2027

Nomination Guide

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01

Welcome to the 2027 NAA Top Employers

NAA's Top Employers recognize member organizations that are creating work environments focused on collaboration, innovation and hard work. The program pays tribute to successful management and supplier companies that contribute to the industry and a flourishing economy.

Program Overview

NAA's Top Employers utilize surveys based on a Net Promoter Score (NPS) that anonymously measures employee experience. Each nominee invites its employees to take the survey. Scores are consolidated and ranked using our proprietary scoring algorithm to determine the winners in each category.

Please take a moment to read through this nomination guide and, as always, contact us if you have any questions.

Nomination Deadline

January 15, 2027

Finalists Notified

March 10, 2027

Publicity Starts

March 31, 2027

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02

More Than an Awards Program

The NAA Top Employers NPS-based employee survey is a valuable resource for leadership teams. We provide the content and track the results, enabling management to make changes based on employee feedback. Surveys like these improve retention, engagement and performance while allowing employees to anonymously express their feelings.

These surveys help you:

- Reduce turnover
- Increase productivity
- Improve company culture
- Track progress year over year
- Encourage new ideas

> **Research indicates that workers have three prime needs: interesting work, recognition for doing a good job, and being let in on things that are going on in the company.**
>
> **Zig Ziglar**
> Motivational Executive · ziglar.com

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03

Net Promoter Score or NPS Values

NAA's Top Employers utilize surveys based on a Net Promoter Score (NPS) that anonymously measures employee experience.

1–6

Detractors

Score 1-6 - Unhappy employees who can cause damage.

7–8

Passives

Score 7-8 - Satisfied but unenthusiastic.

9–10

Promoters

Score 9-10 - Loyal enthusiasts who can fuel growth.

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04

4 Steps to Becoming an NAA Top Employer

Start Your Nomination

1 Enter

Submit Your Nomination

January 15, 2027

Complete the simple nomination form online that includes a brief company profile and payment for the $299 entry fee.

2 Survey

Employee Survey Period

February 1 - 26, 2027

Your team can use our template emails to solicit responses to the survey from your employees. We will also send you regular updates on your team's progress.

3 Learn

Reports & Notifications

March 10, 2027

All nominees receive their own employee survey data details, including the raw data, a summary report and an industry benchmark report to compare your results against your peers.

4 Celebrate

Winners Recognition

March 31, 2027

All winners will be announced in an official NAA press release, through our social media channels on Facebook, X/Twitter and LinkedIn, as well as in newsletters and other NAA publications.

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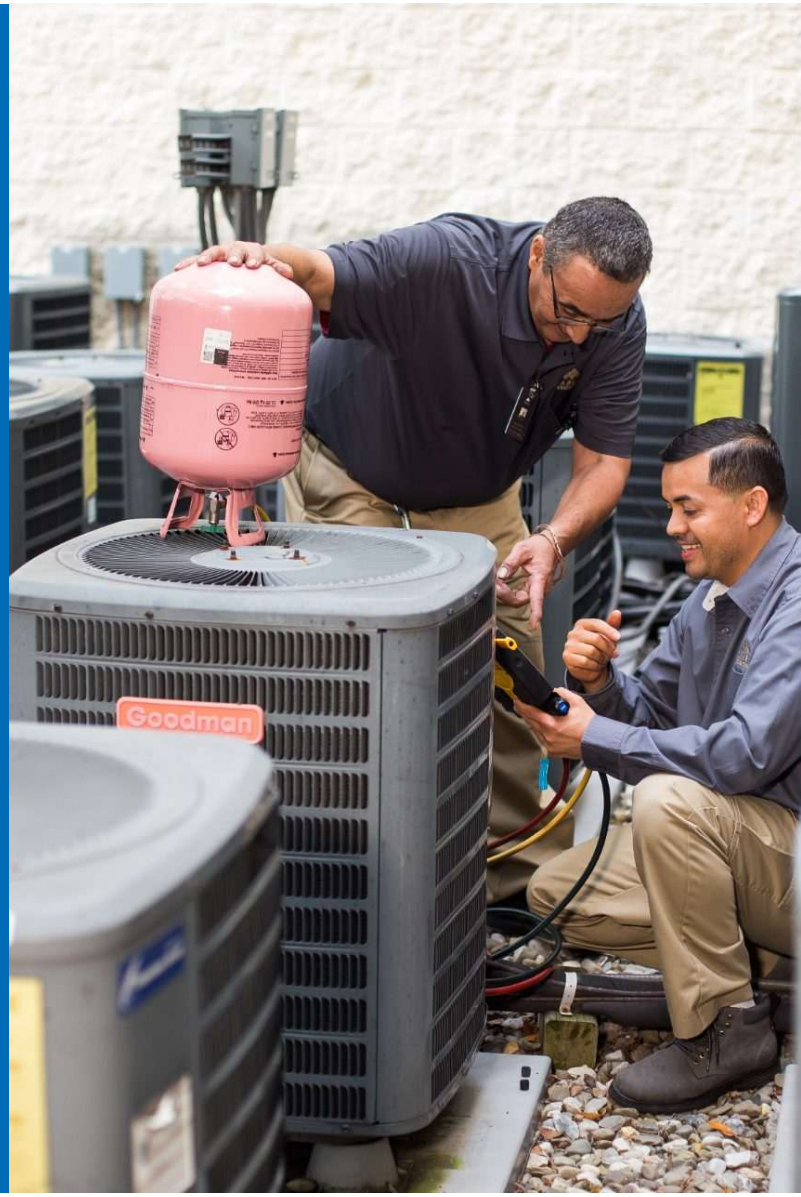
“

When people are financially invested, they want a return. When people are emotionally invested, they want to contribute.

