

The Sales and Marketing Council of Louisville 2012 Awards of Excellence Categories

Eligibility dates are November 1, 2011 – October 31, 2012

1. Best Single Family Development Under 300 Homes

This category encompasses a small development that, when fully developed, will have less than 300 single family detached homes. Entries can include existing developments that still have new construction going.

Entry Requirements:

- A. A typed written statement describing your community's concept. (Target market, price range, lot size and cost, and location.)
- B. One copy of the overall land plan.
- C. A minimum of five 8 x 10 photographs in entry portfolio (pick up portfolio at HBAL office) that includes: Entry Treatment/Signage, Landscaping/Lighting, Homes, and Amenities. (Not all areas may be applicable to your development.) **Please pick up an entry portfolio at the HBAL office.**
- D. If you have a video on DVD or link to a video/commercial that is about your community please include that as well. We ask that videos are limited to 3 minutes.

2. Best Single Family Development Over 300 Homes

This category encompasses a large development that, when fully developed, will have over 300 single family detached homes. Entries can include existing developments that still have new construction going. This also includes a section within the development that has a separate name and over 300 homes.

Entry Requirements:

- A. A typed written statement describing your community's concept. (Target market, price range, lot size and cost, and location.)
- B. One copy of the overall land plan.
- C. A minimum of five 8 x 10 photographs in entry portfolio (pick up portfolio at HBAL office) that includes: Entry Treatment/Signage, Landscaping/Lighting, Homes, and Amenities. (Not all areas may be applicable to your development.) **Please pick up an entry portfolio at the HBAL office.**
- D. If you have a video on DVD or link to a video/commercial that is about your community please include that as well. We ask that videos are limited to 3 minutes.

3. Best Patio, Condominium, Garden or Townhome Community

This category encompasses a Patio, Garden or Townhome Community that stands alone. Entries can include existing developments that still have new construction going.

Entry Requirements:

- A. A typed written statement describing your community's concept. (Target market, price range, lot size and cost, and location.)
- B. One copy of the overall land plan.
- C. A minimum of five 8 x 10 photographs in entry portfolio (pick up portfolio at HBAL office) that includes: Entry Treatment/Signage, Landscaping/Lighting, Homes, and Amenities. (Not all areas may be applicable to your development.) **Please pick up an entry portfolio at the HBAL office.**
- D. If you have a video on DVD or link to a video/commercial that is about your community please include that as well. We ask that videos are limited to 3 minutes.

4. Best Print Advertising

A. Newspaper

B. Magazine

This category is for all Members submitting entries showing excellence of concept, copy, layout, overall design execution, and communication of the ad's objectives. Entries must have been published in the Louisville market during the eligibility dates. (See material requirements)

The category is divided as follows:

- I. Builder II. Realtors/Developers III. Affiliated Building Services (i.e. Insurance, Mortgage Companies, Attorneys, etc.) IV. Other Associates (subcontractors and suppliers)

Entry Requirements:

- A. Marketing Statement of 150 words or less (Indicate category and include campaign concept and objectives.)
B. Print - One copy or picture of the advertisement/brochure (if applicable). **Please pick up an entry portfolio at the HBAL office.**

5. Corporate/Sales Print Collateral of the Year

This category includes brochures, flyers, direct mail and other printed collateral. Entries are judged on excellence of concept, copy, layout, overall design execution, communication of the brochure's objectives and its ability to meet its goal(s). Entries must have been published in the Louisville market during the eligibility dates. Agents representing either a builder or developer may submit under that particular category. **No previous winning entries can submit.** (See material requirements)

The category is divided as follows:

- I. Builder II. Realtors/Developers III. Affiliated Building Services (i.e. Insurance, Mortgage Companies, Attorneys, etc.) IV. Other Associates (subcontractors and suppliers)

Entry Requirements:

- A. Marketing Statement of 150 words or less (Indicate category and include campaign concept and objectives.)
B. Print - One copy or picture of the advertisement/brochure (if applicable). **Please pick up an entry portfolio at the HBAL office.**

6. Broadcast Media Advertising of the Year

A. Television

B. Radio

C. Other Digital Media - includes webcasts, podcasts, viral videos.

Segments from Louisville Best New Homes must be submitted under the Television category.

