



Pyramid Award Entry Categories

Application Fee is specified under each heading. Applicant must be a member in good standing of the Home Builders Association of Chester and Delaware Counties and Sales and Marketing Council. All projects entered must have been in progress or completed during 2009.

BUILDER AWARDS

COMMUNITY OF THE YEAR

Application Fee \$175 for Community

To be considered for Community of the Year, the community must be entered in at least two of the following categories:

Home of the Year (116 – 137)

Merchandising (301 – 337)

Advertising (400 – 420)

Communities may be visited by Judges on March 4, 2010. Points are awarded for each of the categories and the site visit. The community with the most cumulative points will win the award.

Best Multi-Family

Condo/Flat

101 UNDER \$500,000

102 OVER \$500,000

Townhome

103 UNDER \$500,000

104 OVER \$500,000

Best Single Family

105 UNDER \$400,000

106 FROM \$400,000 to \$700,000

107 OVER \$700,000

55+ Communities:

Best 55+ Multi-family

111 Best 55+ Multi-family

Best 55+ Single Family

112 Best 55+ Single Family

Eligibility requires that community was activity selling 2009. Based on the average FINAL SALE price of all homes sold in the community for 2009.

Communities which were entered in prior years may be re-entered if they have been actively selling throughout the 2009 calendar year.

Submission Requirements: 3 copies of Entry Form, 3 copies of Marketing Statement. No more than 8 images on CD-ROM. Model Exterior, Community Entrance, Signage, Community Features and other homes in the community are required.

Judging Criteria: Overall community appeal and market acceptability. Quality of product design & curb appeal, sales success of the product, cost

efficient construction techniques and unique community features.

HOME OF THE YEAR

Application Fee \$125

Best Multi-Family Condo/Flat

113 UNDER 1,500 Square Feet

114 FROM 1,500 to 2,000 Square Feet

115 Over 2,000 Square Feet

Townhome

116 UNDER 2,000 Square Feet

117 FROM 2,000 to 2,500 Square Feet

118 FROM 2,500 to 3,000 Square Feet

119 OVER 3,000 Square Feet

Best Single Family

120 UNDER 2,500 Square Feet

121 FROM 2,500 to 3,000 Square Feet

122 FROM 3,000 to 4,000 Square Feet

124 FROM 4,000 to 4,500 Square Feet

125 OVER 4,500 Square Feet UNDER \$1 Million (BASE Price)

126 OVER 4,500 Square Feet OVER \$1 Million (BASE Price)

Eligibility requires: Square footage calculations should only include 1st and 2nd floor living space: finished basements are excluded. Communities and homes which have previously won a Pyramid Award are eligible to enter.

Submission Requirements: 3 copies of Entry Form, 3 copies of Marketing Statement, 6 copies of Drawings/Plans. No more than 8 images on CD-ROM, including at least one exterior view.

Judging Criteria: Quality of product design & curb appeal, livability of the floor plan, sales success of product, cost efficient construction techniques.

HOME OF THE YEAR/ SMALL PRODUCTION BUILDER

Best Multi-Family

Builder who builds less than 50 homes per year. Based on BASE price:

127 UNDER \$300,000

128 OVER \$300,000

Best Single Family

Builder who builds less than 25 homes per year. Based on BASE price:

129 UNDER \$350,000

130 FROM \$350,000 to \$550,000

131 \$550,000 to \$1 Million

131A OVER \$1 Million

Eligibility requires: An unfurnished model OR a spec home in a neighborhood without a furnished model built by a Small Production Builder.

Submission Requirements: 3 copies of Entry Form, 3 copies of Marketing Statement, 6 copies of Drawings/Plans. No more than 8 images on CD-ROM. 2 images of exterior including full front & relation of home to lot, 2 to 6 images depicting living space and unique features are required.

Judging Criteria: Quality of product design & curb appeal, livability of the floor plan, sales success, and cost efficient construction techniques.

HOME OF THE YEAR/CUSTOM

All Custom Homes entries must be a one of a kind, original home which has not been previously constructed. The entry cannot be a floor plan design offered for sale in a sub-division. Categories based on SALE price.

132 UNDER \$1 Million

133 FROM \$1 Million to \$1.5 Million

134 OVER \$1.5 Million

Submission Requirements: 3 copies of Entry Form, 3 copies of Marketing Statement, 6 copies of Drawings/Plans, Confirmation of Sales Price. No more than 8 images on CD-ROM, including at least one exterior view.

