



# CAMBODIA REAL ESTATE AWARDS

Recognizing excellence in the Cambodia Real Estate Industry

## **OFFICIAL HANDBOOK** CAMBODIA REAL ESTATE AWARDS 2023

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# Key Contacts for the Cambodia Real Estate Awards 2023

## Cambodia Real Estate Awards

Contact for Core Partners, Judges,  
Official Auditor & Ministries

**Name:** Eric Wong  
**Position:** CREA Head Judge  
**Email:** eric@cambodiarealestateawards.com  
**Phone:** +855 (0) 88 881 1368

## Cambodia Real Estate Awards Sales - Manager

Contact for Developers, Agencies, Entries &  
Sponsors

**Name:** Annabelle Vong (Anna)  
**Position:** Sales - Event Manager  
**Email:** annabelle.vong@realestate.com.kh  
**Phone:** +855 (0) 17 426 797

## Agency Awards Entry Contacts:

For any agent or agency that would like to enter the Cambodia Real Estate Awards 2023

### English & Khmer:

**Name:** Sokphea Rorm  
**Position:** CREA Agent Entry Facilitator  
**Email:** sokphea.rorm@realestate.com.kh  
**Phone:** +855 (0) 89 428 028

### Chinese:

**Name:** Taing Muyngy (Muyngy)  
**Position:** CREA Agent Entry Facilitator  
**Email:** muyngy.taing@realestate.com.kh  
**Phone:** +855 (0) 10 723 379

## Developers & Development Awards Entry Contacts:

For any developers that would like to enter the Cambodia Real Estate Awards 2023

### English & Khmer:

**Name:** Annabelle Vong (Anna)  
**Position:** Sales - Event Manager  
**Email:** annabelle.vong@realestate.com.kh  
**Phone:** +855 (0) 17 426 797

### Chinese:

**Name:** Taing Muyngy (Muyngy)  
**Position:** CREA Developers Entry Facilitator  
**Email:** muyngy.taing@realestate.com.kh  
**Phone:** +855 (0) 10 723 379

## Sponsorship Entry Contacts:

For anyone who would like to sponsor the Cambodia Real Estate Awards 2023

### English:

**Name:** Annabelle Vong (Anna)  
**Position:** Sales - Event Manager  
**Email:** annabelle.vong@realestate.com.kh  
**Phone:** +855 (0) 17 426 797

### Chinese

**Name:** Taing Muyngy (Muyngy)  
**Position:** CREA Sponsorship Entry Facilitator  
**Email:** muyngy.taing@realestate.com.kh  
**Phone:** +855 (0) 10 723 379



# About the Cambodia Real Estate Awards 2023

Realestate.com.kh is proud to announce the fourth annual Cambodia Real Estate Awards (CREA). This **offline** gala event will serve to recognize and celebrate excellence within the Cambodian real estate industry.

Given the growth of Cambodia's real estate industry, we are pleased to now extend the CREA to include property developments.

Award categories are divided across the following disciplines in real estate:

1. **Real Estate Agency Awards**
2. **Real Estate Developer / Development Awards**
3. **Real Estate Hall Of Fame Awards**

The CREA entry criteria has been constructed with an overriding focus on inclusiveness. This will ensure that the awards cover the large variety of real estate businesses operating in the country. The CREA have become a benchmark for Cambodia's real estate individuals and companies.

The CREA winners will be judged and, ultimately, named by a panel of industry experts. Judges will also consult public opinion obtained through online voting.

Realestate.com.kh, the CVEA, and the event organisers remain wholly independent and separate from the judging process.

The judging process will be monitored with diligence by the official auditor to ensure the awards are free from any bias. CREA follows a global model that awards excellence in a transparent, objective and fair way.

Once nominees are shortlisted, all finalists and the Kingdom's broader real estate industry will be invited to attend an awards ceremony and gala dinner. Which will be held either online, offline or a combination of both. This will give everyone a chance to celebrate an amazing year of achievements.

Finalists and award winners will be granted the prestigious CREA seal. This symbol can be used in all marketing materials. Winners will receive a beautiful trophy and a certificate confirming their personal or company achievement.



## Objective

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The awards serve to professionalize the local real estate industry by recognizing the leading individuals, developments, real estate agencies and property related companies

This will elevate the finest practices and identify the leaders who are working tirelessly to bring excellence to Cambodia's real estate industry

## Mission

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To recognize the achievements of the Cambodian real estate industry objectively, without bias or undue influence and on a wholly inclusive basis. This will allow all firms and individuals to participate regardless of the size or wealth of their operation

## Values

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- 🏠 Independence
- 🏠 Transparency
- 🏠 Inclusiveness
- 🏠 Recognition of Public Opinions



## Value For Winners



**Be recognised as a leader in the Cambodia real estate industry**



**Receive a trophy and certificate to proudly display in your office or place of business**



**Marketing assets you can use to elevate your business:**

You will receive the golden CREA seal. You can use this in all your marketing materials for the rest of the year until the next award ceremony. It will also be added to all your listings on Realestate.com.kh for FREE.





## Value For All Entries: Exposure through Realestate.com.kh

Finalist CREA Seal	This seal will be added to all your property listings. It will build buyer trust and prestige for your brand.
Real Estate Agency and Agent Profile	Communicate the benefits of your agency by including “CREA award finalist” in your profile on Realestate.com.kh. This builds trust with property seekers searching on realestate.com.kh.
Real Estate Developer and Development Profile	Communicate the benefits of your company and developments by including “CREA award finalist” in your profile on Realestate.com.kh. This builds trust with property seekers searching on realestate.com.kh.
Real Estate Service Company Profile	Communicate the benefits of your company by including “CREA award finalist” in your profile on Realestate.com.kh. This builds trust with property seekers searching on realestate.com.kh.
Finalist Plaque	All finalists will receive a plaque to display in their office. To communicate to property seekers once they are in your office that you are a trusted brand in the Cambodian real estate industry.



## Value For Winners: Exposure through Realestate.com.kh

CREA Seal	This seal will be added to all your property listings. It will build buyer trust and prestige for your brand.
Real Estate Agency and Agent Profile	Communicate the benefits of your agency by including “CREA award winner” in your profile on Realestate.com.kh.
Real Estate Developer and Development Profile	Communicate the benefits of your company and developments by including “CREA award winner” in your profile on Realestate.com.kh.
Real Estate Service Company Profile	Communicate the benefits of your company by including “CREA award winner” in your profile on Realestate.com.kh.
CREA Official Post Event Video	All winners will be featured in the post event video and will be able to use this for internal marketing purposes.
Iconic CREA Trophy	All winners will receive an iconic trophy inspired by esteemed Cambodian Architect - Vann Molyvann.



## Judging Mechanisms

### **Official Auditor:**

The Official Auditor will oversee the entire judging process of CREA 2023. The official auditor, they will work to ensure that the process is objective, fair and done with integrity from start to finish.

The Auditor will review completed entry forms to check that they meet all criteria, including individual and company necessary registrations, licenses and tax patents related to their businesses for the real estate agencies, developers and developments entering the awards.

Judges will then score entrants and submit scores to the Auditor. The Auditor will do a final check and present their results to the judges.

A representative of the official Auditor will be present at meetings of the judges to ensure that award criteria and guidelines are strictly followed. The MEF gives final approvals for all of the CREA winners.

### **Panel of Industry Experts:**

Participants will be judged by a highly experienced team of professionals who cover a range of property-related disciplines. The judging panel will use a robust framework that ensures the application process is equitable and impartial.

Outside of determining the judging criteria, terms and conditions of entrants and panel members, Realestate.com.kh will remain totally independent of the judging results. The final decision on all awards will be left to the judging panel, in combination with the weighted votes of the general public.

