





# Criteria



## Judging Criteria:

- Mandatory 2-minute video submission (Displayed on awards website)
- Required submission form (license number, logo, company name, etc)
- Maximum of one page written submission to support your video
- Voting via the awards website
- Written submission (plus optional 3-minute video in Khmer or English)
- The top three agencies with the most consumer votes will be awarded the "People's Choice" title



## Submission Criteria:

### Agency Achievements

Outline key business achievements within the year and why they are of significance. For example: business growth, innovation, and employee development, etc

### Sales & Rental Success

Examples of success in property sales and/or rentals, or sales success involved in any outlined developments. Focus on why the campaign(s) have been successful, not simply the number of sales or rentals

### Staff Development & Company Culture

Outline staff development programs and describe your company ethics and culture

### Marketing

Highlight your most successful marketing campaigns during the award period

### Innovation

Describe any new business ideas and initiatives implemented during the awards year together with the results achieved and how they have contributed to overall success

### Service to Clients

Examples of how your agency provides a high level of customer service to your clients. Highlight what sets you apart and client testimonials

### Corporate Social Responsibility

Provide examples of corporate social responsibility initiatives performed by the agency during the voting period. Include any images and videos relating to those initiatives



## Agency Details

Agency Name:	
Agency License from MEF:	
Membership Number from MEF:	
Agency and Approving Director or CEO:	
Agency Logo	
Number of Agency Staff:	
Award Nomination Form and Video:	
Agency Profile (200 Words Maximum)	