Judging Criteria: Quality of product design & curb appeal, livability of the floor plan, sales success, and cost efficient construction techniques.

SMART GROWTH COMMUNITY OF THE YEAR

135 UNDER \$500,000

136 OVER \$500,000

Eligibility requires that projects be under active development no matter when development began: must be a community, i.e. Have more than one home site (provided there is no size limit) and have sufficiently completed vertical construction to demonstrate relationship of buildings to plan. Based on the average FINAL SALE price of all homes sold in the community for 2009.

Submission Requirements: 3 copies of Entry Form, 3 copies Marketing Statement, 6 copies of Drawings/Plans, Confirmation of Sales Price. No more than 8 images on CD-ROM. Exterior, Community Entrance, Signage, Community Features and other homes in the community are required

Judging Criteria: Protecting and providing access to the natural environment. Incorporating a mix of land uses. Using land in an efficient and innovative manner. Encouraging multiple transportation options. Being pedestrian scaled and friendly. Providing housing choices. Respecting local traditions. Taking advantage of infill opportunities. Delivering a genuine experience of place.

BEST AFFORDABLE HOUSING

NO Application Fee

Eligibility requires at least 20% of the homes in the community must be affordable to families earning 80% to 120% of the median family income (MFI) for local market area. The maximum affordable selling price is 2 times 100% of the MFI. The MFI's are: Delaware \$64,688 and Chester \$85,547.

137 Chester County

138 Delaware County

Submission Requirements: 3 copies of Entry Form, 3 copies of Marketing Statement, 6 copies of Drawings/Plans. No more than 8 images on CD-ROM. Exterior, Community Entrance, Signage, Community Features and other homes in the community are required. The Marketing Statement should explain how the product was designed to convey quality and affordability to the designated target market.

Judging Criteria: Judging is based on the ability to deliver product below fair market housing values.

139 ACCESSIBILITY AWARD

No Application Fee.

This award was created to recognize builders who have designed and constructed a new home or renovation that maximized accessibility for their client with special needs or disabilities. (Includes single, multi-family and 55 plus homes).

Submission Requirements: Submit a 250-word narrative describing the noteworthy aspects of the project and how you met the specific challenges associated with it. Include 3-5 images on CD with your entry.

Judging Criteria: Entry should demonstrate how the project/activity helps to build stronger ties to the community, strengthens community initiatives through charitable contribution and direct efforts, and fosters long-term identity as a positive impact on the community.

INDIVIDUAL ACHIEVEMENT AWARDS

Application Fee \$100 per entry, **except Million Dollar Club** which is \$60 per individual (form may be reproduced for additional nominations).

Builder represented must be a member of the HBA.

Submission Requirements: 3 copies of Entry Form, 6 copies of Personal Marketing Statement Sheet, and one image of entrant on CD-ROM. Personal Marketing Statement should address all of the judging criteria.

201 MARKETING DIRECTOR OF THE YEAR

Must be a member of the Home Builders Association of Chester and Delaware Counties' Sales & Marketing Council.

Judging Criteria: Demonstrated professionalism, dedication and creativity in the management of new homes marketing. Ability to identify and exploit market opportunities. Development and implementation of successful marketing plans. Adaptation to changing marketing conditions. Achievement of unique marketing programs which resulted in increased traffic and sales. Net volume. Number of communities handled in 2009. Continuing education and contributions to the home building industry on the local, state or national level during calendar year 2009.

202 CORPORATE SALES MANAGER OF THE YEAR

Must be a member of the Home Builders Association of Chester and Delaware Counties' Sales & Marketing Council.

Judging Criteria: Demonstrated professionalism, dedication and creativity in management of new homes sales. Achievement of sales objectives. Creation and implementation of sales training and motivational strategies. Adaptation to changing market conditions. Development of effective sales, performance standards. Number of communities handled in 2009 only. Number of sales people managed in 2009 only. Continuing education and contributions to the home building

industry on local, state and/or national levels during the calendar year of 2008.

203 COMMUNITY SALES MANAGER OF THE YEAR

Must be a member of the Home Builders Association of Chester and Delaware Counties' Sales & Marketing Council and be responsible for generating on-site sales.

Judging Criteria: Responsible for sales goal, fulfillment and actual on-site sales. Demonstrated professionalism, dedication and creativity in management of new home sales. Achievement of sales objectives. Adaptation to changing market conditions. Net settlement volume. Continuing Education.

