RULES & CRITERIA 2025

1.1 Introduction

The API Awards were created to celebrate and recognise development, businesses and individuals within the broader African real estate industry. These awards highlight the innovation, dedication, and excellence that drives the growth and success of the sector.

This document serves as a comprehensive guide to your application for the 2025 Awards. It outlines your application for the awards, competition rules, criteria and the terms & conditions related to the application and the functioning of the API Awards. By setting clear standards and expectations, we ensure a fair and transparent evaluation process, highlighting the remarkable talent and dedication within our community.

We encourage all applicants to review this document carefully before submitting their entries. Each category has been crafted to reflect the diverse contributions and accomplishments in the property industry, ensuring an opportunity for everyone to shine.

Thank you for your interest in the API Awards. We look forward to celebrating your success and contributions to the African real estate industry.

1.2 Objectives

Our awards aim to honour individuals, teams, and organisations that demonstrate innovation, creativity, and outstanding achievement. The awards were specifically created for developers, professional teams/individuals, architects, consultants, and suppliers. The awards were created to recognise and reward achievers in the industry, encourage innovation, enhance quality/standards, promote confidence in the industry, safeguard stakeholder interest and provide a reliable platform of interaction within the industry.

2. Competition Rules

2.1 Application process

The entire application process for the 2025 API Awards will run from **3 February 2025 to 30 June 2025.** Entries will open from **3 February 2025 to 2 June 2025**. Once an application is submitted, entrants will receive a submission deck, which must be completed and sent back by no later than **30 June 2025**.

Following the submission deadline, a shortlist of **finalists per award** will be selected. Finalists will be notified via email on **11 July 2025**. From this group, the judges will select one winner for each award, who will be announced during the **API Awards Dinner on 18 September**. Kindly note that **Awards Dinner tickets** are sold separate from API Summit tickets however, you cannot purchase a dinner ticket without purchasing a summit ticket.

Award winners will be honoured with a trophy and a physical certificate during the dinner. Additionally, a digital certificate will be emailed post ceremony, which winners may use at their discretion.

2.2 Eligibility

Kindly note that the below must be adhered to in order for you to be eligible for the award:

2.2.1.   Entrants/Nominees must operate or have contributed within Africa and the Indian Oceans to qualify.

2.2.2.   Applications are open to individuals, teams, companies, operating within the African and Indian oceans property market.

2.2.3.   All entries/nominations, in the development category, must be completed between the **30 September 2023 to 1 September 2025**.

2.2.4.   All required documents must be completed and submitted by the **30 June 2025**.

2.2.5.   Entrants/Nominees may submit applications for multiple awards but must submit separate submission decks for each award entered.

2.2.6.   If you won an award (**Personnel & Development categories)** in 2024, you may not enter for the same award again.

2.2.7.   If submitting as a team, company or on behalf of applicant, the entry must clearly identify the lead representative who will be the primary point of contact.

2.2.8.   All submissions must be in English.

2.2.9.   To qualify for the "Young Property Person of the Year" award, candidates must be aged 35 or younger as of [31 December 2025]. Proof of age (e.g., a copy of a valid ID or passport) may be required as part of the submission process to confirm eligibility.

2.2.10.   "Dealmaker(s)/sales team of the Year " and "Transaction of the Year" must have occurred between **30th September 2024 – 1st September 2025**.

2.2.11.   Finalists must attend both the API Summit and The Awards Dinner. Tickets for each must be purchased separately.

