We invite you to submit your best work to...

The Capital CotY & Capital Buzz Awards 2018

Entries open
August 3rd - October 17th
NARI 2018 Capital Awards—Call for Entries

NARI Metro DC would like to formally invite you to submit your best remodeling projects, team members, service projects and marketing campaigns to the 2018 Capital CotY & Buzz Awards!

- **Enhance your reputation** among consumers by sharing your award, and submitting to NARI Nationals.
- **Gain increased exposure**, all CotY winners are listed in *Home & Design Magazine*.
- **Boost Morale** among employees, they love seeing their work acknowledged by their peers as excellent.

A special thank you to the Capital Awards Committee,
- Chair, Addie Merrick CR, of Merrick Design and Build Inc.
- Co-Chair, Jim Lynch of Foxcraft Design Group, Inc.
- Jennifer Purdy, of TW Perry
- Mark Ferguson, of MVB Mortgage
- Ronna Cohen, formally Annapolis Lighting
- Debbie Cain, NARI Metro DC Staff

**Capital Entries Open**
August 3rd and close October 17th

- **Capital CotY Awards**
  Rules for entry ..........p3
  Categories ...............p4
- **Team Awards**
  Rules for entry ..........p8
- **NARI Nationals**
  Rules for entry ..........p8
- **Service Awards**
  Rules & Categories ......p9
- **Capital Buzz Awards**
  Rules for entry ..........p10
  Categories ...............p11
• NARI Metro DC members who hold the contract with the homeowner may submit projects into the Awards program. Other NARI member companies who worked on that project (subcontractor, supplier, service professional) may submit Team Entries on that project (with the approval of the main contractor).
• The project must be completed December 1st 2016—October 17th 2018
• Projects entered in previous Capital CotY competitions may be resubmitted ONLY if they did NOT win an award.
• Please note that only 3 submissions (compared to 2 in previous years) are allowed from the same firm in the same category, not to exceed 15 total entries per firm.
• A project may be entered in only one of the 45 different categories. Choose your category carefully and make sure the project meets the requirements, with the exception of the Creative Design, Innovative Technology, Green Remodeling Interior, Green Remodeling Entire House, and Green Home New Construction categories. Separate presentations, entry forms, and fees are required for each entry.
• The project total cost includes the contract price, all extras, change orders and the fair market value of materials and products purchased, and sweat-equity and in-kind services provided, and/or any subcontract work.

Presentation Guidelines
• The content of your presentation should tell the story of your project using before & after photos, diagrams, drawings, and descriptions. Only the details included in your presentation file will be shared with the judges. Other documents and photos are used internally for marketing purposes.
• An entry may have a maximum of 30 pages.
• A minimum of one “before” and 3 “after” pictures is required. “During” photos are helpful, but not required. A total of 10 photos is strongly recommended.
• Do not include company, contractor, or homeowner names within the content of any photo or description.

Entry Fees & Instructions
• The pricing remains the same as in years past...$250 per project.
• Complete instructions and rules for preparing your presentation are listed out in the OpenWater online portal, https://nari.secure-platform.com/a/organizations/R2MDC/solicitations/home/18 Please read the instructions carefully for required signatures and photo requirements as well as release forms and other critical documents.
• Credit card payments can be made online thru the secure member portal at, http://www.narimetrodc.org/events/details/coty-entry-49
• For those of you who prefer to pay by check please send the total payment to: NARI Metro DC, PO Box 3462 Merrifield, Va. 22116 postmarked by October 17, 2018.
Capital CotY Award Categories

Residential Kitchens
Best residential kitchen remodel with a total sales price set below. Only interior photos maybe used.
- Residential Kitchen Under $30,000
- Residential Kitchen $30,000 to $60,000
- Residential Kitchen $60,001 to $100,000
- Residential Kitchen $100,001 to $150,000
- Residential Kitchen Over $150,000

Residential Baths
Best residential bath remodel with a total sales price set below. Only interior photos maybe used.
- Residential Bath Under $25,000
- Residential Bath $25,000 to $50,000
- Residential Bath $50,001 to $75,000
- Residential Bath $75,001 to $100,000
- Residential Bath Over $100,000