This category is for all Members submitting entries for TV or Radio advertisement intended to draw prospective buyers. Advertisement not to exceed 60 seconds in length. Entries must have been used in the Louisville market during the eligibility dates. (See material requirements) **No previous winning entries can submit.**

The category is divided as follows:

- I. Builder II. Realtors/Developers III. Affiliated Building Services (i.e. Insurance, Mortgage Companies, Attorneys, etc.) IV. Other Associates (subcontractors and suppliers)

Entry Requirements:

- A. Marketing Statement of 150 words or less (Indicate category and include campaign concept and objectives.)
B. Print - One copy or picture of the advertisement/brochure (if applicable). **Please pick up an entry portfolio at the HBAL office.**
C. TV/Radio – One copy of the ad on a DVD, CD or a link to your video (if applicable).

7. Best Web Site

Entries will be judged based on quality of design, ease of obtaining information, and organization of message.

No previous winning entries can submit.

The category is divided as follows:

- I. Builder II. Realtors/Developers III. Affiliated Building Services (i.e. Insurance, Mortgage Companies, Attorneys, etc.) IV. Other Associates (subcontractors and suppliers)

Entry Requirements:

- A. Marketing Statement of 150 words or less (must include web site address).
- B. Minimum of four (4) pages of the web site (must be color copies). One page must be the Home Page.

Please pick up an entry portfolio at the HBAL office.

8. Best New Concept in Marketing

This category looks at any member in the industry that demonstrates “outside the box” type of thinking on an advertising, promotional or marketing program. Entries must have been used in the Louisville market during the eligibility dates. **No previous winning entries can submit.**

The category is divided as follows:

- I. Builder II. Realtors/Developers III. Affiliated Building Services (i.e. Insurance, Mortgage Companies, Attorneys, etc.) IV. Other Associates (subcontractors and suppliers)

Entry Requirements:

- A. Marketing Statement of 150 words or less (Indicate category and include campaign concept and objectives).
- B. Print - One copy or picture of the advertisement/brochure (if applicable). **Please pick up an entry portfolio at the HBAL office.**
- C. TV/Radio – One copy of the ad on a DVD or CD (if applicable).

9. Logo Design of the Year

This category will take in all logos produced within the eligibility dates. **No previous winning entries can submit.**

The category is divided as follows:

- I. Builder II. Realtors/Developers III. Affiliated Building Services (i.e. Insurance, Mortgage Companies, Attorneys, etc.) IV. Other Associates (subcontractors and suppliers)

Entry Requirements:

- A. Marketing Statement of 150 words or less.
- B. Two photographs of the logo (minimum 8”x 10”). **Please pick up an entry portfolio at the HBAL office.**
- C. At least two examples of logo use in an ad, brochure, sign, etc.

10. Best Integrated Internet Marketing Campaign – includes the use of multiple internet marketing options – websites, banners, surveys, social media, etc.

Entries will be judged on concept, creativity, copy, layout, overall design, and execution and continuity.

The category is divided as follows:

- I. Builder II. Realtors/Developers III. Affiliated Building Services (i.e. Insurance, Mortgage Companies, Attorneys, etc.) IV. Other Associates (subcontractors and suppliers)

Entry Requirements:

- A. Completed Entry Form - **Please pick up an entry portfolio at the HBAL office.**
- B. Marketing Statement of 150 words or less (Indicate category and include campaign concept and objectives.)
- C. Up to six (6) images that represent entry link to actual campaign highly encouraged

11. Best Marketing Campaign

This category will take a look at all elements of your Marketing for the given time frame. Entries will be judged on creativity, design, and success of materials developed during the eligible time period to gain product interest. Includes broadcast and print ads, internet, social media, outdoor signage, direct mail, etc.

The category is divided as follows:

- I. Builder
- II. Realtors/Developers
- III. Affiliated Building Services (i.e. Insurance, Mortgage Companies, Attorneys, etc.)
- IV. Other Associates (subcontractors and suppliers)

Entry Requirements:

- Completed Entry Form
- Submit images of promotion – photos of events (if applicable) suggested
- One (1) copy of ads on 8 ½ x 11 paper in black and white or color. May include any or all of the following: print advertising, direct mail, television and radio spots, billboards, etc.
- Television and radio submissions should be submitted as a DVD.

12. Best New Home Design Feature

This category takes into account any design feature of a new home that is completed within the eligibility dates where the builder has demonstrated a unique or new feature. This includes interior and exterior design features.

The category is divided as follows:

- I. Builder
- II. Other Associates (subcontractors and suppliers)

Entry Requirements:

- A. A brief summary of design objectives and the feature itself.
- B. At least two (2) color photographs of the design feature (8"x 10"). **Please pick up an entry portfolio at the HBAL office.**
- C. Optional – inclusion of feature in any marketing material.

