



Category Descriptions & Judging Criteria:

Advertising & Marketing Awards:

Best Showroom – A well designed, attractive showroom that showcases the latest and greatest trends in industry products and services.

Judging Criteria:

- Is the showroom functional while accomplishing its purpose?
- Does the showroom feature modern, up-to-date, relevant products?
- Is there continuity with the showroom and the company's branding?
- Is the showroom designed creatively and does it allow for interaction with customers?
- Is the showroom designed in consideration of customers' wants and needs?

Entry Requirements:

- General Information*
- Submit up to (5) digital photos/videos of the showroom
- Floorplan saved as PDF or JPEG
- Up to 300 word description of the showroom including any special design features and how the showroom is used to engage customers

Best Print Ad – A creative ad used in newspapers or magazines that draws attention, holds interest, has a clear, simple message and relates to the brand.

Judging Criteria:

- Is the ad design creative and attractive?
- Does the ad draw attention and hold your interest?
- Does the ad have a clear message, is it easy to read and understand?
- Does the ad relate to the brand?
- Does the ad clearly motivate a call to action?

Entry Requirements:

- General Information*
- Submit (1) photo of the advertisement as JPEG
- Describe the purpose of the ad (Up to 300 words)

Best Website – A well-designed, informative website that is user friendly and is a positive online representation of the company.

Judging Criteria:

- First Impression of the website
- Rate web traffic analytics
- Is the design of the website creative and attractive?
- Does the website provide credible, valuable and timely information?
- Is the website easy to navigate and well organized?
- Does the website provide a clear message of purpose and description of the company?

Entry Requirements:

- General Information*
- Link to website
- Submit up to (5) images/videos that represent the entry (optional)
- Submit your website's statistics/analytics
- Describe any special features or information that your website provides (Up to 300 words)

Best Social Media Campaign – A successful and deliberate social media campaign that engages with current and potential customers, drives sales, increases website traffic and ultimately creates brand loyalty.

Judging Criteria:

- Has the campaign earned a clear or substantial return on investment?
- Is the campaign's message clear within the platform being used and/or does the campaign work harmoniously through various social media platforms?
- Does the campaign have creative copy and layout?
- Is there continuity within the campaign and the company's branding?
- Does the campaign provide value to the targeted audience?

Entry Requirements:

- General Information*
- Submit links to campaign/social media platforms that are used (up to 4)
(Note: Judging will be done online. If the campaign is not live, please submit an electronic version of the campaign).
- Submit up to (2) summaries from a web tracking report or Face Book insights report that shows success of social media campaign
- Submit up to (5) images/videos that represent the entry (optional)
- Describe the purpose of the campaign (Up to 300 words)
- Describe strategies that were used during the campaign (Up to 300 words)

Best Video or Commercial – A well designed, creative video or commercial that convinces your targeted market to purchase your product or service, shapes your brand image and sets you apart in the marketplace.

Judging Criteria:

- Does the video/commercial clearly represent the brand?
- Does the video provide a clear message/story?
- Is the production of good quality?
- Does the video draw attention and hold interest?
- Does the video convey the company's intended message?

Entry Requirements:

- General Information*
- Submit link to video/commercial
- Describe the purpose of the video/commercial (Up to 300 words)

Best Billboard – A creative, attention grabbing static or digital roadside billboard with a clear message, simple in form, that conveys the company's intended message.

Judging Criteria:

- First Impression of the billboard
- Does the billboard provide a clear message?
- Is the billboard eye catching and clever with its message?
- Is the branding/logo noticeable on the billboard?
- Is the billboard of quality production?

Entry Requirements:

- General Information*
- Submit up to (3) billboard artwork images
- Describe the purpose of the billboard (Up to 300 words)

Best Logo - A well designed logo that is distinctive, appropriate, and simple in form that brings awareness to the company's brand.

Judging Criteria:

- First Impression of the logo
- Is the logo design creative and attractive?
- Does the logo relate to the brand?
- Is the logo versatile – ability to work across a variety of media and applications?

Entry Requirements:

- General Information*
- Submit up to (3) images of company logo as JPEG
- Submit up to (5) images/videos of examples of the logo being used such as - in ads, brochures, magazines, etc.

***General Information to Collect for Each Entry:**

- Company Name
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Professional Achievement Awards:

Mortgage Professional of the Year – A mortgage professional who works within the building industry and real estate community, demonstrating professionalism, positive working relationships and personal involvement in the industry and community.

Judging Criteria:

- Volume & number of units closed
- Professional approach to client relationships and follow up
- Personal involvement in the industry and community
- Working relationships

Entry Requirements:

- General Information*
- (1) digital image, JPEG or PNG, of the candidate
- (1) letter of recommendation
- Up to 300 word statement outlining the ability to maintain sales percentages or sales volume and contributions made to achieve company goals

- Up to 300 word statement describing professional techniques and innovative ideas used to provide exceptional customer service
- Up to 300 word statement describing service to and involvement in the industry and community
- Up to 300 word statement describing overall attitude, cooperation and leadership candidate brings to the company and fellow employees

Attorney of the Year – An attorney who provides practical legal advice to those that work within the building industry and/or the real estate community, while demonstrating professionalism, positive working relationships and personal involvement in the industry and community.