Residential Interior
Best residential interior remodel with a total sales price set below. Includes, but is not limited to, family rooms, great rooms, attic or basement conversions etc. Work must be done within existing walls of a residential structure. This category does not include room additions. Only interior photos maybe used.
- Residential Interior Under $75,000
- Residential Interior $75,000 to $150,000
- Residential Interior Over $150,000

Residential Interior Element
This category represents one special interior element of a project. It includes, but is not limited to, railings, columns, masonry work, tiling, HVAC, fireplaces, vestibules, audio/visual systems, insulation, kitchen hoods and home automation. Only interior photos maybe used.
- Residential Interior Element under $30,000
- Residential Interior Element $30,000 and Over

Residential Addition
Best residential addition with a total sales price set below. Includes, but is not limited to, additions, add-a-levels, or dormer build outs, which increase livable space of the existing home. The project cannot have changed the exterior footprint of the home in more than one location. Interior and exterior photos maybe used.
- Residential Addition Under $100,000
- Residential Addition $100,000 to $250,000
- Residential Addition Over $250,000
Residential Exterior
Best exterior project with a total sales price set below. Includes, but is not limited to, alterations to the exterior of a residential building such as porticos, porches, decks, glass or screen enclosures, windows dormers and exterior resurfacings like siding, stucco, etc. The project can not have added heated livable space to the home. Only exterior photos maybe used.

Residential Exterior Under $100,000
Residential Exterior $100,000 to $200,000
Residential Exterior Over $200,000

Residential Detached Structure
Includes, but is not limited to, garages, pools, gazebos, pool houses, detached decks or walkways which provide non-livable built environment on the residential property. Note: livable space includes bedrooms. This category does not include any structure attached to the residence. Interior and exterior photos may be used.

Entire House
A project with a sales price set below which remodeled or renovated a substantial portion of the entire residential house inside and out, or where multiple addition and/or style changes in footprint or elevation have been made in more than one location. Interior and exterior photos maybe used.

Entire House Under $250,000
Entire House $250,000 to $500,000
Entire House $500,001 to $750,000
Entire House $750,001 to $1,000,000
Entire House Over $1,000,000

Residential Historical Renovation/Restoration
The renovation/restoration of the interior and/or exterior of a house, or a complete addition, using period design and materials. The house must be a residential structure that is at least 75 years old. Interior and exterior photos maybe used.

Residential Historical Renovation/Restoration Under $250,000
Residential Historical Renovation/Restoration $250,000 and Over

Commercial Interior
Remodeling preformed within the existing walls of a commercial structure. Clearly define the type of client and the client's needs in your presentation. Only interior photos maybe used.

Commercial Exterior
Remodeling preformed on the exterior of an existing commercial structure. Clearly define the type of client and the client's needs in your presentation. Only exterior photos maybe used.

Commercial Specialty
Includes, but is not limited to, railings, columns, masonry work, tiling, HVAC, vestibules, insulation, kitchen hoods, audio/visual systems, exterior details, solar panels, etc. Clearly define the type of client and the client's needs in your presentation. The commercial specialty must be included on your entry presentation.
Residential Landscape Design/Outdoor Living
Best residential landscape design/outdoor living project with a sales price outlined below. Includes, but is not limited to, landscaping, pathways, driveways, patios, pagodas, outdoor kitchens, decks, terraces, pools, spas, etc. Work is not exclusive to existing structures. Commercial projects should be entered in Commercial Specialty. Only exterior photos may be used.

Residential Landscape Design/Outdoor Living Under $60,000

Residential Landscape Design/Outdoor Living $60,000 and Over

Basement
Remodel/renovation of finished or unfinished basement. Includes, but is not limited to, family room, recreation area, home theater, bar, laundry room, storage area etc. Only interior photos may be used.

Basement Under $50,000
Basement $50,000 to $100,000
Basement Over $100,000

Green - Residential Interiors
Best Residential interior remodel that utilized green remodeling practices. Work must be done within the existing walls of a residential structure. This category does not include additions. Only interior photos may be used. Projects in this category will be judged on Green Remodeling merits. Note: the same project can be entered in another residential category.

Green - Residential Exteriors
A project that utilizes green remodeling practices to remodel a substantial portion of a house inside or out or where a single or multiple additional and/or style changes in footprint or exterior elevation have been made. Interior and exterior photos may be used. Projects in this category will be judged on Green Remodeling merits. Note: the same project can be entered in another residential category.

