

Promote your Prestige
and Recognized Management Excellence
earned through NAHMA's
Communities of Quality[®]
Corporate Partner Program!

Digital Smart Badge User Guide



Introduction

You've already done the hard part – more than half of your affordable multifamily portfolio has been accepted into NAHMA's Communities of Quality® (COQ) National Recognition program.

Now, take advantage of an exciting new way to highlight your company's accomplishment through exciting Digital Smart Badge technology, brought to you by NAHMA and its Smart Badge partner, Yoshki Ltd.

In a nutshell – the COQ Corporate Partner Smart Badge on the left is designed to go on your management company's corporate website homepage, and the COQ Property Smart Badge on the right is designed to go on the webpage of each specific property in your portfolio that has been accepted into the COQ National Recognition program:

COQ Corporate Partner Smart Badge for your company's website homepage:



COQ Property Smart Badge for each COQ property webpage:

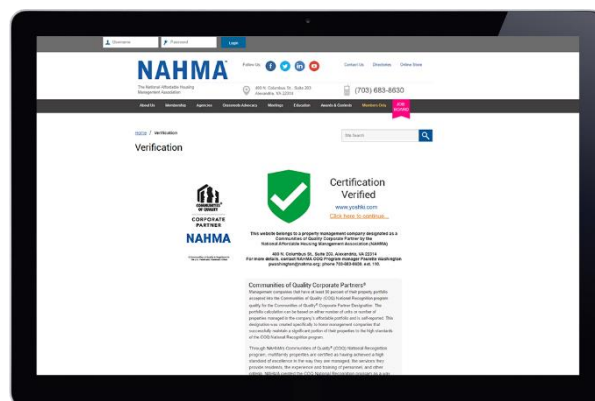


Key features of the COQ Corporate Partner and COQ Property Smart Badges

NAHMA has partnered with Yoshki Ltd to power its Communities of Quality (COQ) Corporate Partner and COQ Property Digital Smart Badge service.

When you use the NAHMA COQ Corporate Partner and COQ Property Smart Badges on your websites, your web visitors will be able to see, and validate, your COQ national recognition status through a simple “click and verify” process, allowing visitors to trust that they are actually viewing the website of a NAHMA recognized COQ participant.

When a website visitor clicks on one of the COQ Smart Badges, they will be seamlessly directed to a page on the NAHMA website, which will instantly validate the COQ Corporate Partner status of your management company, or the COQ national recognition status of your property. Once this is complete, the visitor can return to your website by a simple click from the verification page.



In addition to the “click and verify” aspect of the Digital Smart Badges, each badge also contains a dynamic date, so that the current date is always reflected on the Smart Badge – again allowing visitors to trust that the certification they are viewing is currently in effect.

And most importantly, the Digital Smart Badges can't be copied by unauthorized users and placed on unapproved websites, since it takes a two-step process administered through NAHMA for the Smart Badge verification process to work.



How to add the COQ Corporate Partner and COQ Property Smart Badges to your websites

There is a two-step process for placing the NAHMA COQ Corporate Partner and COQ Property Smart Badges on your website pages, as follows:

- 1) First, provide NAHMA a list of the exact webpage addresses where each of the Digital Smart Badges will be placed. You can add your websites by contacting: pwashington@nahma.org or phone 703-683-8630, ext. 110.
- 2) Once NAHMA verifies the webpage addresses have been confirmed by Yoshki, we will let you know, and then you will copy and paste one of the HTML snippets provided below directly into the webpage code where you want to display either the COQ Corporate Partner or COQ Property Smart Badge on your webpage.

Important notes:

- 1) The Smart Badges will only work on webpage addresses that have been submitted to NAHMA and confirmed by Yoshki. For other, non-confirmed webpages, the verification process will not work – i.e., when the web visitor clicks on the Smart Badge, they will see a Not Verified notice rather than the verification page. (This feature prevents unauthorized users from copying and displaying the Smart Badges on non-approved webpages.)
- 2) The Smart Badges will not work on previews, test or development platforms.

The COQ Corporate Partner and COQ Property Smart Badges are available in three sizes; you can also request a custom size via the Yoshki support desk.



Here are the snippets of HTML code for the COQ Corporate Partner Smart Badge.

