

## 2020 Synergy Awards Winners List

\*Indicates Merit Winners

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### ASSOCIATE AWARDS

**Kieffer's Appliances**

Best Print Ad

"2nd Favorite Range"

**Sharra Mercer and Sharon Dienno New Homes Division of  
The Gary Mercer Group representing Southdown Homes LLC**

Best Company Brochure

"East Village Downtown Brochure"

**BTC Marketing**

Best Direct Mail Piece

"Spark Joy In Your Life with Athertyn Postcard"

**Holley Pokora Interior Design**

Best Company Logo

Holley Pokora

**Sharra Mercer and Sharon Dienno New Homes Division of  
The Gary Mercer Group representing Southdown Homes LLC**

Best Email Promotion

"Tell us what you want!"

**Danielle Davis of Weidel Real Estate**

Best Marketing App or E-Tool

Danielle Davis

**Kieffers Appliances**

Best Use of Online Marketing and Social Media  
"Facebook/Instagram GE Ads"

**HOLLEY POKORA INTERIOR DESIGN**

Best Associate Website  
"New Sales Website"

**Linda McManus Images**

Best Architectural Photograph  
"Best Photograph"

**\*Jay Greene Photography**

Best Photograph  
"Hellings Builders - The Craft of Excellence"

**Kieffers Appliances**

Best Outdoor Advertising Campaign  
"Hot Damn"

**Jay Greene Photography Weiss & Associates**

Most Creative Marketing Product/Giveaway  
"DH19 Time Lapse video: From demo to Design Home Masterpiece in 2 minutes"

**Ferguson**

Best Promotional Event  
"4th Annual Celebrity Chef Cook Off to Fight Hunger"

**Ferguson**

Best Associate Showroom or Design Center  
"Ferguson King of Prussia Showroom"

**OMNIA Group Architects**

Best Architectural House - Single Family  
"Oakville Model - Hillstone Community"

**Marshall Sabatini**

Best Architectural House - Townhouse  
"111 West Montgomery Avenue"

**Bello Architects, P.C.**

Best Architectural House - Multi-Family  
"Town Walk at Church & Dean"

**Stampfl Associates**

Best Architectural House - Custom Home  
"The Modern Farmhouse Lower Gwynedd, PA"

**Stampfl Associates**

Best Architectural House - Addition/Renovation  
"Peddlers Village building 63 & 64 - Peddlers Village, Bucks County PA"

**Stampfl Associates**

Best Use of Open Space  
"Active Adult Community Center - Woodlands at Greystone, West Chester (Chester County) PA"

**Nave Newell, Inc.**

Best New Mixed Use Project  
"Cannery Row Mixed-Use Development"

**Deanna's Interior Designs**

Best Interior Merchandising  
"Mayfair Townes at Shannon Hill"

**Sketch Interiors**

Most Creative Use of Interior Finishes  
"Garnet Reserve Coppersmith Model Home-Garnet Reserve"

**Century Kitchens**

Best Kitchen Under \$75,000  
"Rockwell Woodlands Model Home - The Woodlands at Bryn Mawr"

**Z Domus Designs**

Best Kitchen Under \$75,000  
"Burcham Model Home - Newtown Walk at Ellis Preserve"

**Sterling Kitchen & Bath**

Best Kitchen Over \$75,000  
"Skjave"

**Stone Glidden**

Best Special Feature Room  
"628 E. B St. Lower Level Entertainment Space"

**OMNIA Group Architects**

Best Clubhouse  
"The SW Clubhouse Modern Farmhouse Clubhouse"

**Stampfl Associates**

Best Historic Design

“The 'Ole Tin Shop Carversville, (Bucks County) PA”

**ASSOCIATE INDIVIDUAL ACHIEVEMENT AWARDS**

**Rookie of the Year**

Michael Zatuchni

Century Kitchens

**Associate Member Salesperson of the Year**

Joe Martorana

Century Kitchens

**Associate Member Sales Manager of the Year**

Daniel Bauman

Penn Jersey Signs LLC

**BUILDER AWARDS**

**Lennar**

Best Print Ad

“Quakertown Newsletter”

**Lennar**

Best Direct Mail Piece

“Whispering Woods USDA Mailer”