### **Voting:**

Given the CREA's value of public involvement, a portion of the judging will take into account public votes which will be conducted via the event website and social media channels. Different award categories will include different weightings for public votes, depending on the nature of the award and the relevancy of public opinion to that award.

### **Government Involvement:**

All nominees must have the necessary registrations, licenses and tax patents related to their business activities. The legitimacy of entrants will be overseen by representatives of the Cambodian Valuers and Estate Agents Association (CVEA).



## Judging Panel (Proposed)

### MAIN PANEL: JUDGE AGENCIES & DEVELOPMENT



**MR Eric Wong** – Head Judge of Cambodia Real Estate Awards



### JUDGE DEVELOPMENTS ONLY

Agents have the ability to provide insights to the main panel of judges around sales rate, construction progress etc



# Recognising the Entire Real Estate Industry

## 1. Real Estate Agency Awards

Includes various awards for outstanding real estate agencies, across multiple business types. Selected awards are categorised according to the number of agency staff:

- Corporate (from 1 to 15 staff members)
- Enterprise (16 or more staff members)

## 2. Real Estate Developer Awards

Includes various awards for outstanding developers in the Cambodia real estate industry, across multiple disciplines. These categories focus on the developer as a company. Not just a particular development.

## 3. Real Estate Development Awards

Includes various awards for outstanding developments in the Cambodia real estate industry, across multiple disciplines including residential, commercial, landed (borey) developments and condominium developments.

## 4. Cambodia Real Estate Hall Of Fame

Honouring companies and individuals who has provided sustained leadership, made a pioneering contribution or left an outstanding legacy within the real estate industry and the Cambodian community as a whole.

# Real Estate Agency Awards

## Agency - Awards Categories

-  Real Estate Agency of the Year (Corporate)
-  Real Estate Agency of the Year (Enterprise)
-  Research / Valuation Firm of the Year
-  Property Management Firm of the Year
-  Agency - Employer of Choice
-  Agency of Choice

# Real Estate Developers Awards

## Developers - Awards Categories



**Developer of the Year**



**Condominium Developer of the Year**



**Borey (Landed Property) Developer of the Year**



**CSR & Social Impact Developer of the Year**



# Real Estate Development Awards

(Under Construction or Recently Completed in the last 12 months)

## Development - Awards Categories



Development of the Year



Condominium Development of the Year



Borey (Landed Property) Development of the Year



Mixed-use Development of the Year



Affordable Condominium of the Year



Premium Condominium of the Year



Waterfront Development of The Year



Lifestyle Development of the Year



Office Development of the Year



Retail Development of the Year



Hotel Development of the Year



Best Borey (Landed Property) - Eastern Phnom Penh



Best Borey (Landed Property) - Western Phnom Penh



Best Borey (Landed Property) - Northern Phnom Penh



Best Borey (Landed Property) - Southern Phnom Penh

# Real Estate Development Awards

(Under Construction or Recently Completed in the last 12 months)

## Development - Awards Categories

-  **Regional Development of the Year**
-  **Affordable Housing Development of the Year**
-  **Boutique Housing Development of the Year**
-  **Sales & Marketing Strategy**
-  **Residential Design of the Year**
-  **Luxury Development of the Year**



# Inductees to the Cambodia Real Estate Hall of Fame

Three Inductees will be announced

2023 will be the second time the Hall of fame has been added to the CREA. The Hall of Fame has been created to honour individual and companies that have worked in the real estate industry for longer than 10 years

Each year there will be three inductees to the CREA Hall of fame.



**CREA - Hall of Fame**



**CREA - Hall of Fame**



**CREA - Hall of Fame**



**AGENCY  
AWARDS  
CATEGORIES**





## Agency Nomination Criteria

### Required Submission Attachments

Agency License Number with MEF	Cambodian Ministry of Economy and Finance license number must relate to the agency area of specialisation and relevant award
Membership Number with CVEA	All agencies must be a current member of the Cambodia Valuers and Estate Agents Association at the time of nomination
Agency and Approving Director or CEO	You must provide your trading name as well as the official company name registered at the Ministry of Commerce. This should include the full name and phone number of the Director or CEO of the agency who has approved the final entry submission
Agency Profile (200 Words Maximum)	Profile must be provided to introduce your agency. This will also be used for publicity for the awards
Agency Logo	This will be used on promotional collateral for the awards. High resolution, JPG and EPS
Number of Agency Staff	The total number of staff within your agency (this will be cross checked against your website)
Award Nomination Form and Video	The award(s) you are nominating for, together with a detailed submission (written, photos, video and other evidence) relating to the criteria for that award. Nominations may be in either Khmer or English



# Real Estate Agency of the Year

## Corporate and Enterprise Categories

Recognizing the Highest Performing Real Estate Agency in Cambodia for the Awards Year



### 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



### 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 and 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 and 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 (CSR)

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



# Research / Valuation Firm of the Year

Recognizing the Highest Performance Research / Valuation Firm for the Awards Year



## Judging Criteria:

- Written submission (plus optional 3-minute video in Khmer or English)



## Submission Criteria:

### Business Success

#### (Research)

Market Research Reports - Provide any market research reports you have published during the voting period in relation to property prices and market insights in Cambodia

#### (Valuation)

Provide details in relation to property valuations conducted within the award years

- Provide the number of valuations you have conducted during the award years
- Provide a guide to the value of valuations conducted during the award years
- Provide at least one example of a detailed property valuation
- Outline your basic valuation concepts and appraisal methods.
- Testimonial(s) from client

### Accreditation and Training

Provide a list of any training courses and accreditations obtained by the company or employees since business inception

### Banking and Professional partners

Provide a list of banks and other partners you worked with in relation to the valuations you have completed during the awards year

### 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

### 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



# Property Management of the Year

Recognizing the Highest Performance Property Management for the Awards Year.



## Judging Criteria:

- Mandatory 2-minute video submission (displayed on awards website), and written submission to support your video
- Required submission form (license number, logo, company name, etc)
- Voting via the awards website



## Submission Criteria:

### Success in Property Management

At least one example of a property you are managing or have managed during the voting period:

- Property name including the property license number
- Photos and videos of the property
- Results achieved (number of properties rented and occupancy level)
- Services offered to tenants or guests
- Testimonial from client, building owner, and/or tenants
- Evidence of successful maintenance and governance
- Length of successful management over a building or development

### Service to Tenants

Examples of how your property management provides a high level of customer service to your client, building owner, and/or tenants. Highlight what sets you apart and client testimonials

### Staff Development and Company Culture

Outline staff development programs (professional and personal) and describe your company ethics and culture

### 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



## Agency - Employer of Choice

Recognizing the Leading Real Estate Agency in relation to Corporate Culture and Staff Development for the Awards Year



### 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



### Submission Criteria:

#### **Staff Development and Company Culture**

Outline staff development programs (professional and personal) and describe your company ethics and culture.

