



# GULF REAL ESTATE AWARDS

See our website for more detailed information: [www.GulfRealEstateAwards.com](http://www.GulfRealEstateAwards.com)

Contact us on [mark@awardsinternational.ae](mailto:mark@awardsinternational.ae) or call 00971 56 752 2028.

## Scoring of Entries

Our aim is to provide a robust and transparent Judging Process that provides clarity and confidence to all involved.

Entries are scored using pre-determined criteria, with written entries being used to provide short listed Finalists who then also make 15 minute presentations to a panel of Judges. Scores are generated from a combination of the written entry and the live presentations.

Winners from each category are identified based on the highest score. An overall Winner across the Real Estate Awards will be identified from the highest scores overall.

All entrants receive feedback reports to help continuously improve delivery of their Real Estate initiatives. Finalists will receive benchmarked reports showing their performance vs other Finalists, including Winners. Non-Finalists will receive a constructive written critique of their Entry.

## Scoring Grid

Who	Basis of Assessment	Outcome	Impact on Scoring
<b>Short Listing</b>			
<b>Short Listing Panel</b> 6-10 People	<b>Written Entry</b> Criteria 1-7 Summary will be especially important	Short Listing of Finalists	Scoring carried forward contributing to 50% of Total Score
<b>Assessment of Finalists</b>			
<b>Category Judging Panels</b> 3-5 People	<b>Live Presentation</b> Criteria 2-7	Scoring	50% of weighting of final score for all categories

There are a standard set of 7 Criteria across all of the Categories. Each Criterion has 100 marks available. All 7 criteria will be used for both the Short Listing of Finalists (by the Screening Panel) and for scoring written entries by the Finalist Judging Panel. Finalist presentations will be scored against criteria 2-6 only.



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Scoring Criteria		Marks Available
Overall Maximum Word Count Allowed = 2000 words including the summary		
The Case for Recognition		
<b>1. Summary</b> Please provide an overview of the initiative that provides a robust, thorough and compelling argument for why this Entry deserves recognition (elements of the other 6 criteria should be included). Fill this at the end once you have completed criteria 2 to 7. <b>200 words max</b>  <i>NB will be used for short listing Finalists and the scoring of the written Entry but is not relevant to the live presentation.</i>	100	
<p style="text-align: center;"><b><i>The following criteria are relevant to all stages of judging : short listing, written entries and Finalist Presentation</i></b></p> <p style="text-align: center;"><b><i>Each criterion requires a compelling, fully evidenced description.</i></b></p>		
The Drivers for Change		
<b>2. Business Rationale &amp; Context</b> Please describe the drivers and targeted business benefits/aims that provided the rationale and context for the initiative. <b><i>What made you decide to do this initiative? Was it a solution to a problem? Did a new market or opportunity present itself? Is this a way of making the business more sustainable?</i></b>	100	
<b>3. Strategic Planning and Involvement of Key Stakeholders</b> Please describe how the Strategic Plan was designed with clear insight as to how to meet business needs, including details on employee/customer/stakeholders engagement as appropriate. <b><i>How did you include employee/customer/stakeholder feedback in the development of the initiative plan? Was the strategic plan in line with the overall objectives of the organisation?</i></b>	100	
How the Change was Achieved		
<b>4. Innovation and Creativity</b> Describe how the initiative met the business need with details as to what made it innovative and creative. <b><i>What makes it unique? Is there a specific USP for your initiative/product/service?</i></b>	100	
<b>5. Effective Implementation</b> Please describe the implementation of the solution and what made it effective, including employee/customer/stakeholder engagement as appropriate. This should include the management of time and budget made available. <b><i>How did you do it? Who was involved? What made it particularly effective?</i></b>	100	
The Change Achieved		

<p><b>6. Outstanding Change Delivered</b></p> <p>Please describe how you delivered the outstanding change as a result of the initiative.  <b>Describe what the initiative did or is currently doing in more detail. Is the initiative in line with the original plan?</b></p>	100
<p><b>7. Business Impact and Results Achieved</b></p> <p>Please describe the resultant impact on business performance and results - linking with original targeted benefits/aims.  <b>How has this initiative effected the business? This could be in terms of statistics regarding customer satisfaction, employee engagement, financial results or other relevant data.</b></p>	100

\* Please describe from the perspective relevant to the category entered i.e. organisation, team or individual.

### Scoring Guidelines

Rating	Description of how well entry meets criteria	Marks available
Outstanding	Compelling, robust, fully evidenced description	80-100
Strong		60-79
Adequate		40-59
Limited		20-39
Weak	Unconvincing, weakly evidenced description	0-19