3. Categories & Awards

3.1 Development Category:
- Best New Retail Development Award (Large Mall/Convenience Centre)
- Best New Mixed-use/Precinct Development Award
- Best New Commercial Office Development Award
- Best New Hotel Development Award
- Best New High-End Residential Development Award
- Best New Affordable Housing Development Award
- Best Industrial, Logistics and Alternative Assets Award (Data Centres, Healthcare & Education)
- Best New Interiors Award (Hotel & Workplace)
- Best New Refurbishment Award (Conversion, Update & Change of Use)

3.2 Service, Technology and Innovation Category:
- Best African Real Estate Bank of the Year Award
- Best Transaction of the Year Award
- Best Property Service Group of the Year Award
- Co-working Operator Award
- Most Innovative Proptech Company of the Year
- Short-Term Residential Award Operator (More Than 5 Units)

3.3 Personnel Category:
- Women in Real Estate Award
- Young Property Person of the Year Award
- Top Africa Real Estate CEO of the Year Award
- Dealmaker(s)/Sales Team of the year
- Property/Real Estate Personality of the Year

4. Criteria

4.1 Development Category:

Name of award	Criteria detail	Allocated points
Best New Retail Development Award (Large Mall / Convenience centre)	1. Economic and Financial Considerations - *Project location* - *Consideration of community and environmental impact* - *Provides significant revenue-producing uses (such as retail/entertainment, office, residential, hotel, and/or civic/cultural/recreation)* - *Strength of tenant mix, covenants & off takers* 2. Design & User Experience - *Project/development's aesthetics and architectural appeal* - *Concept originality* 3. Environmentally Sustainable Design - *ESG metrics and green building credentials* 4. Overall Impact - *USP and Value Proposition*	- 30 - 30 - 20 - 20
Best New Mixed-use/Precinct Development Award	1. Economic and Financial Considerations - *Project location* - *Consideration of community and environmental impact* - *Provides significant revenue-producing uses (such as retail/entertainment, office, residential, hotel, and/or civic/cultural/recreation)* - *Strength of tenant mix, covenants & off takers* 2. Design & User Experience - *Project/development's aesthetics and architectural appeal* - *Concept originality* 3. Environmentally Sustainable Design - *ESG metrics and green building credentials* 4. Overall Impact - *USP and Value Proposition*	- 30 - 30 - 20 - 20
Best New Commercial Development Award	1. Economic and Financial Considerations - *Project location* - *Consideration of community and environmental impact* - *Provides significant revenue-producing uses (such as retail/entertainment, office, residential, hotel, and/or civic/cultural/recreation)* - *Strength of tenant mix, covenants & offtakers* 2. Design & User Experience - *Project/development's aesthetics and architectural appeal* - *Concept originality* 3. Environmentally Sustainable Design - *ESG metrics and green building credentials* 4. Overall Impact - *USP and Value Proposition*	- 30 - 30 - 20 - 20

Best New Hotel Development Award	1. Economic and Financial Considerations - *Project location* - *Consideration of community and environmental impact* - *Provides significant revenue-producing uses (such as retail/entertainment, office, residential, hotel, and/or civic/cultural/recreation)* - *Strength of tenant mix, covenants & off takers*	-	30
	2. Design & User Experience - *Project/development's aesthetics and architectural appeal* - *Concept originality*	-	30
	3. Environmentally Sustainable Design - *ESG metrics and green building credentials*	-	20
	4. Overall Impact - *USP and Value Proposition*	-	20
Best New High-End Residential Development Award	1. Economic and Financial Considerations - *Project location* - *Consideration of community and environmental impact* - *Provides significant revenue-producing uses (such as retail/entertainment, office, residential, hotel, and/or civic/cultural/recreation)* - *Strength of tenant mix, covenants & off takers*	-	30
	2. Design & User Experience - *Project/development's aesthetics and architectural appeal* - *Concept originality*	-	30
	3. Environmentally Sustainable Design - *ESG metrics and green building credentials*	-	20
	4. Overall Impact - *USP and Value Proposition*	-	20
Best New Affordable Housing Development Award	1. Economic and Financial Considerations - *Project location* - *Consideration of community and environmental impact* - *Provides significant revenue-producing uses (such as retail/entertainment, office, residential, hotel, and/or civic/cultural/recreation)* - *Strength of tenant mix, covenants & off takers*	-	30
	2. Design & User Experience - *Project/development's aesthetics and architectural appeal* - *Concept originality*	-	30
	3. Environmentally Sustainable Design - *ESG metrics and green building credentials*	-	20
	4. Overall Impact - *USP and Value Proposition*	-	20
Industrial, Logistics and Alternative Assets Award (Data Centres,	1. Economic and Financial Considerations - *Project location* - *Consideration of community and environmental impact* - *Provides significant revenue-producing uses (such as retail/entertainment, office, residential, hotel, and/or civic/cultural/recreation)*	- -	30