#### **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

#### **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

#### **Corporate Social Responsibility (CSR)**

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 of Choice

## Top Three Winners

Recognizing three (3) General Public's Favorite Real Estate Agency for the Awards Year



### Judging Criteria:

- Votes via the awards website
- The top three agencies with the most consumer votes will be awarded the "People's Choice" title



### Submission Criteria:

#### Written Agency Profile

- In 300 words or less, briefly describe your agency, what sets you apart from other agencies and why consumers should vote for your agency (displayed on Awards website)

#### Video Agency Profile

- Maximum 2-minute video presentation describing your agency, what sets you apart from other agencies and why consumers should vote for your agency (displayed on Awards website)



**DEVELOPER  
AWARDS  
CATEGORIES**



# Developer Nomination Criteria

## Required Submission Attachments

Development Sales License	Sales License from Cambodian Ministry of Economy and Finance license
Development Construction License	Construction License from the Cambodian Ministry of Land Management
Developer name and profile	Profile must be provided to introduce the developer of the project. This will also be used for publicity for the awards.
Development name and profile	Profile must be provided to introduce the development that the developer is entering into the awards. This will also be used for publicity of the awards.
Developer / Development Logo	This will be used on promotional collateral for the awards. High resolution, JPG and EPS.
Project Address Project Sales Gallery Project Showroom Address	This will be used for site inspections as well as place the project into particular categories for the awards.
Project Sales & Marketing Material	All project sales & marketing material including videos, 360 tours, website & social media links. Price lists must also be included in the submission.
Total number of units / dwellings & full list of amenities	This will be used for site inspections as well as place the project into particular categories for the awards.
Key dates	Launch date and completion date
Ongoing fees	Property management fees
Award Nomination Form and Video	The award(s) you are nominating for, together with a detailed submission (written, photos, video and other evidence) relating to the criteria for that award. Nominations may be in either Khmer or English.





## Developer of the Year

**Recognizing One (1) Developer of All Categories (Company) in Cambodia for the Awards Year. All Entrants Must Complete at least One Real Estate Development Since Year 2018**



### Judging Criteria:

- 2-minute video submission of your company and development profiles (displayed on awards website) and written submission to support your video
- Materials conducted for the developments built by your company (photos, signboards, masterplans or layout plans etc.)
- Our judges will examine the overall interior and exterior design (renderings and actual site visit), the functionality of the condominiums developed by your company and how it fits into the surrounding area
- Required submission form (license number, logo, developer name, etc)



### Submission Criteria:

#### Developer Product Demonstration

- Demonstrating creativity and innovation of the developments built by your company, amenities and other supporting facilities
- Demonstrating how these developments become self sufficient and sustainable through establishing provisions for physical & social infrastructure, and adopting environmental initiatives
- Product finishes – outline if the developments built by your company have satisfied all the requirements for tenants to move in

#### Key Professional Achievements

Outline key professional achievements since your company have commenced operations in the real estate industry and why they are of significance, for example: growth of customers, sales or rental achievements, personal development, leadership and innovation, and details of your company Corporate Social Responsibility (CSR) initiatives

#### Service to the Occupiers

Practicality from an occupier perspective - testimonial from occupiers how living or working in your developments provide a holistic experience that fulfills their live, work, play and other lifestyle needs. How does it enhance the quality of live for the occupiers

#### Service to the Community

Examples of how your developments answer a specific developmental need within the community. Highlight what sets your developments apart from others within the same area



# Condominium Developer of the Year

**Recognizing One (1) Condominium Developer (Company) in Cambodia for the Awards Year. All Entrants Must Complete at least One Condominium Development Since Year 2018, with a Minimum of 80 Units developed**



## Judging Criteria:

- 2-minute video submission of your company and development profiles (displayed on awards website) and written submission to support your video
- Materials conducted for the condominiums developed by your company (photos, signboards, masterplans or layout plans etc.)
- Our judges will examine the overall interior and exterior design (renderings and actual site visit), the functionality of the condominiums developed by your company and how it fits into the surrounding area
- Required submission form (license number, logo, developer name, etc)



## Submission Criteria:

### Condominium Developer Product Demonstration

- Demonstrating creativity and innovation of your condominiums, amenities and other supporting facilities
- Demonstrating how your condominiums become a self sufficient and sustainable development through establishing provisions for physical & social infrastructure, and adopting environmental initiatives
- Product finishes – outline if your condominiums have satisfied all the requirements for tenants to move in

### Key Professional Achievements

Outline key professional achievements since your company have commenced operations in the real estate industry and why they are of significance, for example: growth of customers, sales or rental achievements, personal development, leadership and innovation, and details of your company Corporate Social Responsibility (CSR) initiatives

### Service to the Occupiers

Practicality from an occupier perspective - testimonial from occupiers how living in your condominiums provide a holistic experience that fulfils their live, work, play and other lifestyle needs. How does it enhance the quality of live for the occupiers

### Service to the Community

Examples of how your condominiums answer a specific developmental need within the community. Highlight what sets your developments apart from others within the same area



## Borey (Landed Property) Developer of the Year

Recognizing One (1) Borey (Landed Property) Developer (Company) in Cambodia for the Awards Year. All Entrants must Complete at least one Borey (Landed Property) Development Since Year 2018, with a Minimum of 20 Units developed



### Judging Criteria:

- 2-minute video submission of your company and development profiles (displayed on awards website) and written submission to support your video
- Materials conducted for the landed properties developed by your company (photos, signboards, masterplans or layout plans etc.)
- Our judges will examine the overall interior and exterior design, the functionality of the landed properties developed by your company and how it fits into the surrounding area
- Required submission form (license number, logo, developer name, etc)



### Submission Criteria:

#### **Borey Developer Product Demonstration**

- Demonstrating creativity and innovation of your landed properties, amenities and other supporting facilities
- Demonstrating how your landed properties become a self sufficient and sustainable development through establishing provisions for physical & social infrastructure, and adopting environmental initiatives
- Product finishes – outline if your landed properties have satisfied all the requirements for tenants to move in

#### **Key Professional Achievements**

Outline key professional achievements since your company have commenced operations in the real estate industry and why they are of significance, for example: growth of customers, sales or rental achievements, personal development, leadership and innovation, and details of your company Corporate Social Responsibility (CSR) initiatives

#### **Service to the Occupiers**

Practicality from an occupier perspective - testimonial from occupiers how living in your landed properties provide a holistic experience that fulfills their live, work, play and other lifestyle needs. How does it enhance the quality of live for the occupiers

#### **Service to the Community**

Examples of how your condominiums answer a specific developmental need within the community. Highlight what sets your developments apart from others within the same area



# CSR & Social Impact Developer of the Year

Recognizing One (1) Corporate Social Responsibility (CSR) & Social Impact Developer in Cambodia for the Awards Year. All Entrants must Complete at least one Green Development Since Year 2018



## Judging Criteria:

- 2-minute video submission of your developments (displayed on awards website) and written submission to support your video
- Materials conducted for your developments (photos, signboards, masterplans or layout plans etc.)
- Our judges will examine the overall interior and exterior design, the functionality of the developments built by your company and how it fits into the surrounding area
- Required submission form (license number, logo, developer name, etc)



## Submission Criteria:

### CSR Product Demonstration

- Demonstrating creativity and innovation, the outstanding attributes in your developments, amenities and other supporting facilities
- Describe how your developments breaking with tradition and originality of the design outcome, overall aesthetics of the space, and the durability and maintenance
- Demonstrating the design and architectural innovation relating to the durable and efficient use of materials, technology and effective energy consumption
- Describing how your developments achieved green design and architectural innovation - in the context of the building design, genre and facade performance etc
- Demonstrating how your developments impact, and values added to the surrounding and contribute to the future development of other green developments

### Key Professional Achievements

Outline key professional achievements since your company have commenced operations in the real estate industry and why they are of significance, for example: growth of customers, sales or rental, occupancy achievements, personal development, leadership and innovation, and details of your company Corporate Social Responsibility (CSR) initiatives

### Service to the Occupiers

Practicality from an occupier perspective - testimonial from occupiers how staying in your developments provide a holistic living and working experience that fulfils their live, work, play and other lifestyle needs. How does it enhance the quality of live for the occupiers

### Service to the Community

Examples of how your developments answer a specific developmental need within the community. Highlight what sets your development apart from others within the same area



**DEVELOPMENT  
AWARDS  
CATEGORIES**



# Development Nomination Criteria

## Required Submission Attachments

Development Sales License	Sales License from Cambodian Ministry of Economy and Finance license
Development Construction License	Construction License from the Cambodian Ministry of Land Management
Developer name and profile	Profile must be provided to introduce the developer of the project. This will also be used for publicity for the awards.
Development name and profile	Profile must be provided to introduce the development that the developer is entering into the awards. This will also be used for publicity of the awards.
Developer / Development Logo	This will be used on promotional collateral for the awards. High resolution, JPG and EPS.
Project Address Project Sales Gallery Project Showroom Address	This will be used for site inspections as well as place the project into particular categories for the awards.
Project Sales & Marketing Material	All project sales & marketing material including videos, 360 tours, website & social media links. Price lists must also be included in the submission.
Total number of units / dwellings & full list of amenities	This will be used for site inspections as well as place the project into particular categories for the awards.
Key dates	Launch date and completion date
Ongoing fees	Property management fees
Award Nomination Form and Video	The award(s) you are nominating for, together with a detailed submission (written, photos, video and other evidence) relating to the criteria for that award. Nominations may be in either Khmer or English.