204 SALES ASSOCIATE OF THE YEAR

The Sales Associate is a person who assists on-site sales. Must be a member of the Home Builders Association of Chester and Delaware Counties' Sales & Marketing Council.

Judging Criteria: Professional attitude. Relationship with fellow salespeople, company supervisors and buying public. Responsiveness to new marketing ideas and trends. Continuing education.

205 ROOKIE OF THE YEAR

New Homes Sales Representative, in the first year of New Home Sales. Must be a member of the Home Builders Association of Chester and Delaware Counties' Sales & Marketing Council.

Judging Criteria: Ability to adapt to new home sales. Effectiveness in dealing with buyers, co-workers and management. Professional attitude. Continuing education. Demonstration of commitment to the home building industry.

MULTI-MILLION DOLLAR CLUB SALES ACHIEVEMENT AWARDS

(FOR NEW CONSTRUCTION ONLY)

Application Fee \$60 (per person)

Must be a member of the Home Builders Association of Chester and Delaware Counties' Sales & Marketing Council.

Builder represented must be a member of the HBA.

206 INDIVIDUAL SALES

207 SALES TEAM

Submission Requirements: Must complete separate entry form.

Judging Criteria: All Multi-Million Dollar Club Sales Winners who have settled 3 million dollars or more in new home sales in the calendar year 2008 are eligible. The New Home Sales Representative must have personally staffed the model or spec home at a new community for at least 70% of the time that sales were open to the public. Both the salesperson with the top volume and that person with the most units sold in 2009 will individually be recognized.

208 SUPERINTENDENT OF THE YEAR

(Must be an employee of a builder member of the HBA Chester/Delaware Counties and on-site construction manager.)

Judging Criteria: Professional attitude. Relationship with home-buyers, company supervisors and buying public.

209 PROJECT MANAGER OF THE YEAR

(Must be an employee of a builder member of the HBA Chester/Delaware Counties and manage multiple sites or multiple personnel.)

Judging Criteria: Professional attitude. Relationship with home-buyers & company.

210 BEST SELECTIONS/OPTIONS COORDINATOR



Submission requirements: Statement (one typed written page) outlining how nominee qualifies by meeting judging criteria and any other pertinent comments, and 1 photo of nominee on CD.

Judging criteria: Selection/Options coordinator who exclusively sells options and upgrades and who achieved \$500,000 or more in sales.

MERCHANDISING AWARDS

Application Fee \$125

BEST INTERIOR MERCHANDISING

Eligibility requires that house must meet the specific square foot requirements of the category entered.

Best Single Family

- 301** UNDER 2,500 Square Feet
- 302** FROM 2,500 to 3,500 Square Feet
- 303** FROM 3,500 to 4,500 Square Feet
- 306** OVER 4,500 Square Feet - UNDER \$1million (BASE price)
- 307** OVER 4,500 Square Feet – OVER \$1 million (BASE price)

Best Multi-Family Condo/Flat

- 308** UNDER 1,500 Square Feet
- 309** FROM 1,500 to 2,000 Square Feet
- 310** OVER 2,000 Square Feet

Townhome

- 311** UNDER 2,000 Square Feet
- 312** FROM 2,000 to 2,500 Square Feet
- 313** FROM 2,500 to 3,000 Square Feet
- 314** OVER 3,000 Square Feet

Submission Requirements: 3 copies of Entry Form, 3 copies of Marketing Statement, 3 copies of Space Plan of home. No more than 8 images on CD-ROM of the following: Foyer, Kitchen/Breakfast Room, Family Room or Living Room, Master Bedroom and up to 4 optional photos depicting living space or unique features

Judging Criteria: Use of furnishing and accessories as they relate to interior architectural style. Floor plan/use of space/flow. Lighting. Window and wall treatments. Materials and color coordination. Overall appeal to designated target market.

BEST KITCHEN DESIGN SINGLE/MULTI FAMILY

Eligibility requires that house must meet the specific square foot requirements of the category entered.

- 315** UNDER 3,500 Square Feet
- 316** OVER 3,500 Square Feet

Submission Requirements: 3 copies of Entry Form, 3 copies of Marketing Statement, 3 copies of Kitchen Layout. No more than 4 images on CD-ROM of the kitchen design, features and layout.

Judging Criteria: Use of cabinetry, appliances, sinks, faucets, countertops, backsplashes, lighting, flooring and

window treatments as they relate to the interior of the home. Materials and color coordination. Use of any furnishings and accessories as they relate to interior architectural style. Layout and use of space/flow. Overall appeal to designated target market.