Green - Entire House/Addition Projects
Includes homes built as new construction or with substantially new materials utilizing Green Building Practices. This category would include tear downs built on existing foundation or with preserved exterior elements. Interior and exterior photos may be used. Projects in this category will be judged on Green Remodeling merits. Note: the same project can be entered in another residential category.

Universal Design
The residential universal categories will consider changes in residences that make them usable by people of all ages and physical capabilities. Your presentation should emphasize the use of universal products and design practices and how they were blended into the overall design. Clearly indicate both the problem and solution to the accessibility problem.

Universal Design - Kitchen
Universal Design - Bath
Universal Design - Interiors
Universal Design - Exteriors
Universal Design - Entire House
Capital CotY Team Awards

Rules for Entry

- Team members must have the approval of the main contractor to be included as a team member on the project. Approval is given automatically when a contractor lists a team member in their entry.
- The fee to enter for a Team Award is $60 and there is no limit to how many different team members can enter on a single project.
- Team Member entry fees can be paid by the main contractor at the time they submit their project or be billed directly to the Team Member afterwards by NARI Staff.
- All Team Member entry payments are due by 12/1/2018
- Team member may now pay for their entry by credit card directly at, http://www.narimetrodc.org/events/details/coty-entry-49

National CotY Awards

Rules for Entry

Submitting local projects into the National CotY Awards program is simple:

- Once local judging is completed in mid-November, each entrant will be notified by NARI National that the national entry portal is open, and will receive a link to authorize the local entry for submission and submit the national entry payment.
- NARI Metro DC uses the national entry portal and thus once the entry is authorized and the fees are paid, you will be permitted to log in and submit your previous local entries directly to National.
Capital Service Awards

• Each year the NARI Metro DC Chapter recognizes those who have achieved excellence in their trade, service to the community and all around image.

• Please help us recognize those individuals by nominating someone for one or more of the following categories.

• Please accompany all nominations with a description of services and email it to executive@narimetrodc.org by no later than October 17th, 2018.

Hall of Fame Award
The Hall of Fame Award is designed to recognize those within the industry who have consistently made contributions to the industry over an extended period of time. The award is intended to recognize those members whose commitment, dedication and passion for the industry have helped to bring about improvements to the industry.

Image Award
The Image Award is designed to recognize those members who have made significant contributions to the professional public image of NARI and the chapter in the Washington metropolitan marketplace. Through any of the following action or more; participation in charitable or community projects as a NARI member. Active in public relations, media, or governmental affairs and issues involving the remodeling industry at the local and/or national level. Published articles about the remodeling industry in which the NARI name, service and professionalism is described. Inclusion of the NARI name in company publicity and promotions.

Community Service Award
The Community Service Award will be presented to a NARI member (individual or firm) who/which donates time, energy and materials to help area individuals or groups in need. The aid could be related to construction services rendered for free or simply time and material help in conjunction with another organization's effort. This award is judged on value of contribution to community over time and potential future benefits.

Contractor's Choice Award
The Contractor's Choice Award will be given to an individual from a supplier, subcontractor, or professional service member who has made a significant contribution to the chapter and the remodeling industry by providing exceptional services during the year.
Certified Remodeler Excellence Award
The NARI Certified Remodeler Excellence Award will be awarded to an individual with a CR designation who, representing a chapter member company, demonstrates excellence in the areas of leadership, management and customer service during 2018.

Certified Lead Carpenter Excellence Award
The NARI Certified Lead Carpenter Excellence Award will be awarded to an individual with a CLC designation who, representing a chapter member company, demonstrates excellence in the areas of leadership, management, customer service and workmanship during 2018.

Certified Remodeling Carpenter Excellence Award
The NARI Certified Remodeling Carpenter Excellence Award will be awarded to an individual with a CRC designation who, representing a chapter member company, demonstrates excellence in management, customer service, leadership, and workmanship during 2018.

Guild Quality Master Award
In order to be recognized as a Guildmaster Award winner, a Guildmember must achieve a recommendation rate of 90% as well as a certain response rate based on volume. Submissions for the Guildmaster Award should be completed at, www.guildquality.com/guildmaster. More details about entry will be available soon.