# Development of the Year

(Under Construction or Recently Completed In The Last 12 Months)

Recognizing One (1) Development of All Categories Under Construction in Cambodia for the Awards Year. This Development has to be Under Construction or Recently Completed in the last 12 months



## Judging Criteria:

- 2-minute video submission of a single development (displayed on awards website) and written submission to support your video
- Materials conducted for this development (photos, signboards, masterplans or layout plans etc.)
- Our judges will examine the overall interior and exterior design (renderings), functionality, construction progress (site visit) and how it fits into the surrounding area
- Required submission form (license number, logo, developer name, etc)



## Submission Criteria:

### Development Product Demonstration

- Demonstrating creativity and innovation in this development, amenities and other supporting facilities
- Demonstrating how this development becomes a self sufficient and sustainable development through establishing provisions for physical & social infrastructure, and adopting environmental initiatives
- Describe what is unique about the space planning of this development

### Sales & Marketing Strategy

- Show examples of or details of marketing strategies and campaigns that you have used, explaining why they are unique and effective
- Show examples of pricing strategies & why they have met demand
- Demonstrate your success in sales to date, including total value of properties sold within the last 24 months, the percentage of the units sold including a breakdown of local vs international buyers

### Construction Milestones

Demonstrating if the construction of this development is according to the schedules

### Service to the Buyers

Practicality from a buyer perspective - testimonial from buyers what are the benefits of purchasing your development

### Service to the Community

Examples of how this development answer a specific developmental need within the community. Highlight what sets your development apart from others within the same area



# Condominium Development of the Year

(Under Construction or Recently Completed In The Last 12 Months)

Recognizing One (1) Condominium Development in Cambodia for the Awards Year. This Development has to be Under Construction or Recently Completed in the last 12 months, with a Minimum of 50 Units developed.



## Judging Criteria:

- 2-minute video submission of the condominium development (displayed on awards website) and written submission to support your video
- Materials conducted for this condominium (photos, signboards, masterplans or layout plans etc.)
- Our judges will examine the overall interior and exterior design (renderings), functionality, construction progress (site visit) and how it fits into the surrounding area
- Required submission form (license number, logo, developer name, etc)



## Submission Criteria:

### Condominium Development Product Demonstration

- Demonstrating creativity and innovation in this condominium, amenities and other supporting facilities
- Demonstrating how this condominium becomes a self sufficient and sustainable development through establishing provisions for physical & social infrastructure, and adopting environmental initiatives
- Describe what is unique about the space planning of this condominium

### Sales & Marketing Strategy

- Show examples of or details of marketing strategies and campaigns that you have used, explaining why they are unique and effective
- Show examples of pricing strategies & why they have met demand
- Demonstrate your success in sales to date, including total value of properties sold within the last 24 months, the percentage of the units sold including a breakdown of local vs international buyers

### Construction Milestones

Demonstrating if the construction of this development is according to the schedules

### Service to the Buyers

Practicality from a buyer perspective - testimonial from buyers what are the benefits of purchasing your development

### Service to the Community

Examples of how this condominium answer a specific developmental need within the community. Highlight what sets your development apart from others within the same area





# Borey (Landed Property) Development of the Year

(Under Construction or Recently Completed In The Last 12 Months)

Recognizing One (1) Borey (Landed Property) Development in Cambodia for the Awards Year. This Landed Property has to be Under Construction or Recently Completed in the last 12 months, with a Minimum of 20 Units developed



## Judging Criteria:

- 2-minute video submission of the landed property development (displayed on awards website) and written submission to support your video
- Materials conducted for the landed property (photos, signboards, masterplans or layout plans etc.)
- Our judges will examine the overall interior and exterior design (renderings), functionality, construction progress (site visit) and how it fits into the surrounding area
- Required submission form (license number, logo, developer name, etc)



## Submission Criteria:

### Borey Development Product Demonstration

- Demonstrating creativity and innovation in this landed property, amenities and other supporting facilities
- Demonstrating how this landed property becomes a self sufficient and sustainable development - to become a city in itself through establishing provisions for physical & social infrastructure, and adopting environmental initiatives
- Describe what is unique about the space planning of this landed property

### Sales & Marketing Strategy

- Show examples of or details of marketing strategies and campaigns that you have used, explaining why they are unique and effective
- Show examples of pricing strategies & why they have met demand
- Demonstrate your success in sales to date, including total value of properties sold within the last 24 months, the percentage of the units sold including a breakdown of local vs international buyers

### Construction Milestones

Demonstrating if the construction of this development is according to the schedules

### Service to the Buyers

Practicality from a buyer perspective - testimonial from buyers what are the benefits of purchasing your development

### Service to the Community

Examples of how this landed property answer a specific developmental need within the community. Highlight what sets your development apart from others within the same area



# Mixed-Use Development of the Year

(Under Construction or Recently Completed In The Last 12 Months)

Recognizing One (1) Mixed-use Development in Cambodia for the Awards Year. This Award Recognize Development that blend Two or More Distinct Functions within the Building. This Mixed-Use Development has to be Under Construction Or Recently Completed In The Last 12 Months



## Judging Criteria:

- 2-minute video submission of the mixed-use development (displayed on awards website) and written submission to support your video
- Materials conducted for the mixed-use development (photos, signboards, masterplans or layout plans etc.)
- Our judges will examine the overall interior and exterior design (renderings), functionality, construction progress (site visit) and how it fits into the surrounding area
- Required submission form (license number, logo, developer name, etc)



## Submission Criteria:

### Mixed-use Development Product Demonstration

- Demonstrating creativity and innovation in this mixed-use development, amenities and other supporting facilities
- Demonstrating how this mixed-use development becomes a self sufficient and sustainable development through establishing provisions for physical & social infrastructure, and adopting environmental initiatives
- Describe what is unique about the space planning of this mixed-use development

### Sales & Marketing Strategy

- Show examples of or details of marketing strategies and campaigns that you have used, explaining why they are unique and effective
- Show examples of pricing strategies & why they have met demand
- Demonstrate your success in rental/sales to date, including total value of properties rent out or sold within the last 24 months, the percentage of the units sold including a breakdown of local vs international buyers

### Construction Milestones

Demonstrating if the construction of this development is according to the schedules

### Service to the Buyers

Practicality from a buyer perspective - testimonial from buyers what are the benefits of purchasing your development

### Service to the Community

Examples of how this mixed-use development answer a specific developmental need within the community. Highlight what sets your development apart from others within the same area



# Affordable Condominium of the Year

(Under Construction or Recently Completed In The Last 12 Months)

Recognizing One (1) Affordable Condominium Development with Average Selling Price Below USD \$1,700 per square meter in Cambodia for the Awards Year. This Condominium has to be Under Construction or Recently Completed In The Last 12 Months