BEST BATH DESIGN SINGLE/MULTI- FAMILY

Eligibility requires that house must meet the specific square foot requirements of the category entered.

- 317** UNDER 3,500 Square Feet

- 318** OVER 3,500 Square Feet

Submission Requirements: 3 copies of Entry Form, 3 copies of Marketing Statement, 3 copies of Bath layout. No more than 4 images on CD-ROM of the bath design, features and layout.

Judging Criteria: Use of cabinetry, sinks, faucets, mirrors, countertops, tub and shower surrounds, lighting, flooring and window treatments as they relate to the interior of the home. Materials and color coordination. Use of any furnishings and accessories as they relate to interior architectural style. Layout and use of space/flow. Overall appeal to designated target market.

BEST EXTERIOR MERCHANDISING

Based on BASE price:

Best Single Family

- 319** UNDER \$350,000
- 320** FROM \$350,000 to \$500,000
- 321** FROM \$500,000 to \$1 Million
- 322** OVER \$1 Million

Best Multi-Family Condo/Flat

- 323** UNDER \$325,000
- 324** FROM \$325,000 to \$500,000
- 325** OVER \$500,000

Townhome

- 326** UNDER \$325,000
- 327** FROM \$325,000 to \$500,000
- 328** OVER \$500,000

Submission Requirements: 3 copies of Entry Form and 3 copies of Marketing Statement. At least 4 digital images on CD-ROM including model signage and different landscaping areas of your choice.

Judging Criteria: Curb appeal, function, design and creativity.

BEST SALES OFFICE

Eligibility requires that Sales Office must be a primary on-site sales office whether temporary or permanent.

Single Family

- 329** UNDER 50 Units

- 330** OVER 50 Units

Multi-Family

- 331** UNDER 50 Units

- 332** OVER 50 Units

BEST BUILDER DESIGN CENTER

- 333** UNDER 2,000 Square Feet

- 334** OVER 2,000 Square Feet

Submission Requirements: 3 copies of Entry Form and 3 copies of Marketing Statement. At least three interior images and one exterior image of facility on CD-ROM. 6 copies of floor plan giving dimensions.

Judging criteria: Traffic flow, presentation of information and selections, theme of environment.

BEST COMMUNITY CLUBHOUSE

- 335** 55+ Community

- 336** Non-Age Specific Community

Submission Requirements: 3 copies of Entry Form and 3 copies of Marketing Statement. No more than 8 images on CD-ROM (including 2 exterior) of facility showing key spaces. 6 copies of clubhouse floor plan giving dimensions.

Judging criteria: Traffic flow, functionality and usability of spaces, appropriateness to target market's expectations and aesthetic appeal and/or theme environment.

337 BEST VIGNETTE HOME

A partially furnished and accessorized house, not a fully decorated model.

Submission Requirements: 3 copies of Entry Form and 3 copies of Marketing Statement. No more than 6 images on CD-ROM.

Judging Criteria: Overall appeal to designated target market. Best use of materials and color coordination. Effectiveness as a Sales and Marketing Tool.

ADVERTISING AWARDS

Application Fee \$125

BEST PRINT AD

- 401** Best Builder Print Ad Color
1/2 Page or Less
- 402** Best Builder Print Ad Color –
Over 1/2 Page
- 403** Best Builder Print Ad Black &
White – 1/2 Page or Less
- 404** Best Builder Print Ad Black &
White - Over 1/2 Page
- 405** Best Community Print Ad

Submission Requirements: 3 copies of Entry Form and 3 copies of Marketing Statement. One actual size copy of ad and a digital image of ad on CD-ROM.

Judging criteria: Visual impact, originality, copywriting and graphic design. Overall appeal to target market.

BEST BUILDER BROCHURE

406 Best Builder Brochure For a Builder Or For An Individual Community

Based on BASE price:

- 407** UNDER \$350,000
- 408** FROM \$350,000 to \$500,000
- 409** FROM \$500,000 to \$1 Million
- 410** OVER \$1 Million

Submission Requirements: 3 copies of Entry Form and 3 copies of Marketing Statement. 6 original copies of the brochure including floor plans, all inserts and current price list. At least 2 digital images showing cover and contents. Entrants are required to submit cost breakdown of photography, illustration, design and production costs, quantity produced and approximate cost per piece.

Judging criteria: Visual impact, originality, copywriting, graphic design. Effectiveness in positioning an individual community, builder or company and conveying the desired image to the target market. Quality of presentation – printing, paper selection, color scheme, etc.