If you are not currently a Guild Quality Member, contact Angela Hubbard, at executive@narimetrodc.org, for instruction on how to join.
• This program is for Associates only and allows them to present their more creative marketing and social media efforts. Be sure to read the details and examine the 7 categories open just for you.
• Only entries that have never been submitted to prior Capital BUZZ Awards are eligible.
• Important note: We have 2 levels of membership within Metro DC based upon your gross receipts and you are encouraged to apply for an award based upon your membership level…this means the smaller firms won’t compete against larger firms.
  Membership category 1: Less than $500,000 gross receipts
  Membership category 2: More than $500,001 gross receipts

Getting Started
• Go to www.narimetrodc.org for your Capital BUZZ Awards Entry form. Complete and return your entry form with your payment, by 4pm October 17th 2018. Credit card payment can be emailed to executive@narimetrodc.org or phone 703-400-1858. Orders paid by check can be mailed to NARI Metro DC, P.O. Box 3462 Merrifield, Va. 22116.
• NARI Associate members in good standing are eligible for submitting entries for a fee of $75 per entry. All entry fees are non-refundable, non-transferable, and cannot be carried over to subsequent years.
• Obtain entry materials. You will need:
  ° A binder of your choice with sufficient pockets or 3 ring clips so that your material is safe, clean and easy to work with
  ° Clear plastic sleeves for displaying your advertisement, for audio or video entry, submit USB or disc in sleeve.

Preparing a Winning Entry
• Your ability to present your project(s) in a manner that helps judges distinguish your project will go a long way to set you apart from the competition.
• Plan your entry binder. Arrange your photos, marketing statements, etc. in a logical fashion so that an individual not familiar with your campaign can easily understand.
• Describe the objective of the advertisement or social media campaign and any obstacles and how they were handled and overcome.
• Duplicate set of photos – Include a USB or disc of duplicate photos and artwork of those shown in your binder. Use high resolution (300 dpi or better), and in JPG, TIFF, or EPS format. Please include the photos and artwork that were displayed in your binder.
• Entry binders will be automatically returned directly after the Evening of Excellence awards ceremony.
**Capital Buzz Awards Categories**

Please review these categories and required materials for submission.

Entries will be judged on concept, copy, layout, overall design execution, and communication of the ad’s objective.

**Starting in 2019 a bonus point will be given to ads including the NARI logo!**

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>Include a high quality screenshot of the social media page in .jpg or .pdf format and detail any particular post, contest, or image of interest along with platform insights.</td>
</tr>
<tr>
<td>Marketing Campaign</td>
<td>An ongoing campaign including, but is not limited to, a marketing/educational event, raffle, radio/TV ad, etc. Include high quality images/video of the materials used to promote the campaign, along with a description of the campaign’s goals and its outcomes.</td>
</tr>
<tr>
<td>Sales Brochure</td>
<td>Include a high quality image of the advertisement in .jpg or .pdf format and a proof of the actual flyer or brochure.</td>
</tr>
<tr>
<td>Website</td>
<td>Include a high quality screenshot of the website in .jpg or .pdf format and website homepage address along with pages of interest.</td>
</tr>
<tr>
<td>Showroom</td>
<td>Include five high quality images of the showroom and a description of how the space was used for marketing purposes i.e. mixers, educational events, meetings, etc.</td>
</tr>
<tr>
<td>Signage</td>
<td>Includes, but is not limited to, yard signs, street signs, vehicle wraps, building signs, etc. Include a high quality image of the sign and a description of where the sign is located and how it helps to attract customers.</td>
</tr>
<tr>
<td>Print Ad</td>
<td>Include a high quality image of the advertisement in .jpg or .pdf format and a proof of the actual advertisement mounted on an 8 ½” x 11” sheet.</td>
</tr>
</tbody>
</table>
TW PERRY
Product Selection Services for Discerning Clientele

TW Perry offers a wide range of products, including architectural windows, doors and woodwork.

Baltimore, MD 410-350-0750
Gaithersburg, MD 301-840-9600
Silver Spring, MD 301-652-2600
Leesburg, VA 703-777-3030
Springfield, VA 703-451-6500

www.twperry.com