## Judging Criteria:

- 2-minute video submission of an affordable condominium development (displayed on awards website) and written submission to support your video
- Materials conducted for the affordable condominium development (photos, signboards, masterplans or layout plans etc.)
- Price List of the affordable condominium development
- Our judges will examine the overall interior and exterior design (renderings), the construction progress of the building (site visit) and how it fits into the surrounding area
- Required submission form (license number, logo, developer name, etc)



## Submission Criteria:

### Affordable Condominium Product Demonstration

- Demonstrating creativity and innovation in this affordable condominium, amenities and other supporting facilities. What makes this condominium stand out (In terms of designs, construction materials and techniques) compare to other affordable condominium developments in the market
- With the limited budget, describe what is unique about the space planning of this condominium

### Sales & Marketing Strategy

- Show examples of or details of marketing strategies and campaigns that you have used, explaining why they are unique and effective
- Show examples of pricing strategies & why they have met demand
- Demonstrate your success in sales to date, including total value of properties sold within the last 24 months, the percentage of the units sold including a breakdown of local vs international buyers

### Construction Milestones

Demonstrating if the construction of this development is according to the schedules

### Service to the Buyers

Practicality from a buyer perspective - testimonial from buyers what are the benefits of purchasing your development

### Service to the Community

Examples of how this affordable condominium answer a specific developmental need within the community. Highlight what sets your development apart from others within the same area



# Premium Condominium of the Year

(Under Construction or Recently Completed In The Last 12 Months)

Recognizing One (1) Premium Condominium Development with Average Selling Price Above USD \$1,700 per square meter in Cambodia for the Awards Year. This Condominium has to be Under Construction or Recently Completed In The Last 12 Months



## Judging Criteria:

- 2-minute video submission of a premium condominium development (displayed on awards website) and written submission to support your video
- Materials conducted for the premium condominium development (photos, signboards, masterplans or layout plans etc.)
- Price List of the premium condominium development
- Our judges will examine the overall interior and exterior design (renderings), the construction progress of the building (site visit) and how it fits into the surrounding area
- Required submission form (license number, logo, developer name, etc)



## Submission Criteria:

### Premium Condominium Product Demonstration

- Demonstrating creativity and innovation in this premium condominium, amenities and other supporting facilities. What makes this condominium standout (In terms of designs, construction materials and techniques) compare to other premium condominium developments in the market
- Describe what is unique about the space planning of this condominium

### Sales & Marketing Strategy

- Show examples of or details of marketing strategies and campaigns that you have used, explaining why they are unique and effective
- Show examples of pricing strategies & why they have met demand
- Demonstrate your success in sales to date, including total value of properties sold within the last 24 months, the percentage of the units sold including a breakdown of local vs international buyers

### Construction Milestones

Demonstrating if the construction of this development is according to the schedules

### Service to the Buyers

Practicality from a buyer perspective - testimonial from buyers what are the benefits of purchasing your development

### Service to the Community

Examples of how this premium condominium answer a specific developmental need within the community. Highlight what sets your development apart from others within the same area



# Waterfront Development of the Year

(Under Construction or Recently Completed In The Last 12 Months)

Recognizing One (1) Waterfront Condominium Development in Cambodia for the Awards Year. This Condominium has to be Under Construction or Recently Completed In The Last 12 Months



## Judging Criteria:

- 2-minute video submission of a waterfront condominium development (displayed on awards website) and written submission to support your video
- Materials conducted for the waterfront condominium development (photos, signboards, masterplans or layout plans etc.)
- Price List of the waterfront condominium development
- Our judges will examine the overall interior and exterior design (renderings), the construction progress of the building (site visit) and how it fits into the surrounding area
- Required submission form (license number, logo, developer name, etc)



## Submission Criteria:

### Waterfront Condominium Product Demonstration

- Only condominium located within 200 meters from the waterfront are accepted to enter this award (some exceptions will be made for sea view & river view properties on a case by case basis decided by the judging panel)
- Demonstrating creativity and innovation, the outstanding attributes in this waterfront condominium, amenities and other supporting facilities.
- Demonstrating how this waterfront condominium development impact, and values added to the surrounding
- Highlight how this under construction waterfront condominium relates to the brief and the original plan and design
- Testimonials from buyers their experiences buying this waterfront condominium

### Sales & Marketing Strategy

- Show examples of or details of marketing strategies and campaigns that you have used, explaining why they are unique and effective
- Show examples of pricing strategies & why they have met demand
- Demonstrate your success in sales to date, including total value of properties sold within the last 24 months, the percentage of the units sold including a breakdown of local vs international buyers

### Construction Milestones

Demonstrating if the construction of this development is according to the schedules

### Service to the Buyers

Practicality from a buyer perspective - testimonial from buyers what are the benefits of purchasing your development

### Service to the Community

Examples of how this waterfront condominium answer a specific developmental need within the community. Highlight what sets your development apart from others within the same area



# Office Development of the Year

(Under Construction or Recently Completed In The Last 12 Months)

Recognizing One (1) Office Development in Cambodia for the Awards Year. This Office Development can be either Under Construction or Recently Completed In The Last 12 Months



## Judging Criteria:

- 2-minute video submission of the office development (displayed on awards website) and written submission to support your video
- Materials conducted for the office development (photos, signboards, masterplans or layout plans etc.)
- Our judges will examine the overall interior and exterior design (renderings), functionality, construction progress (or the actual completed development) and how it fits into the surrounding area
- Required submission form (license number, logo, developer name, etc)



## Submission Criteria:

### Office Development Product Demonstration

- Demonstrating creativity and innovation in this office development, amenities and other supporting facilities
- Demonstrating how this office development becomes a self sufficient and sustainable development through establishing provisions for physical & social infrastructure, and adopting environmental initiatives
- Describe what is unique about the space planning of this office development

### Sales & Marketing Strategy

- Show examples of or details of marketing strategies and campaigns that you have used, explaining why they are unique and effective
- Show examples of pricing strategies & why they have met demand
- Demonstrate your success in sales to date, including total value of properties sold within the last 24 months, the percentage of the units sold including a breakdown of local vs international buyers

### Results Achieved

- Demonstrating the time required to sell or rent out the units in this office development

### Construction Milestones

Demonstrating if the construction of this development is according to the schedules

### Service to the Lessee / Buyers

Practicality from a lessee / buyer perspective - testimonial from lessee / buyer what are the benefits of leasing or purchasing your development

### Service to the Community

Examples of how this office development answer a specific developmental need within the community. Highlight what sets your development apart from others within the same area



# Retail Development of the Year

(Under Construction or Recently Completed In The Last 12 Months)

Recognizing One (1) Retail Development in Cambodia for the Awards Year. This Retail Development can be either Under Construction or Recently Completed In The Last 12 Months



## Judging Criteria:

- 2-minute video submission of the retail development (displayed on awards website) and written submission to support your video
- Materials conducted for the retail development (photos, signboards, masterplans or layout plans etc.)
- Our judges will examine the overall interior and exterior design (renderings), functionality, construction progress (site visit) and how it fits into the surrounding area
- Required submission form (license number, logo, developer name, etc)



## Submission Criteria:

### Retail Development Product Demonstration

- Demonstrating creativity and innovation in this retail development, amenities and other supporting facilities
- Demonstrating how this retail development becomes a self sufficient and sustainable development through establishing provisions for physical & social infrastructure, and adopting environmental initiatives
- Describe what is unique about the space planning of this retail development

### Sales & Marketing Strategy

- Show examples of or details of marketing strategies and campaigns that you have used, explaining why they are unique and effective
- Show examples of pricing strategies & why they have met demand
- Demonstrate your success in sales to date, including total value of properties sold within the last 24 months, the percentage of the units sold including a breakdown of local vs international buyers