BEST DIRECT MAIL PIECE

411 Best Direct Mail Piece For a Builder Or For An Individual Community

412 Fewer than 100 Homes

413 100 or more Homes

Submission Requirements: 3 copies of Entry Form and 3 copies of Marketing Statement explaining the campaign, target market, goals and results. 6 copies of the printed mailing piece. At least 1 digital image of piece on CD-ROM

Judging Criteria: Visual impact. Originality and copywriting. Graphic Design (Layout, Typography, Illustration, Photography, etc.) Effectiveness in positioning an individual community, builder or company and conveying the desired image to the target market. Quality of presentation – Printing, paper selection, color scheme, response note, etc.

Entrants are required to submit a cost breakdown of photography, illustration, design and production costs, quantity produced and approximate cost per piece.

BEST BUILDER WEBSITE

414 LOCAL BUILDER, Three or Fewer Communities

415 LOCAL BUILDER, More than Three Communities

416 REGIONAL BUILDER, Three States

417 NATIONAL BUILDER, More than Three States

Submission Requirements: 3 copies of Entry Form and 3 copies of Marketing Statement explaining strategy of site development as it relates to the overall marketing plan. Complete web address so judges may access and view site. At least 3 digital images of key pages on CD-ROM.

Judging Criteria: Effectiveness of overall sales. Quality of design. Ease of obtaining information. Organization of message.

418 BEST LOGO

Submission Requirements: 3 copies of Entry Form and 3 copies of Marketing Statement. At least 2 digital images showing logo as used in advertising or collateral materials.

Judging criteria: Graphic concept, eye appeal, recognition value, usefulness in all sizes and appropriateness for target market.

419 BEST USE OF TECHNOLOGY, MEDIA SOURCE or ANIMATION

Examples of on-line computer marketing services, software, modeling and merchandising programs, innovative phone, computer, telecommunications systems, visual marketing

Submission Requirements: 3 copies of Entry Form and 3 copies of Marketing Statement. At least 4 digital images demonstrating the entry.

Judging criteria: Technical production, ease of use, sales approach, creativity and market penetration.

419A BEST EMAIL PROMOTION FOR A BUILDER OR COMMUNITY

Submission Requirements: 3 copies of Entry Form and 3 copies of Marketing Statement. Digital image of the entry (eg: screen shot) on CD. Optional: If e-mail promotion contained interactive graphics or links, the email may be posted online and provide web address to view the promotion. Marketing statement explaining the goals, target market and results (open rate, click through rates, etc).

Judging criteria: Sales approach, effectiveness of message, creativity, technical production, readability, and results.

419B BEST E-NEWSLETTER FOR A BUILDER OR COMMUNITY

Submission Requirements: 3 copies of Entry Form. Digital image of the entry (eg: screen shot) on CD. Optional: If e-newsletter contained interactive graphics or links, the email may be posted online and provide web address to view the promotion. Marketing statement explaining the goals, target market and results (open rate, click through rates, etc).

Judging criteria: design, technical production/functionality, readability, and results.

419C BEST VIDEO PROMOTION (WEB-BASED OR DVD) FOR A BUILDER OR COMMUNITY

Submission Requirements: 3 copies of Entry Form and 3 copies of Marketing Statement. Digital copy of video on CD. Marketing statement explaining goals, where the video was used, and target market.

Judging Criteria: Sales approach, effectiveness of message, creativity, technical production.

420 BEST SPECIAL EVENT OR PROMOTION

Submission Requirements: 3 copies of Entry Form and 3 copies of Marketing Statement describing the promotion – its goals, results and target market. Include digital images of collateral materials and up to 6 images of the event if applicable.

Judging Criteria: Approach to target market, theme, design, creativity and results.

421 BEST BUILDER/REALTOR PROMOTION

Submission Requirements: 3 copies of Entry Form and 3 copies of Marketing Statement with a description of the nature of the program, its goals and results. At least 4 digital images of supporting materials (flyers, mailers or other medium) plus invitation, photos, or promotional piece of the event, if applicable.

Judging Criteria: Creativity of program, appropriateness for the target market and results.

422 BEST MARKETING CAMPAIGN FOR A BUILDER OR COMMUNITY

Submission Requirements: 3 copies of Entry Form and 3 copies of Marketing Statement. A campaign entry must show three or more related marketing pieces for the same community, builder or event. Include 3 printed copies of each of the campaign elements. Include a CD with images of the printed campaign as well as any audio or video elements. (No more than 6 images).

