, travel expenses for the winner and a guest to attend the REALTORS® Conference & Expo, a custom crystal trophy, and much more. In addition, five honorable mentions will each receive \$2,500 grants.

**Can I fax or e-mail my application?**

No, nominations must be received by mail to the address below. We must receive five copies of your application and all attachments by

**Friday, May 18, 2012**

Send to:

Good Neighbor Awards  
REALTOR® Magazine  
430 N. Michigan Ave.  
Chicago, IL 60611

**Further questions?**

Please call Sara Geimer, Good Neighbor Awards Program Manager, 312-329-8296, [sgeimer@realtors.org](mailto:sgeimer@realtors.org). Or see the Good Neighbor Awards home page at [www.REALTOR.org/gna](http://www.REALTOR.org/gna).