**Lennar**

Best Logo for a Community

“Waterloo Reserve Logo”

**Westrum Development Company**

Best Company Brochure

“The Summit at Glen mills Community Brochure”

**Hallmark Homes - The Arbors at Hilltown**

Best Use of Online Media Campaign - Digital Campaign

“The Arbors at Hilltown Digital Campaign”

**W.B. Homes, Inc.**

Best Email Campaign

“Hillstone VIP Campaign”

**Westrum Development Company**  
Best Website Local/Custom Builder  
“Corporate website: [www.westrum.com](http://www.westrum.com)”

**Toll Brothers**  
Best Realtor Promotion  
“Earned It”

**Raymond Iacobucci Communities**  
Best Marketing App or E-Tool  
“Garnet Reserve Online Selections Center”

**Pulte Homes**  
Best Interior SF Under 3500 sqft  
“Woodside - Gwynedd Ridge”

**Pulte Homes**  
Best Interior SF Over 3500 sqft  
“Skyview - Whitehall Estates”

**Lennar**  
Best Interior TH Under 2500 sqft  
Mayfair -Townes at Shannon Hill

**W.B. Homes, Inc.**  
Best Interior TH Over 2500 sqft  
“Allendale -Fairland at Gwynedd”

**Toll Brothers**  
Best Exterior SF Under 3500 sqft  
“Merion Berkshire - Twin Lakes”

**Pulte Homes**  
Best Exterior SF Over 3500 sqft  
“Skyview - Whitehall Estates”

**Toll Brothers**  
Best Exterior TH Under 2500 sqft  
“Gaffney Farmhouse -Villages at Chester Springs”

**W.B. Homes, Inc.**  
Best Use of Open Space  
“Brynwood Community Park -The Courts at Brynwood”

**W.B. Homes, Inc.**

Best New Mixed Use Project  
"Allendale -Fairland at Gwynedd"

**Worthington & Shagen Custom Builder, Inc.**

Best Accessory Building  
"Outdoor Pavilion"

**Toll Brothers**

Best Kitchen - Single Family  
"Windermere – Taylor"

**Rockwell Custom**

Best Kitchen – Townhouse  
"The Burcham - Newtown Walk at Ellis Preserve"

**Worthington & Shagen Custom Builder, Inc.**

Best Kitchen - SF Custom  
"Transitional Farmhouse"

**Toll Brothers**

Best Bathroom - Single Family  
"Windermere -Taylor Mill at Thornbury"

**W.B. Homes, Inc.**

Best Bathroom – Townhouse  
"Rittenhouse - The Courts at Brynwood"

**Triumph Building Group**

Best Bathroom - SF Custom  
"Custom Home"

**Megill Homes**

Best Whole House Renovation \$250,001 - \$499,000  
"General Lafayette Renovation"

**Worthington & Shagen Custom Builder, Inc.**

Best Whole House Renovation \$1m+  
"Extensive Estate"

**Worthington & Shagen Custom Builder, Inc.**

Best Addition Under \$250,000  
"Transitional Addition"

**M.A.Z. Construction**

Best Addition \$250,001 -\$499,000

“1411 Gary Terrace “

**Worthington & Shagen Custom Builder, Inc.**

Best Addition \$500,000 - \$999,000

“Bucks Country Private Residence Addition”

**Worthington & Shagen Custom Builder, Inc.**

Best Addition \$1m+

“Riverside Home”

**Hellings Builders, Inc.**

Best Renovated Kitchen

“Moreno Road”

**Swerdloff Properties Inc.**

Best Renovated Bathroom

“Master Bathroom”

**Worthington & Shagen Custom Builder, Inc.**

Best Renovated Living Room

“Transitional Addition”

**Worthington & Shagen Custom Builder, Inc.**

Best Historic Renovation

“Colonial Stone Barn”

**Pulte Homes**

Single Family Home Under 3500 sqft

Woodside - Gwynedd Ridge

**Megill Homes**

Single Family Home of the Year Over 3500 sqft

“Lafayette Model – Rokeby”

**Toll Brothers**

Townhome of the Year Under 2500 sqft

“Gaffney -Villages at Chester Springs”

**Raymond Iacobucci Communities**

Custom Home of the Year Under \$1 million

“Dalrington Traditional - Lenape Valley”

**705B Custom Home of the Year \$1 - \$3 million**

**Paolino Development Inc.**

“Parkes Run”

**Guidi Homes**

“The Holly Road Residence -Blue Bell”

**Pohlig Homes**

Custom Home of the Year Over \$5 million

“Modern Craftsman”

**DeLuca Homes**

Best Energy Efficient Home of the Year

“The Sycamore -The Estates at Creekside”

**BUILDER INDIVIDUAL ACHIEVEMENT AWARDS**

**Ellen Patella**

W.B. Homes, Inc.