Judging Criteria: Consistency of graphics and branding throughout the campaign, clarity and consistency of message, creativity of ideas and graphic elements. Overall appeal to designated target market. Results obtained from implementation of campaign.

GREEN BUILDING



423 Best Green Marketing Piece Or Campaign for a Builder or Community

Submission Requirements: 3 copies of Entry Form and 3 copies of Marketing Statement. Entry must show related marketing piece for a community, builder or event, promoting green building (ad, brochure, or internet). Include 3 printed copies of each of the elements. Include a CD with images of the printed campaign as well as any audio or video elements. (No more than 3 images).

Judging Criteria: Clarity and consistency of message, Creativity of ideas and graphic elements. Overall appeal to designated target market. Results obtained from implementation of campaign.

ASSOCIATE AWARDS

Application Fee \$125

502 Best Associate Print Ad – color
Over 1/2 page

503 Best Associate Print Ad –
Black & White 1/2 Page or less

504 Best Associate Print Ad –
Black & White Over 1/2 Page

Submission Requirements: 3
copies of Entry Form and 3 copies of
Marketing Statement. One actual size
copy of ad and a digital image of ad on
CD-ROM.

Judging criteria: Visual impact,
originality, copywriting and graphic
design.

505 BEST ASSOCIATE BROCHURE

Submission Requirements: 3
copies of Entry Form and 3 copies of
Marketing Statement. Any original
copies of the brochure including inserts.
Digital images on CD-ROM showing
cover and contents.

Judging criteria: Visual impact,
originality, copy writing, graphic design.
Effectiveness, quality of presentation –
printing, paper selection, color scheme,
etc.

BEST ASSOCIATE WEBSITE

506 Fewer than 10 Employees

507 10 or More Employees

Submission Requirements: 3
copies of Entry Form and 3 copies of
Marketing Statement explaining strategy
of site development as it relates to the
Overall marketing plan. Complete web
address so judges may access and view
site. At least 3 digital images of key
pages on CD-ROM.

Judging criteria: *Appeal to target
market.* Effectiveness of overall sales.
Quality of design. Ease of obtaining
information. Organization of message.

508 BEST ASSOCIATE DIRECT MAIL PIECE

Submission Requirements: 3
copies of Entry Form and 3 copies of
Marketing Statement explaining
campaign, target market, goals and
results. 3 copies of the printed mailing
piece. At least 1 digital image of piece
on CD-ROM.

Judging criteria: Visual impact.
Originality and copywriting, graphic
design (layout, typography, illustration,
photography, etc.) Quality of
presentation – printing, paper selection,
color scheme, response note from
mailing, etc.

509 BEST LOGO

Submission Requirements: 3
copies of entry form and 3 copies of
Marketing Statement. At least 2 digital
images showing logo as used in
advertising or collateral materials.

Judging criteria: Graphic concept, eye
appeal, recognition value, usefulness in all
sizes and appropriateness for target market.

509A BEST MARKETING CAMPAIGN FOR AN ASSOCIATE

Submission Requirements: 3 copies
of Entry Form and 3 copies of Marketing
Statement. A campaign entry must show
three or more related marketing pieces for
the company or event. Include 1 printed
copy of each of the campaign elements.
Include a CD with images of the printed
campaign as well as any audio or video
elements. (No more than 6 images).

Judging criteria: Consistency of graphics
and branding throughout the campaign,
clarity and consistency of message,
creativity of ideas and graphic elements.
Overall appeal to designated target market.
Results obtained from implementation of
campaign.

510 BEST GREEN MARKETING CAMPAIGN FOR AN ASSOCIATE

Submission Requirements: 3
copies of Entry Form and 3 copies of
Marketing Statement. Entry must show
one or more related marketing piece(s)
for a community, builder or event,
promoting green building (ad, brochure,
or internet). Include 3 printed copies of
each of the elements. Include a CD with
images of the printed campaign as well
as any audio or video elements. (No
more than 3 images).

Judging Criteria: Clarity and consistency
of message, Creativity of ideas and graphic
elements. Overall appeal to designated

target market. Results obtained from
implementation of campaign.

511 BEST USE OF TECHNOLOGY, MEDIA SOURCE or ANIMATION

Examples of on-line computer marketing
services, software, modeling and
merchandising programs, innovative
phone, computer, telecommunications
systems, visual marketing.

Submission Requirements: 3
copies of Entry Form and 3 copies of
Marketing Statement. At least 4 images
or demonstrating the entry digital copy
of animation on CD.