Just add one of these to where you want to display the Smart Badge on your company's website homepage:

400px Wide



```
<div style="max-width:400px;max-height:112px;"><div style="position: relative;padding-bottom: 28%;height: auto;overflow: hidden;"><iframe frameborder="0" scrolling="no" allowTransparency="true" src="https://cdn.yoshki.com/iframe/54948r.html" style="border:0px; margin:0px; padding:0px; backgroundColor:transparent; top:0px; left:0px; width:100%; height:100%; position: absolute;"></iframe></div></div>
```

300px Wide



```
<div style="max-width:300px;max-height:84px;"><div style="position: relative;padding-bottom: 28%;height: auto;overflow: hidden;"><iframe frameborder="0" scrolling="no" allowTransparency="true" src="https://cdn.yoshki.com/iframe/54948r.html" style="border:0px; margin:0px; padding:0px; backgroundColor:transparent; top:0px; left:0px; width:100%; height:100%; position: absolute;"></iframe></div></div>
```

200px Wide



```
<div style="max-width:200px;max-height:56px;"><div style="position: relative;padding-bottom: 28%;height: auto;overflow: hidden;"><iframe frameborder="0" scrolling="no" allowTransparency="true" src="https://cdn.yoshki.com/iframe/54948r.html" style="border:0px; margin:0px; padding:0px; backgroundColor:transparent; top:0px; left:0px; width:100%; height:100%; position: absolute;"></iframe></div></div>
```



Here are the snippets of HTML code for the COQ Property Smart Badge. Just add one of these to where you want to display the Smart Badge on each COQ property webpage:

300px x 300px



```
<div style="max-width:300px;max-height:300px;"><div style="position: relative;padding-bottom: 99.9%;height: auto;overflow: hidden;"><iframe frameborder="0" scrolling="no" allowTransparency="true" src="https://cdn.yoshki.com/iframe/54946r.html" style="border:0px; margin:0px; padding:0px; backgroundColor:transparent; top:0px; left:0px; width:100%; height:100%; position: absolute;"></iframe></div></div>
```

200px x 200px



```
<div style="max-width:200px;max-height:200px;"><div style="position: relative;padding-bottom: 99.9%;height: auto;overflow: hidden;"><iframe frameborder="0" scrolling="no" allowTransparency="true" src="https://cdn.yoshki.com/iframe/54946r.html" style="border:0px; margin:0px; padding:0px; backgroundColor:transparent; top:0px; left:0px; width:100%; height:100%; position: absolute;"></iframe></div></div>
```

150px x 150px



```
<div style="max-width:150px;max-height:150px;"><div style="position: relative;padding-bottom: 99.9%;height: auto;overflow: hidden;"><iframe frameborder="0" scrolling="no" allowTransparency="true" src="https://cdn.yoshki.com/iframe/54946r.html" style="border:0px; margin:0px; padding:0px; backgroundColor:transparent; top:0px; left:0px; width:100%; height:100%; position: absolute;"></iframe></div></div>
```



Tips for getting the most out of your COQ Corporate Partner and COQ Property Smart Badges

Here are some tips for getting the most out of your COQ Corporate Partner and COQ Property Smart Badges:

Show it off! – Add the COQ Corporate Partner and COQ Property Smart Badges to a prominent location on your website, perhaps even above the fold on your homepage. Showing off the COQ recognized status of your company and its properties will demonstrate the excellence of your portfolio and the high-level of accomplishment and expertise of your management company and its staff.

Add it to the footer – Adding the COQ Corporate Partner and COQ Property Smart Badges to the footer of your website means it will appear on every page and therefore increase the chances of a prospective client or resident seeing (and clicking) it.

Troubleshooting & Support

For the most up to date information or to request technical support, please visit <http://yoshki.freshdesk.com> or email Support – nahma@yoshki.com.

“My website is failing the verification checks, what should I do?”

First, ensure that you haven't added the COQ Corporate Partner and COQ Property Smart Badge code to development or testing sites; the COQ Corporate Partner and COQ Property Smart Badges will only work correctly when published to a NAHMA authorized website.

If you are confident that you are using the COQ Corporate Partner and COQ Property Smart Badges on an appropriate website, please contact NAHMA directly to verify your website is on the list of authorized websites, at nahma@yoshki.com or phone 703-683-8630, ext. 110.

If your company uses additional domains, for example, .com and co, these addresses count as separate domains and will each need to be added to the NAHMA approved list of websites.



“I’m not sure how to add the Smart Badge to my website, can you help?”

Please email the support team at nahma@yoshki.com and they will be more than happy to walk you through the process.

“Can you send me the Smart Badge in another size?”

Please email nahma@yoshki.com with the required size and the support team will send you specific instructions.

“My website is responsive; will Smart Badges work OK?”

Yes, the COQ Corporate Partner and COQ Property Smart Badges are fully responsive and will work with all websites that accept HTML code.

If you require additional assistance, please initiate a support ticket by visiting <http://yoshki.freshdesk.com> or by emailing the support desk at nahma@yoshki.com.