13. Best Model Home*

This category will take into account any model home regardless of build date. Entry will be judged on concept, creativity, impact of furniture and accessories. * Price break points are to be determined based on submissions.

The category is divided as follows:

- I. Builder
- II. Developer/Realtor

Entry Requirements:

- A. A brief summary of design objectives and features (please indicate proper category).
- B. One set of five color photographs, 8"x 10", including one exterior and at least one each of the main living area, master suite, kitchen and one room of your choice.
- C. One floor plan on 8 ½ x 11" paper.
- D. Entries will be judged on overall interior/exterior, and efficiency/functionality of plan. **Judging will be done by qualified judges using entry materials. Please pick up an entry portfolio at the HBAL office.**

14. Builder Home Design

Completed construction eligible. Value category is based on home price – **do not include lot price.**

- | | |
|------------------------|--------------------------|
| I. Under \$200,000 | II. Under \$300,000 |
| III. Under \$400,000 | IV. Under \$550,000 |
| V. Under \$700,000 | VI. Under \$900,000 |
| VII. Under \$1,200,000 | VIII. \$1,200,000 and up |

Entry Requirements:

- A brief summary of design objectives and features (please indicate proper category).
- One set of five color photographs, 8”x 10”, including one exterior and at least one each of the main living area, master suite, kitchen and one room of your choice.
- One floor plan on 8 ½ x 11” paper.
- Entries will be judged on overall interior/exterior, and efficiency/functionality of plan. **Judging will be done by qualified judges using entry materials. Please pick up an entry portfolio at the HBAL office.**

15. Builder Design – Condominium, Patio Homes, Garden Homes, and Townhomes

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|----------------------|---------------------|
| I. Under \$150,000 | II. Under \$250,000 |
| III. Under \$400,000 | VI. Over \$400,000 |

Entry Requirements:

- A brief summary of design objectives and features (please indicate proper category).
- One set of five color photographs, 8”x 10”, including one exterior and at least one each of the main living area, master suite, kitchen and one room of your choice.
- One floor plan on 8 ½ x 11” paper.
- Entries will be judged on overall interior/exterior, and efficiency/functionality of plan. **Judging will be done by qualified judges using entry materials. Please pick up an entry portfolio at the HBAL office.**

16. Remodeling Design

- | | |
|---------------------|--------------------------|
| I. Under \$50,000 | II. \$50,000 - \$100,000 |
| III. Over \$100,000 | |

Entry Requirements:

- A brief summary of design objectives and features (please indicate proper category).
- One set of five color photographs, 8”x 10”, including one before and one after for each picture
- Entries will be judged on overall interior/exterior, and efficiency/functionality of plan. **Judging will be done by qualified judges using entry materials. Please pick up an entry portfolio at the HBAL office.**

17. Personal Achievement Awards ++

Entrants must be a current member of the Home Builders Association and the Sales & Marketing Council
Contracts must have closed within eligibility dates.

A. AGENT New Home Professional

The category is divided as follows:

- I. On-Site/Builder Representative – Any person selling from a builder model home or employed by a HBAL Builder member or a Builder member owned company or any person who represents an HBAL Builder Member.
- II. Agent – Any person selling new homes built by any HBAL Builder Member.
- III. Lot Sales – Any person selling single family building lots for an HBAL member developer or Builder and is not a sales manager.
- IV. Rising Star Award – Applies to agents with two (2) years or less in new home sales.

Entry Requirements:

- A report listing the following information on each sale:
 - a. Category – as listed above
 - b. Subdivision and Lot Numbers
 - c. Registered Builder/Company
 - d. Closing Dates
 - e. Sale Prices
 - f. Listing Agent and Sales Agent
 - g. Picture of the applicant - can e-mail a file to gail@hbal.com or turn in a 5x7 picture with submission.

++ President's Awards for Top Dollar Volume and Top Unit Volume producer in the On-Site and Agent categories will also be given.

B. MORTGAGE New Home Professional

The category is divided as follows:

- I. Dollar Volume: Any person that is a mortgage broker, lender or Mortgage Banker that has closed on new homes during the eligibility dates.
- II. Unit Volume: Any person that is a mortgage broker, lender or Mortgage Banker that has closed on new homes during the eligibility dates.

Entry Requirements:

- A report listing the following information on each sale:
 - a. Category – as listed above
 - b. Builder Company – Only new homes built by Builder members of the HBAL are accepted. The HBAL will verify Builder memberships.
 - c. Closing Date
 - d. Sale Prices
 - e. Picture of the applicant - can e-mail a file to gail@hbal.com or turn in a 5x7 picture with submission.

