

*Recognized by CEO Report in 2018 Corporate Culture Awards*

BALTIMORE, MD (FEBRUARY 2018) A great corporate culture is multi-faceted. It's a mix of good people, a good environment, and attractive perks. Charm City Concierge continually focuses on boosting the company culture to ensure that our people—our greatest asset—understand that they are an important contributing factor to our success. And for the second year in a row, we've been recognized for our efforts to create an award-winning culture. We're honored to be a recipient of CEO Report's 2018 Corporate Culture Awards.

What makes our corporate culture standout and worthy of recognition? Our newly created Culture and Engagement team has overhauled existing benefits and perks and launched a variety of new programs—all with the centric goal to keep staff engaged and keep the workplace desirable. From small but powerful initiatives such as our Lunchtime Chats with our CEO to larger programs like our monthly wellness happy hours, our team has frequent opportunities to share successes and get to know their colleagues on a personal level. After-hours social affairs offer the opportunity to mingle with coworkers outside the office, sharing drinks, hikes, new workouts, and bonding experiences.

Charm City Concierge supports each concierge's professional growth and business acumen through the flexibility to creatively craft her own property programming. Armed with plentiful resources and support, each concierge has the tools to ensure her efforts are unique to the needs of her tenants and community. Inspiration is shared at community coach meetings over complimentary lunch or coffee and collaborative ideas in a relaxed setting. Regional staff meetings offer the opportunity to further echo and absorb successful ideas and support from the larger team, all of which provide invaluable encouragement and motivation.

The measurement of each concierge's programming success is evaluated with special attention and regards to the specific goals outlined for each individual property. An all-day carnival complete with aerial acrobats, food trucks, and whirling rides means success for one concierge, while welcoming a new tenant with a local Baltimore snack basket and healthy luncheon fulfills a substantial goal for another.

Our structure of recognizing challenges and rapidly reacting to the needs of our employees and clients alike is no doubt a contributor to our 25 year success.

While a complete overhaul of a company website and branding for collateral is significant to employees for a number of reasons, the most intimately important reason for Charm City Concierge was this year's inclusion of our very own staff in the imagery at the core of our campaigns.

On a hot and humid day in August, a handful of team members donned all black outfits and adorned themselves in scarves, gloves, and sparkling snowflake accessories among winter landscapes and holiday trees in a warehouse. Our marketing experts crafted a holiday wonderland that was featured in our first-ever online lookbook, our homepage, and dozens of marketing materials shared with thousands of clients. We sprinkled faux snow, shared our favorite holiday gift ideas, and held literal JOY in our hands with giant silver balloons that not only expressed how thankful we are to be the faces and spokeswomen of our own promotions, but reminded our entire team that our success is due to the value and continuous acknowledgment our company places on employee contribution.

By frequently recognizing the importance of each team member's unique strengths and abilities, we are always working towards strengthening our company culture and adding value to every accomplishment.

Projecting confidence and poise, amassing empathy and responsiveness, and encouraging leadership, we are powered by people and connections. In a business climate where there is fierce competition to be the most modern, the most forward-thinking, the newest and most impressive amenity, even small opportunities to showcase value can be a catalyst for victory in our marketplace. Charm City Concierge empowers its employees to know no boundaries to success, and their exemplary service propels our vibrant culture to a new future of corporate standards. Charm City Concierge was honored at CEO Report's awards gala on February 7.