Judging Criteria: Technical
production, ease of use, sales
approach, creativity and market
penetration.

511A BEST EMAIL PROMOTION FOR AN ASSOCIATE COMPANY

Submission Requirements: 3
copies of Entry Form and 3 copies of
Marketing Statement. Digital image of
the entry (eg: screen shot). Optional: If
e-mail promotion contained interactive
graphics or links, the email may be
posted online and provide web address
to view the promotion. Marketing
statement explaining the goals, target
market and results (open rate, click
through rates, etc).

Judging Criteria: Sales approach,
effectiveness of message, creativity,
technical production, readability, and
results.

511B BEST E-NEWSLETTER FOR AN ASSOCIATE COMPANY

Submission Requirements: 3
copies of Entry Form. Digital image of
the entry (eg: screen shot) on CD.
Optional: If e-newsletter contained
interactive graphics or links, the email
may be posted online and provide web
address to view the promotion.
Marketing statement explaining the
goals, target market and results (open
rate, click through rates, etc).

Judging Criteria: design, technical
production/functionality, readability, and
results.



511C BEST VIDEO PROMOTION (WEB –BASED OR DVD) FOR AN ASSOCIATE COMPANY

Submission Requirements: 3 copies of Entry Form and 3 copies of Marketing Statement. Digital copy of video on CD. Marketing statement explaining goals, where the video was used, and target market

Judging Criteria: Sales approach, effectiveness of message, creativity, technical production.

512 BEST SHOWROOM FOR AN ASSOCIATE MEMBER

Submission Requirements: 3 copies of Entry Form and 3 copies of Marketing Statement with a description of the use of the showroom. At least 6 digital images on CD-ROM of showroom showing key spaces and elements.

Judging criteria: Traffic flow, functionality and usability of spaces, appropriateness to target market and aesthetic appeal of environment.

513 BEST LAND PLAN

Land Planning entries should demonstrate unique and innovative approaches to the development process. Creative applications for existing zoning or creation of new zoning techniques will also be considered.

Submission Requirements: 3 copies of Entry Form, 1 copy of blackline prints (24" x 36"), 1 copy of blackline Prints (11" x 17"), 1 colored exhibit (non-mounted). Marketing statement explaining goals, where the video was used and target market.

Judging Criteria: Entries will be judged on balance between creative uses of the property, providing the density necessary to meet the needs of the developer while satisfying the zoning requirements of the municipality. Unique and innovative approaches to unit layout, density, open space preservation and storm and sanitary design will also be considered.

BEST LANDSCAPING

514 MULTI-FAMILY

515 SINGLE-FAMILY

516 CUSTOM

Submission Requirements: 3 copies of Entry Form and 3 copies of brief written explanation of use of plantings and design as it relates to the specific buyer group. At least 6 digital images on CD-ROM including one of the

actual plan (in .jpeg or .pdf format)

Judging Criteria: Overall merchandising as it relates to curb appeal for first impression, design and other on-site elements which most enhance and compliment the theme and lifestyle of the target market. Landscape project must have been installed during the year 1/1/09 – 12/31/09.

517 BEST RESIDENTIAL LIGHTING DESIGN: INTERIOR

Submission Requirements: 3 copies of Entry Form and 3 copies of brief written explanation of use of lighting and design as it relates to the specific buyer group. Up to 6 digital images on CD-ROM including one of the actual plan (in .jpeg or .pdf format).

Judging Criteria: Evaluated on how well the design enhances and accentuates the visual appeal and functional use of the interior space, and/or highlights architectural or decorative elements of space.

518 ARCHITECTURE/BEST RESIDENTIAL LIGHTING DESIGN: EXTERIOR

Submission Requirements: 3 copies of Entry Form and 3 copies of brief written explanation of use of lighting and design as it relates to the specific buyer group. Up to 6 digital images on CD-ROM including one of the actual plan (in .jpeg or .pdf format).

Judging Criteria: Entries will be evaluated on how well the design enhances and accentuates the visual appeal and functional use of exterior space, and/or highlights architectural or decorative elements of space.

519 BEST USE OF INTERIOR SPACE AND FUNCTIONALITY

Submission Requirements: 3 copies of Entry Form and 3 copies of brief written explanation of the spacial relationships and how well each room relates to adjoining spaces. Up to 3 digital images on CD-ROM including one of the actual plan (in .jpeg or .pdf format).