### Results Achieved

- Demonstrating the time required to sell or rent out the units in this retail development

### Construction Milestones

Demonstrating if the construction of this development is according to the schedules

### Service to the Lessee / Buyers

Practicality from a lessee / buyer perspective - testimonial from lessee / buyer what are the benefits of leasing or purchasing your development

### Service to the Community

Examples of how this retail development answer a specific developmental need within the community. Highlight what sets your development apart from others within the same area



# Hotel Development of the Year

(Under Construction or Recently Completed In The Last 12 Months)

Recognizing One (1) Hotel Development in Cambodia for the Awards Year. This Hotel Development can be either Under Construction or Recently Completed In The Last 12 Months



## Judging Criteria:

- 2-minute video submission of the hotel development (displayed on awards website) and written submission to support your video
- Materials conducted for the hotel development (photos, signboards, masterplans or layout plans etc.)
- Our judges will examine the overall interior and exterior design (renderings), functionality, construction progress (or the actual completed development) and how it fits into the surrounding area
- Required submission form (license number, logo, developer name, etc)



## Submission Criteria:

### Hotel Development Product Demonstration

- Demonstrating creativity and innovation in this hotel development, amenities and other supporting facilities
- Demonstrating how this hotel development becomes a self sufficient and sustainable development through establishing provisions for physical & social infrastructure, and adopting environmental initiatives
- Describe what is unique about the space planning of this hotel development

### Sales & Marketing Strategy

- Show examples of or details of marketing strategies and campaigns that you have used, explaining why they are unique and effective
- Show examples of pricing strategies & why they have met demand
- Demonstrate your success in sales to date, including total value of properties sold within the last 24 months, the percentage of the units sold including a breakdown of local vs international buyers

### Results Achieved

- Demonstrating the occupancy rates of this hotel development since the opening

### Construction Milestones (If it is Under Construction)

Demonstrating if the construction of this development is according to the schedules

### Service to the Community

Highlight what sets your development apart from others within the same area





# Best Borey (Landed Property)

(Under Construction or Recently Completed In The Last 12 Months)

Five Awards - Eastern, Southern, Western and Northern Phnom Penh, and a Regional Award

Recognizing One (1) Borey (Landed Property) Development Each in Eastern, Southern, Western and Northern Phnom Penh, and a Regional Development for the Awards Year. This Landed Property has to be Under Construction or Recently Completed In The Last 12 Months



## Judging Criteria:

- 2-minute video submission of a landed property development based on the region (displayed on awards website) and written submission to support your video
- Materials conducted for the landed property based on the region (photos, signboards, masterplans or layout plans etc.)
- Our judges will examine the overall interior and exterior design (renderings), functionality, construction progress (site visit) and how it fits into the surrounding area
- Required submission form (license number, logo, developer name, etc)



## Submission Criteria:

### Location of the Borey (Landed Property)

- Eastern Phnom Penh comprised of the following Sangkat (Districts) Chbar Ampov District
- Southern Phnom Penh comprised of the following Sangkat (Districts) Dangkao District, Mean Chey District
- Western Phnom Penh comprised of the following Sangkat (Districts) Pnek Pnov District, Por Chensey District, Sen Sok District
- Northern Phnom Penh comprised of the following Sangkat (Districts) Chroy Changva District, Russey Keo District

### Borey Development Product Demonstration

- Demonstrating creativity and innovation, the outstanding attributes in this landed property, amenities and other supporting facilities
- Demonstrating how this landed property becomes a self sufficient and sustainable development - to become a city in itself through establishing provisions for physical & social infrastructure, and adopting environmental initiatives
- Describe what is unique about the space planning of this landed development

### Sales & Marketing Strategy

- Show examples of or details of marketing strategies and campaigns that you have used, explaining why they are unique and effective
- Show examples of pricing strategies & why they have met demand
- Demonstrate your success in rental/sales to date, including total value of properties rent out or sold within the last 24 months, the percentage of the units rent out or sold including a breakdown of local vs international buyers

### Construction Milestones

Demonstrating if the construction of this development is according to the schedules

### Service to the Buyers

Practicality from a buyer perspective - testimonial from buyer what are the benefits of purchasing your development

### Service to the Community

Examples of how this landed property answer a specific developmental need within the community. Highlight what sets your development apart from others within the same area



# Affordable Housing Development of the Year

(Under Construction or Recently Completed In The Last 12 Months)

Recognizing One (1) Affordable Housing Development with Average Selling Price Below USD \$100,000 per property in Cambodia for the Awards Year. This Affordable Housing Development has to be Under Construction or Recently Completed In The Last 12 Months



## Judging Criteria:

- 2-minute video submission of an affordable housing development (displayed on awards website) and written submission to support your video
- Materials conducted for the affordable housing (photos, signboards, masterplans or layout plans etc.)
- Price List of the affordable housing development
- Our judges will examine the overall interior and exterior design (renderings), functionality, construction progress (site visit) and how it fits into the surrounding area
- Required submission form (license number, logo, developer name, etc)



## Submission Criteria:

### Price Demonstration

- Testimonials from buyers the affordable housing development is price worthy

### Affordable Housing (Condominium or Landed Borey) Product Demonstration

- Demonstrating creativity and innovation in this affordable housing, amenities and other supporting facilities. What makes this affordable housing standout (In terms of designs, construction materials and techniques) compare to other affordable housing developments in the market
- With the limited budget, describe what is unique about the space planning of this affordable housing development

### Sales & Marketing Strategy

- Show examples of or details of marketing strategies and campaigns that you have used, explaining why they are unique and effective
- Show examples of pricing strategies & why they have met demand
- Demonstrate your success in rental/sales to date, including total value of properties rent out or sold within the last 24 months, the percentage of the units rent out or sold including a breakdown of local vs international buyers

### Construction Milestones

Demonstrating if the construction of this development is according to the schedules

### Service to the Buyers

Practicality from a buyer perspective - testimonial from buyer what are the benefits of purchasing your development

### Service to the Community

Examples of how this affordable housing development answer a specific developmental need within the community. Highlight what sets your development apart from others within the same area



# Boutique Housing Development of the Year

(Under Construction or Recently Completed In The Last 12 Months)

Recognizing One (1) Boutique Housing Development with 80 Units or Less in their Housing Development in Cambodia for the Awards Year. This Borey (Landed Property) has to be Under Construction or Recently Completed In The Last 12 Months



## Judging Criteria:

- 2-minute video submission of a boutique housing development (displayed on awards website) and written submission to support your video
- Materials conducted for the boutique housing development (photos, signboards, masterplans or layout plans etc.)
- Price List of the boutique housing development
- Our judges will examine the overall interior and exterior design (renderings), functionality, construction progress (site visit) and how it fits into the surrounding area
- Required submission form (license number, logo, developer name, etc)



## Submission Criteria:

### Boutique Housing Product Demonstration

- Demonstrating creativity and innovation, the outstanding attributes in this boutique housing development, amenities and other supporting facilities
- Demonstrating how this boutique housing development becomes a self sufficient and sustainable development through establishing provisions for physical & social infrastructure, and adopting environmental initiatives

### Sales & Marketing Strategy

- Show examples of or details of marketing strategies and campaigns that you have used, explaining why they are unique and effective
- Show examples of pricing strategies & why they have met demand
- Demonstrate your success in rental/sales to date, including total value of properties rent out or sold within the last 24 months, the percentage of the units rent out or sold including a breakdown of local vs international buyers

### Construction Milestones

Demonstrating if the construction of this development is according to the schedules

### Service to the Buyers

Practicality from a buyer perspective - testimonial from buyer what are the benefits of purchasing your development