Community Sales Manager of the Year

**Cassie Barns & Team for Athertyn at Haverford Reserve**

Pohlig Builders

Sales Team of the Year

**Tom Ulrich**

Toll Brothers

Superintendent of the Year

**AJ Gavetti**

Moser Homes

Project Manager of the Year

**Kristine Bugey**

Nolen Companies

Best Selections/Options Coordinator

**Ellen Rosenfield**

Toll Brothers

Rookie of the Year



## **COMMUNITY OF THE YEAR**

### **W.B. Homes, Inc.**

SF Community of the Year Under 100 units  
"Founders Reserve at Providence"

### **Toll Brothers**

SF Community of the Year Over 100 units  
"Twin Lakes"

### **Lennar**

TH Community of the Year Under 100 units  
"Waterloo Reserve"

### **Toll Brothers**

TH Community of the Year Over 100 units  
"Villages at Chester Springs"

## **Individual Home Sales Awards - Multi-Million Dollar Clubs**

**Bronze Award winner for sales between \$1 million and \$1.9 million:** The

Gary Mercer Group – Erika Walker

### **Silver Awards for sales \$2-4.9 million:**

Lennar- Christian Warren

Lennar- Colleen Shiflet

Lennar- Cheryl Simmons

Toll Brothers - Rose D'Anna

Toll Brothers - Lydia Moore

### **Gold Awards are for sales of \$5-9.9 million:**

Lennar- Brigid Minemier

Lennar- Gerry Fish

Lennar- Matthew Lloyd

Lennar- Terri Begg

Toll Brothers - Karen Leach

Toll Brothers - Jessica Vandergrift

Toll Brothers - Kathy Woehr

Toll Brothers - Ellen Barba

The Gary Mercer Group at Keller Williams - Sharra Mercer

The Gary Mercer Group - Erica Walker

Rockwell Custom - Jarrett Miller

Rockwell Custom - Connor Hoffman

**Platinum Category Awards \$10 million +**

Pohlig Homes - Cassie Barnes

Berkshire Hathaway Home Services Fox and Roach Realtors - Francine Dague

Lennar- Scott Nuse

Lennar- Scott Harrison

Lennar- Eileen Hering

Lennar- Cara DiPiazza

Lennar- Amanda Eckert

Lennar- Matthew Avrich

Toll Brothers - Jennifer Dinan

Toll Brothers, Inc. - Lisa Mumper

Toll Brothers - Elizabeth Lambright

Toll Brothers - Shelby Goodman

Toll Brothers - Francine Gervasio

Toll Brothers - Denise Cunningham

Toll Brothers - Matthew Snyder

Toll Brothers - Christina Maltese

Toll Brothers - Rhonda Schwartz

Toll Brothers -Lisa Linn

Toll Brothers - Gina-Lynn Rubin

Toll Brothers - Barbara Jardel

Toll Brothers - Debra Lee Krause

Toll Brothers - Quinn Burroughs

Toll Brothers - Darlene DiVona

Raymond Iacobucci Communities - Steve Iacobucci

Raymond Iacobucci Communities - Edward Deisher

Raymond Iacobucci Communities - Geoff Velekei

Toll Brothers - Iain Stinson

Toll Brothers - Adam Raynish

Toll Brothers - Brett Taylor

Moser Homes - Ralph Iacovino

W.B. Homes, Inc. - Amy Williamson

W.B. Homes, Inc. - Ellen Patella

W.B. Homes, Inc. - Kelly Halliwell

W.B. Homes, Inc. - Robin Tobisch

Weidel Real Estate - Danielle Davis

Rockwell Custom - Onorine Mea