Healthcare & Education)	- *Strength of tenant mix, covenants & offtakers* 2. Design & User Experience	- 30
	- *Project/development's aesthetics and architectural appeal* - Concept originality 3. Environmentally Sustainable Design	
	- *ESG metrics and green building credentials* 4. Overall Impact	- 20
	- *USP and Value Proposition*	- 20
Best New Interiors Award (hotel & workplace)	1. Economic and Financial Considerations - *Project location* - *Consideration of community and environmental impact* - *Provides significant revenue-producing uses (such as retail/entertainment, office, residential, hotel, and/or civic/cultural/recreation)* - *Strength of tenant mix, covenants & off takers*	- 10
	2. Design & User Experience - *Project/development's aesthetics and architectural appeal* - Concept originality 3. Environmentally Sustainable Design	- 50
	- *ESG metrics and green building credentials* 4. Overall Impact	- 20
	- *USP and Value Proposition*	- 20
Best New Refurbishment Award	1. Economic and Financial Considerations - *Project location* - *Consideration of community and environmental impact* - *Provides significant revenue-producing uses (such as retail/entertainment, office, residential, hotel, and/or civic/cultural/recreation)* - *Strength of tenant mix, covenants & off takers*	- 20
	2. Design & User Experience - *Project/development's aesthetics and architectural appeal* - Concept originality 3. Environmentally Sustainable Design	- 30
	- *ESG metrics and green building credentials* 4. Overall Impact	- 20
	- *USP and Value Proposition*	- 20

4.2 Service, Technology and Innovation Category

Name of award	Criteria detail	Allocated points
Best African Real Estate Bank of the Year Award	1. Demonstrated growth in the calendar year - *size of deals/number of transactions/deals completed/innovative projects* 2. Clear example of innovation to serve clients & community - *quality and quantity of the services/deals/innovative projects provided* 3. Usage of ESG credentials & methodology in advising clients in developments & transactions 4. Demonstrated Unique Service Offering to clients and industry - *Diversification of deals* - *Competitive advantage* - *Impact on African RE*	- 30 - 10 - 20 - 40
Best Transaction of the Year Award	1. Demonstrated growth in the calendar year - *size of deals/number of transactions/deals completed/innovative projects* 2. Clear example of innovation to serve clients & community - *quality and quantity of the services/deals/innovative projects provided* 3. Usage of ESG credentials & methodology in advising clients in developments & transactions 4. Demonstrated Unique Service Offering to clients and industry - *Diversification of deals* - *Competitive advantage* - *Impact on African RE*	- 30 - 10 - 20 - 40
Best Property Service Group of the Year Award	1. Demonstrated growth in the calendar year - *size of deals/number of transactions/deals completed/innovative projects* 2. Clear example of innovation to serve clients & community - *quality and quantity of the services/deals/innovative projects provided* 3. Usage of ESG credentials & methodology in advising clients in developments & transactions 4. Demonstrated Unique Service Offering to clients and industry - *Diversification of deals* - *Competitive advantage* - *Impact on African RE*	- 30 - 10 - 20 - 40
Co-working Operator Award	1. Demonstrated growth in the calendar year - *size of deals/number of transactions/deals completed/innovative projects* - *Number of new members and locations in last 12 months* 2. Clear example of innovation to serve clients & community - *quality and quantity of the services/deals/innovative projects provided* 3. Usage of ESG credentials & methodology in advising clients in developments & transactions 4. Demonstrated Unique Service Offering to clients and industry - *Diversification of deals* - *Competitive advantage* - *Impact on African RE*	- 30 - 10 - 20 - 40