Judging Criteria: Entry will be evaluated on Circulation; ease of moving through the house, and use of line of sight, visual impact, and natural light and volume.

520 BEST USE OF SITE OR PROPERTY

Submission Requirements: 3 copies of Entry Form and 3 copies of brief written explanation of how or why the site might have affected the design of the home. Up to 4 digital images on CD-ROM (in .jpeg or .pdf format).

Judging Criteria: Entry will be evaluated on the visual approach to the house, and use of existing site conditions in relationship to the overall home design.

522 BEST MEDIA ROOM OR MULTI USE ENTERTAINMENT SPACE

Submission Requirements: 3 copies of Entry Form and 3 copies of brief written explanation of the job scope & design criteria agreed upon with the client. Up to 3 digital images on CD-ROM.

Judging Criteria: Entry will be evaluated by how well the design integrates the electronics and defines the space in a fashion that is attractive and practical. Entries must include a dedicated viewing area.

523 MOST CREATIVE USE OF TILE, MARBLE, OR STONE: INTERIOR

Submission Requirements: 3 copies of Entry Form and 3 copies of brief written explanation of the job scope & design criteria agreed upon with the client. Up to 3 digital images on CD-ROM.

Judging Criteria: Entries will be evaluated on how well the design and application creates a unique and attractive visual element to a new construction or remodeling project.

524 MOST CREATIVE USE OF TILE, MARBLE, STONE OR BRICK: EXTERIOR

Submission Requirements: 3 copies of Entry Form and 3 copies of brief written explanation of the job scope & design criteria agreed upon with the client. Up to 3 digital images on CD-ROM.

Judging Criteria: Entries will be evaluated on how well the design and application creates a unique and attractive visual element to a new construction or remodeling project.

525 BEST EXTERIOR HARDSCAPING

Submission Requirements: 3 copies of Entry Form and 3 copies of brief written explanation of the job scope & design criteria agreed upon with the client. Up to 3 digital images on CD-ROM (in .jpeg or .pdf format).

Judging Criteria: Entries will be evaluated on how well the design creates aesthetic appeal while enhancing the functionality and practicality of the space.

526 ENGINEERING PROJECT WITH BEST MANAGEMENT PRACTICE (BMP) DESIGN

Submission Requirements: 3 copies of Entry Form and 3 copies of written explanation of what the engineer did to meet the BMP guidelines. Explain how the site was designed to work with its natural surroundings in accordance with the BMP suggestions, and how the project met or exceeded the requirements of the BMP manual while maintaining budget constraints. Plans may be added in the entry binder but are not required

Judging Criteria: Innovative use of best management practice (BMP) controls for compliance with D.E.P. and cost effectiveness.

527 BEST ENGINEERING PROJECT

Submission Requirements: 3 copies of Entry Form and 3 copies of written description of the project. Include how it met or exceeded design expectations and deadlines as well as how costs that met the builders anticipated budget. Plans may be added in the entry binder but are not required.

Judging Criteria: Innovative design, cost effectiveness.

528 BEST BUILDER/BROKER PROGRAM

Submission requirements: Written description of the nature of the program, its goals and results. Supporting materials may include ads, flyers, mailers, or other collateral. Three images of the event on CD, if applicable.

Judging Criteria: Creativity of program, appropriateness for target market, and results.

REMODELER AWARDS

Application Fee \$125

BEST RESIDENTIAL RENOVATION

601 UNDER \$250,000

602 FROM \$250,000 to \$500,000

603 FROM \$500,000 to \$1 Million

604 OVER \$1 Million

Eligibility Requirements: May include additions to the existing structure. Entries may not be your personal residence, but must be a contracted job.

Submission Requirements: 3 copies of Entry Form, 3 copies of Marketing Statement and 3 copies of Drawings/Plans. No more than 8 images on CD-ROM illustrating comparable interior and exterior spaces BEFORE and AFTER rehab or remodeling.

Judging Criteria: Adaptability to existing structure. Architectural design and aesthetic qualities. Value of the renovation/impact of renovation relative to cost.

605 BEST HISTORIC RENOVATION

Submission Requirements: 3 copies of Entry Form, 3 copies of Marketing Statement and 3 copies of Drawings/Plans. No more than 8 images in CD-ROM illustrating comparable interior and exterior spaces BEFORE and AFTER rehab or remodeling.

Judging Criteria: Adaptability to existing structure. Architectural design and aesthetic qualities while maintaining historic integrity. Value of the renovation/impact of renovation relative to cost.