### Service to the Community

Examples of how this boutique housing development answer a specific developmental need within the community. Highlight what sets your development apart from others within the same area



## Sales & Marketing Strategy

**Recognizing One (1) Boutique Housing Development with 80 Units or Less in their Housing Development in Cambodia for the Awards Year. This Borey (Landed Property) has to be Under Construction or Recently Completed In The Last 12 Months**



### Judging Criteria:

- 2-minute video submission of a boutique housing development (displayed on awards website) and written submission to support your video
- Materials conducted for the boutique housing development (photos, signboards, masterplans or layout plans etc.)
- Price List of the boutique housing development
- Our judges will examine the overall interior and exterior design (renderings), functionality, construction progress (site visit) and how it fits into the surrounding area
- Required submission form (license number, logo, developer name, etc)



### Submission Criteria:

#### **Boutique Housing Product Demonstration**

- Demonstrating creativity and innovation, the outstanding attributes in this boutique housing development, amenities and other supporting facilities
- Demonstrating how this boutique housing development becomes a self sufficient and sustainable development through establishing provisions for physical & social infrastructure, and adopting environmental initiatives

#### **Sales & Marketing Strategy**

- Show examples of or details of marketing strategies and campaigns that you have used, explaining why they are unique and effective
- Show examples of pricing strategies & why they have met demand
- Demonstrate your success in rental/sales to date, including total value of properties rent out or sold within the last 24 months, the percentage of the units rent out or sold including a breakdown of local vs international buyers

#### **Construction Milestones**

Demonstrating if the construction of this development is according to the schedules

#### **Service to the Buyers**

Practicality from a buyer perspective - testimonial from buyer what are the benefits of purchasing your development

#### **Service to the Community**

Examples of how this boutique housing development answer a specific developmental need within the community. Highlight what sets your development apart from others within the same area



# Residential Design of the Year

(Under Construction or Recently Completed In The Last 12 Months)

Recognizing One (1) Boutique Housing Development with 80 Units or Less in their Housing Development in Cambodia for the Awards Year. This Borey (Landed Property) has to be Under Construction or Recently Completed In The Last 12 Months



## Judging Criteria:

- 2-minute video submission of a boutique housing development (displayed on awards website) and written submission to support your video
- Materials conducted for the boutique housing development (photos, signboards, masterplans or layout plans etc.)
- Price List of the boutique housing development
- Our judges will examine the overall interior and exterior design (renderings), functionality, construction progress (site visit) and how it fits into the surrounding area
- Required submission form (license number, logo, developer name, etc)



## Submission Criteria:

### Boutique Housing Product Demonstration

- Demonstrating creativity and innovation, the outstanding attributes in this boutique housing development, amenities and other supporting facilities
- Demonstrating how this boutique housing development becomes a self sufficient and sustainable development through establishing provisions for physical & social infrastructure, and adopting environmental initiatives

### Sales & Marketing Strategy

- Show examples of or details of marketing strategies and campaigns that you have used, explaining why they are unique and effective
- Show examples of pricing strategies & why they have met demand
- Demonstrate your success in rental/sales to date, including total value of properties rent out or sold within the last 24 months, the percentage of the units rent out or sold including a breakdown of local vs international buyers

### Construction Milestones

Demonstrating if the construction of this development is according to the schedules

### Service to the Buyers

Practicality from a buyer perspective - testimonial from buyer what are the benefits of purchasing your development

### Service to the Community

Examples of how this boutique housing development answer a specific developmental need within the community. Highlight what sets your development apart from others within the same area



# CAMBODIA HALL OF FAME



## About Cambodia Real Estate Hall of Fame

The Cambodia Real Estate Hall of Fame aims to honour an individual who has provided sustained leadership, made a pioneering contribution, and left an outstanding legacy to the real estate industry and the Cambodian community.

Successful nominees will be advised prior to the Award Gala Dinner and be asked to prepare a short speech should they be declared the inaugural inductee.

- **CREA Hall of Fame** – Nominated by Cambodian Valuers and Estate Agents Association (CVEA)
- **CREA Hall of Fame** – Nominated by Ministry of Economy and Finance (MEF)
- **CREA Hall of Fame** – Nominated by Housing Development Association of Cambodia (HEA)



# Cambodia Real Estate Hall of Fame

## Inaugural Inductee

Honouring Individuals who has provided Sustained Leadership, made a Pioneering Contribution and left an Outstanding Legacy to the Real Estate Industry and the Cambodian Community



### Judging Criteria:

- Written submission



### Nomination Criteria:

- Nominations may be made by both the nominees themselves or any member of the real estate industry or member of the public.
- Nominees must have historically served a minimum of 10 years in the real industry (may presently be retired or have left the industry) or in service to the real estate industry (for example a lawyer, economist, educator or minister)
- The award period is unlimited - submissions may encompass achievements and evidence at any point in the past



### Submission Criteria:

#### **Contribution to the Cambodian Real Estate Industry**

Outstanding contributions to the Cambodian real estate industry and how these contributions have advanced the industry, for example: leadership, innovation, business success, services to the industry (such as reforms) or community service.

Please provide a detailed written submission, together with evidence and testimonials from peers within the real estate industry.



## The Trophy

### Inspiration

The CREA is a celebration of the achievements of the industry.

The award trophy is evocative of the Kingdom's iconic designs. We pulled inspiration from the works of renowned architect, Vann Molyvann. The Independence Monument, Olympic Stadium and National Theatre are sources we paid homage to.

Vann Molyvann passed away in 2017, but will remain a figurehead of the industry for generations to come. This award offers a testament to his legacy.



### Creation

The Realestate.com.kh team spent many hours designing each part of the award trophy to encapsulate the feeling of Cambodia's iconic real estate landmarks.

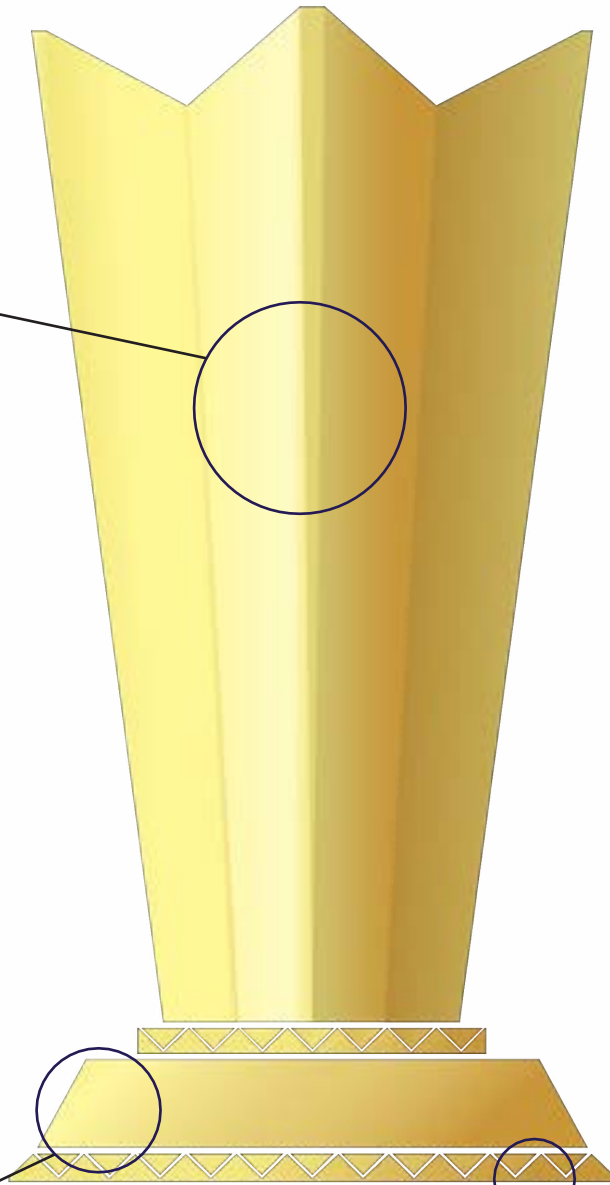




# The Trophy



Tridents and pillars



Stand



Bracing

## Key Dates

<b>Oct 17</b>	Entries open for 2023 Cambodia Real Estate Awards
<b>Nov 18 2022</b>	First Judges Meeting
<b>Dec 31 2022</b>	Nominations Close
<b>Jan 02 2023</b>	Nominations Past To Judges
<b>Jan 03 2023 - Feb 15 2023</b>	Judging Period & Site Visits
<b>Jan 03 2023 - Feb 15 2023</b>	Public Voting
<b>Feb 17 2023</b>	Judges Scores Deadline
<b>Feb 28 2023</b>	Final Judges meeting
<b>Mar 03 2023</b>	Gala Dinner