Most Innovative Proptech Company of the Year	1. Demonstrated growth in the calendar year - *size of deals/number of transactions/deals completed/innovative projects*	- 35
	2. Clear example of innovation to serve clients & community - *quality and quantity of the services/deals/innovative projects provided*	- 10
	3. Demonstrated Unique Service Offering to clients and industry - *Diversification of deals* - *Competitive advantage* - *Impact on African RE*	- 15
	4. Technology - *Quality and scalability of technology* - *Customer Value proposition* - *Define product/service* - *Ability to present business traction* - *User experience* - *Uniqueness*	- 40
Short-term residential award operator (more than 5 units)	1. Demonstrated growth in the calendar year - *size of deals/number of transactions/deals completed/innovative projects*	- 30
	2. Clear example of innovation to serve clients & community - *quality and quantity of the services/deals/innovative projects provided*	- 10
	3. Usage of ESG credentials & methodology in advising clients in developments & transactions	- 20
	4. Demonstrated Unique Service Offering to clients and industry - *Diversification of deals* - *Competitive advantage* - *Impact on African RE*	- 40

1.3 Personnel Category

Name of award	Criteria detail	Allocated points
Women in Real Estate Award	1. Career to Date 2. Impact in the Industry or Organization (Last 12 Months) - *Indicate impact on the industry/organization in the last 12 months* - *Achievements in the last 12 months* 3. Ability to be an Industry Thought Leader - *Competitive Advantage in the African Real Estate Industry* 4. ESG Impact and Credentials	- 30 - 30 - 20 - 15
Young Property Person of the Year Award	1. Career to Date 2. Impact in the Industry or Organization (Last 12 Months) - *Indicate impact on the industry/organization in the last 12 months* - *Achievements in the last 12 months* 3. Ability to be an Industry Thought Leader - Competitive Advantage in the African Real Estate Industry 4. ESG Impact and Credentials	- 30 - 25 - 20 - 25
Top Africa Real Estate CEO of the Year Award	1. Career to Date 2. Impact in the Industry or Organization (Last 12 Months) - *Indicate impact on the industry/organization in the last 12 months* - *Achievements in the last 12 months* 3. Ability to be an Industry Thought Leader - Competitive Advantage in the African Real Estate Industry 4. ESG Impact and Credentials	- 30 - 25 - 20 - 25
Dealmaker(s)/ Sales Team of the year	1. Career to Date 2. Impact in the Industry or Organization (Last 12 Months) - *Indicate impact on the industry/organization in the last 12 months* - *Achievements in the last 12 months* 3. Ability to be an Industry Thought Leader - *Competitive Advantage in the African Real Estate Industry* 4. ESG Impact and Credentials	- 30 - 25 - 20 - 25
Property/ Real Estate Personality of the Year	1. Career to date 2. Impact in the Industry or Organization (Last 12 Months) - *Engagement Rate (high Likes, Comments, shares, saves views)* 3. Ability to be an Industry Thought Leader - *Platform diversity* - *Educational/Informative content (shares valuable insights/advice* - Unique niches (focuses on specialised topics e.g., luxury homes, Sustainable housing, investing tips) 4. <u>Content value</u> - *Creative/innovative (content is unique e.g., video tours, real estate hacks)* - *Engaging/ Appealing (high-quality Videos/images/graphics)* - *Authenticity (personal touch, transparent, good ethical practices)* - *Unique niches (focuses on specialised topics e.g., luxury homes, Sustainable housing, investing tips)* - *Consistent posting (relevant to industry and up to date)* 5. Follower count	- 10 - 25 - 30 - 25 - 10