Simon Sinek

Organizational Consultant · simonsinek.com

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05

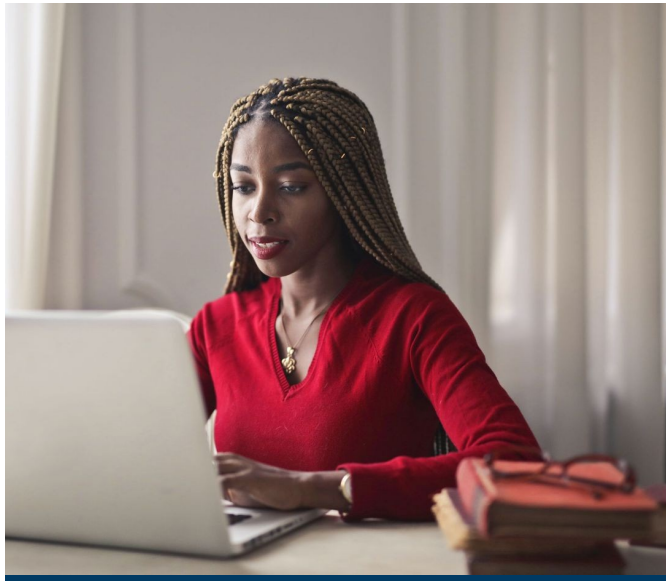
Employee Satisfaction Survey

You'll receive your Unique Company 5-digit ID, emails to solicit responses, and a link to the employee survey. The 5-digit ID identifies your employee responses in the program. The questions below are used to rank nominees and generate your Net Promoter Scores.

About You

- What is your gender?
- What is your job level in the company?
- What is your education level?
- What is your annual compensation?
- What is your diversity classification?
- How long have you been working for the company?
- What is your age classification?

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To view a sample survey, visit:

bintelligence.us/2027/naa/survey.html

05 · Employee Satisfaction Survey

About Your Employer

All of these are scored on a Likert scale - 1-10

1 Overall, how satisfied are you with your organization/employer?	**8** How interested is your manager in your professional development?
2 Overall, how satisfied are you with your role?	**9** How familiar are you with the company's strategic, high-level goals?
3 How likely are you to recommend your employer to a friend looking for a new job?	**10** How competitive is your salary compared to jobs you might find elsewhere?
4 How likely are you to recommend the products or services of your employer to a friend or family member?	**11** How much do you feel respected and valued?
5 How likely are you to recommend your current supervisor for a raise or promotion?	**12** What do you like best about your employer?
6 How meaningful is your work?	**13** What do you like least about your employer?
7 How openly is information and knowledge shared within the company?	**14** Finally, do you have any comments or concerns you would like to raise?

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06

How many surveys?

To be eligible for recognition, a minimum share of employees must complete the employee satisfaction survey so each organization's results are reliable enough to compare. The share depends on company size, as shown below. Surveys can be completed online using any computer, tablet or smartphone, in English or Spanish, and only take a few minutes to complete. All full-time or full-time equivalent employees should be surveyed. During the employee survey period, we will provide periodic updates on your employee participation levels. Surveys are anonymous and secure. The survey never asks for employees' names or contact information.

50%

of employees must respond

Small Business

Up to 100 employees

25%

or 50 responses, whichever is more

Medium Business

101-500 employees

15%

or 125 responses, whichever is more

Large Business

More than 500 employees

Supplier companies follow the same table, based on their number of employees.

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07

Who Wins and How are Winners Chosen?

Nominees will be divided into categories, one for suppliers and three for management companies, determined by size of organization. Winners are determined using a proprietary weighted formula of employee satisfaction ratings for each nominee. This is not an average or sum of all scores. NAA recognizes the number one organization in each of the categories and nine other organizations as being in the top ten. Nominees whose scores are not in the top ten but surpass the industry benchmark score will be named finalists.

Management Companies	Management Companies	Management Companies	Suppliers
Small Business	**Medium Business**	**Large Business**	**Suppliers**
#1 Management Company Top 10	#1 Management Company Top 10	#1 Management Company Top 10	#1 Supplier Top 10

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08

What If You Win?

If your scores rank among the top, you will be named a winner. Winners will be announced via press release, in our member publications and on our website and social media channels. As a winning organization, you will receive the following:

- One trophy
- Recognition on NAA's website
- Inclusion in the official NAA press release
- Acknowledgement on NAA's social media platforms
- Recognition in NAA newsletter and publications
- Royalty-free use of the winner logo for your website and marketing materials

Additional Rules

All required fields in the nomination form must be complete.

Each employee may complete the survey once. Duplicate responses are screened by device and IP address. Abuse of the system will result in immediate disqualification.

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Employees engage with employers and brands when they're treated as humans worthy of respect.

Meghan M. Biro

Founder & CEO · talentculture.com

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09

What is the Entry Fee?

$299

A $299 nomination fee is collected when your nomination is submitted online. We accept all major credit cards, bank wire transfers, PayPal, Apple Pay and checks.

If you are paying by check or wire transfer, submit your nomination online and use the special code **"ALT-PAYMENT"** when prompted.

Would you like to pay using a bank or wire transfer? Contact us.

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Business Intelligence GROUP

Since 2012, the Business Intelligence Group has been developing and hosting various business award programs across various industries. Thousands of companies have been rewarded for their innovations, performance and excellence. The Business Intelligence Group provides unbiased, third-party award programs to maintain quality and professionalism.

www.bintelligence.com

Thank You to the 2026 NAA Top Employers



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TOP EMPLOYERS

LOVE WHERE YOU WORK

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