# Awards Gala Dinner



The Cambodia Real Estate Awards Gala Dinner ceremony will be held at Sofitel Phnom Penh Phokeethra – 3rd March 2023



# Cambodia Real Estate Awards Terms

## Eligibility to enter for an award

The Realestate.com.kh Cambodia Real Estate Awards (Awards) are presented to eligible real estate industry companies and individual professionals who the judges believe have shown excellence in the award categories, as judged by the relevant evidence supplied by entrants.

The awards are operated by Realestate.com.kh (the trading name of Online Real Estate Co., Ltd.).

You are eligible to enter the Awards if:

1. Throughout the award period and as at the date of the award gala dinner, you were:
  - registered with the Ministry of Economy & Finance (MEF) with the applicable licenses required for the relevant Award that you are entering or nominated for;
  - a member of the Cambodian Valuers & Estate Agents Association (individual agents applying for awards must also be registered with the CVEA).
2. Throughout the award period and as at the date of the award gala dinner none of the following matters apply to you:
  - a. You are the subject of, or are aware (or could reasonably be aware) that you are the subject of an inquiry by any Cambodian government department regarding unpaid taxes or MEF licenses.
  - b. You are the subject of, or are aware (or could reasonably be aware) that you are to be a defendant in any criminal proceeding in Cambodia in relation to:
    - i. Bankruptcy
    - ii. Insolvency
    - iii. Dishonesty
    - iv. Fraud
    - v. Drugs
    - vi. Sex crimes (pornography, human trafficking, paedophilia)
    - vii. Bribery or corruption
    - viii. Misleading or deceptive conduct
    - ix. Trust moneys
    - x. Violence
    - xi. Taxation
3. You accept these terms and conditions of entry and confirm your eligibility to submit your nomination entry.



## Terms and conditions of entry

Please read and accept these terms and conditions before submitting your entry nomination to enter the awards.

1. The Awards categories, relevant criteria and terms and conditions contained in this Cambodia Real Estate Award Handbook (Handbook) are the definitive eligibility and judging criteria for the Cambodia Real Estate Awards.
2. Each Award has its own criteria as set out in the Handbook. You must comply with the criteria. If your entry does not comply with the criteria it will be ineligible, but may be assigned to another category to which it does comply at the sole discretion of Realestate.com.kh.
3. Your entry must be submitted by post, or hand - delivered to Realestate.com.kh offices by the date stated above. Entries received after this time will be ineligible.
4. If Realestate.com.kh considers that there are insufficient or no eligible entries for one or more Awards, it may, at its sole discretion, extend the Award deadline or cancelled for the applicable Awards.
5. All entries must be approved by a Director or CEO of the relevant companies and the name and phone number of the relevant approving Director must be contained in the entry.
6. All Award entries must be made by the individual who is entering the relevant Award and by entering, that individual therefore approves their entry.
7. Entries for the Cambodia Real Estate Hall of Fame may be made by anybody, on behalf of any person that meets the relevant eligibility criteria. Nominees will be advised and they may elect whether to approve their entry into the Awards.
8. Entrants (and those nominated individuals for the Cambodia Real Estate Hall of Fame) are solely responsible for costs and expenses incurred in preparing and submitting an entry and attending the Awards Gala Dinner.
9. On submitting an entry you agree:
  - a. You cannot withdraw your entry, add, alter or substitute it. You also confirm that the information in your entry is true and correct and the matters within it occurred entirely within the award period.
  - b. Your entry becomes the property of the Cambodia Real Estate Awards (as operated by Realestate.com.kh) and will not be returned to you.
  - c. Your entry may be disqualified if you are ineligible to enter, or it does not meet the entry criteria, or contains false or misleading information. However, this disqualification will not be publicized.
  - d. If it is obvious to Realestate.com.kh on the face that your entry has been submitted in an incorrect category, Realestate.com.kh may, at its sole discretion, assign it to a category that it considers appropriate, and such a decision is final and not open to question.
  - e. The identities of the specific judges of your entry are confidential and will not be disclosed to you.
  - f. The judge's' decision on your entry is final and binding on you, and is not open to question or dispute.



10. With the exception of all and any financial, rental, sales, or similar data - all of which will remain strictly confidential - Realestate.com.kh may use any part your entry to promote the Awards by any medium, such as public voting for the Awards, the Award winners, Gala Dinner Awards Speech and future Cambodia Real Estate Awards (or their equivalent). Any publicly available information that is submitted by nominees, such as Government Licensing, is not subject to the same strict confidentiality.
11. In relation to Awards based partly or wholly on public votes, Realestate.com.kh will promote the written, video and photographic images provided in your entry, inclusive of your company logo. Realestate.com.kh may also use other non-confidential aspects of application, including, but not limited to client testimonials.
12. Your contact details may be provided to suppliers and marketing agencies engaged by Realestate.com.kh to promote the awards.
13. If you are the winner of an Award in the category in which you have entered (or to which you have been assigned by Realestate.com.kh) you will be licensed the use of the CREAAward Seal and receive a Certificate in accordance with the terms contained in clause 14 below. Certain selected award winners may also receive a physical Award Trophy as determined by Realestate.com.kh.
14. Limited license to use the Cambodia Real Estate Award Seal:
  - a. Realestate.com.kh owns the seal (logo image) depicted below:



- b. We grant the winners of the Awards a non-exclusive license to use the seal in connection with being a winner of one or more of the Cambodia Real Estate Awards 2023.
- c. Your license to use the seal commences from the date of the announcement of you winning the Award (ordinarily, the Cambodia Real Estate Award Gala Dinner) and will continue until terminated by Realestate.com.kh at its sole discretion. You acknowledge that others will also be licensed the use of the seal.
- d. You acknowledge and agree to immediately cease using the seal at any point during the non-exclusive license should any of the matters contained in clause 2 of Eligibility Criteria apply to you.
- e. Your license is exclusive to you and may not be assigned in any way (for instance, if your real estate agency is renamed).
- f. You acknowledge that Realestate.com.kh owns the seal at all times and the license to you does not create any right, title or intellectual property to it.
- g. You must use the seal in its entirety without any modification.
- h. Realestate.com.kh will not formulate any marketing material for you, nor provide you any assistance with your marketing or promotion.
- i. We disclaim all liability in relation to the use of the seal and you indemnify us from any claim in relation to its use.
- j. Realestate.com.kh may change the design, color, size or any other aspect of the seal. If we do so, we will notify you in writing to the email address contained in your entry submission and you agree to comply with the notified changes as soon as possible.
- k. Realestate.com.kh may terminate your license to use the seal for any reason and at any time and will notify you in writing to the email address contained in your entry and you agree to comply with this termination of license as soon as possible.