18. Sales & Marketing Council Member of the Year

Each year the Sales & Marketing Council recognizes a member of the Council that has shown a constant participation and involvement in SMC activities as well as being an active member of the Home Builders Association's events. This award winner is to be selected by an appointed committee.

Eligibility dates are November 1, 2011 – October 31, 2012

Home Builders Association of Louisville Sales and Marketing Council 2012 Awards of Excellence



Call for Entries – ALL HBAL Members!

The Sales & Marketing Council of the Home Builders Association of Louisville announces its 21st Annual Awards of Excellence Program. The Awards of Excellence was created to promote competition and creativity of design in housing, development, and advertising and to recognize outstanding sales efforts among real estate agents. The 2012 Awards of Excellence will be presented in, **January 2013**. The Sales & Marketing Council invites you to be a part of this prestigious event.

Eligible Entries

To submit an entry for any category, your company must be a member in good standing of the Home Builders Association of Louisville. In addition, **to enter the Personal Achievement Awards, you must be a member in good standing of the HBAL Sales & Marketing Council**. All categories must pertain to the 7 county Louisville metropolitan statistical areas and have been built or marketed between November 1, 2011 and October 31, 2012.

Entry Application/Fee*

An entry fee of **\$35** must accompany each entry application. Checks should be made payable to the HBAL. Multiple entries require a separate application form for each entry. For additional blank copies of the entry application, duplicate as appropriate. Fees may be paid by a single check for the total amount. ***ALL PERSONAL ACHIEVEMENT AWARDS ARE A \$10 ENTRY FEE.**

Entry Preparation

Carefully review the SMC Awards of Excellence award categories and materials required for each entry/category. **Each entry must be submitted in a separate entry portfolio, and must be complete.** All submissions become the property of the Home Builders Association of Louisville unless a written request for return of the entry is submitted with each Entry Application.

Deadlines

Complete Entry Application(s) (signed by builder/realtor/developer), including portfolio/entry material requirements and entry fees, must be received no later than Friday, December 7, 2012. There will be no extensions or refunds.

Complete **Entry Portfolios must be delivered to the HBAL office at 1000 N. Hurstbourne Parkway, Louisville, 40223, no later than 5:00 p.m., Friday, December 7, 2012.**

Judging & Awards

A panel of highly qualified judges selected from the homebuilding industry and related fields will evaluate the entries on their own merit. There will be **NO** on-site house judging. All judging will be done using the entry materials. The decisions of the judges will be announced at a special Awards Ceremony to be held in January 2013. **We reserve the right to eliminate, combine, create or re-categorize any category if circumstances warrant.** Sale prices will be verified.

QUESTIONS: Call Gail Schell or Jessica Embry at 502-429-6000



2012 Awards of Excellence

Sponsored by the Sales and Marketing Council of the
Home Builders Association of Louisville
Deadline – Wednesday, November 21, 2012



ENTRY APPLICATION

Category # _____ Category Name: _____

Name of Project: _____

*ENTRANT: *Must be a member of the HBAL* _____

Contact Person: _____

Contact person will receive all correspondence relating to this entry

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

*** ENTRANT /BUILDER SIGNATURE *required* – must be an HBAL Member**

(If submitted on behalf of builder you must list builder company and name and obtain builder signature.)

Member Signature: _____

Submit this entry form with a \$35 entry fee to:*
Home Builders Association of Louisville- SMC Awards of Excellence
1000 N. Hurstbourne Parkway, Louisville, KY 40223.
***PERSONAL ACHIEVEMENT AWARDS COST \$10 PER ENTRY.**

Pick up entry portfolio at the HBAL office

**All entries must be submitted by, and be a product of, a current HBAL MEMBER. Personal Achievement Award Entries require that you be a member of the Sales & Marketing Council as well.*

JUDGING AND AWARDS

A panel of highly qualified judges selected from the homebuilding industry and related fields will evaluate the entries on their own merit. *There will be NO on-site house judging. All judging will be done using the entry materials.* The decisions of the judges will be announced at a special Awards Ceremony to be held in January 2013. We reserve the right to eliminate, combine, create or re-categorize any category if circumstances warrant. Sale prices will be verified.

NOTE: Duplicate this blank entry application for multiple entries. Use a separate application form for each entry. You may pay with one check for multiple entries. **Entry application deadline: Friday, December 7, 2012.**