Judging Criteria:

- Professional approach to client relationships/follow up
- Contributions made to achieve firm's goals
- Personal involvement in the industry and community
- Working relationships

Entry Requirements:

- General Information*
- (1) digital image, JPEG only, of the candidate
- (1) letter of recommendation
- Up to 300 word statement describing professional techniques and innovative ideas used to provide exceptional customer service and client follow up
- Up to 300 word statement describing contributions made to achieve firm's goals
- Up to 300 word statement describing service to and involvement in the industry and community
- Up to 300 word statement describing overall attitude, cooperation and leadership candidate brings to the firm and fellow employees

Project Manager of the Year – A Project Manager who coordinates and completes projects on time, within budget and within scope while demonstrating professionalism, positive working relationships and personal involvement in the industry and community.

Judging Criteria:

- Tasks performed
- Contributions to achieve client and company goals
- Professional techniques and unique problems solved on a project
- Personal involvement in the industry and community
- Working relationships

Entry Requirements:

- General Information*
- (1) digital image, JPEG only, of the candidate
- (1) letter of recommendation
- Up to 300 word statement outlining primary job functions performed and role in sales success of company
- Up to 300 word statement describing professional techniques used on a job and unique problems solved during a project
- Up to 300 word statement describing service to and involvement in the industry and community
- Up to 300 word statement describing overall attitude, cooperation and leadership candidate brings to the company and fellow employees

Marketing Professional of the Year – A Marketing Professional who identifies and implements strategies and techniques used to attract customers to a business while demonstrating professionalism, positive working relationships and personal involvement in the industry and community.

Judging Criteria:

- Development and implementation of marketing plans
- Unique marketing ideas
- Personal involvement in the industry and community
- Working relationships

Entry Requirements:

- General Information*
- (1) digital image, JPEG only, of the candidate
- (1) letter of recommendation
- Up to 300 word statement outlining professional techniques and innovative marketing ideas used to develop and implement marketing plans
- Up to 300 word statement describing service to and involvement in the industry and community
- Up to 300 word statement describing overall attitude, cooperation and leadership candidate brings to the company and fellow employees

Sales Professional of the Year – A sales professional who sells goods and/or services to consumers and/or to companies within the building industry, while demonstrating professionalism, positive customer relationships and personal involvement in the industry and community.

Judging Criteria:

- Sales volume and contributions made to achieve company goals
- Professional approach to sales and customer service
- Personal involvement in the industry and community
- Working relationships

Entry Requirements:

- General Information*
- (1) digital image, JPEG only, of the candidate
- (1) Letter of recommendation
- Up to 300 word statement outlining the ability to maintain sales percentages or sales volume and contributions to achieve company goals
- Up to 300 word statement describing professional techniques and innovative ideas used to provide exceptional customer service
- Up to 300 word statement describing service to and involvement in the industry and community
- Up to 300 word statement describing overall attitude, cooperation and leadership candidate brings to the company and fellow employees

Accountant of the Year – An accountant who provides practical accounting services and advice to those that work within the building industry, while demonstrating professionalism, positive working relationships and personal involvement in the industry and community.

Judging Criteria:

- Professional approach to client relationships/follow up
- Contributions made to achieve firm's goals
- Personal involvement in the industry and community
- Working relationships

Entry Requirements:

- General Information*
- (1) digital image, JPEG only, of the candidate
- (1) Letter of recommendation
- Up to 300 word statement describing professional techniques and innovative ideas used to provide exceptional customer service and client follow up

- Up to 300 word statement describing contributions made to achieve firm's goals
- Up to 300 word statement describing service to and involvement in the industry and community
- Up to 300 word statement describing overall attitude, cooperation and leadership candidate brings to the firm and fellow employees

Insurance Professional of the Year – An insurance professional who provides practical insurance advice and services to those that work within the building industry, while demonstrating professionalism, positive working relationships and personal involvement in the industry and community.

Judging Criteria:

- Professional approach to client relationships/follow up
- Contributions made to achieve company goals
- Personal involvement in the industry and community
- Working relationships

Entry Requirements:

- (1) digital image, JPEG only, of the candidate
- (1) Letter of recommendation
- Up to 300 word statement describing professional techniques and innovative ideas used to provide exceptional customer service and client follow up
- Up to 300 word statement describing contributions made to achieve company goals
- Up to 300 word statement describing service to and involvement in the industry and community
- Up to 300 word statement describing overall attitude, cooperation and leadership candidate brings to the firm and fellow employees

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Company Achievement Awards

Builder Company of the Year – An accomplished home builder that provides quality craftsmanship, exceptional customer service, and positive employee relations, while serving and supporting their local community and industry.

Judging Criteria:

- First Impression of the company
- Professional techniques and innovative ideas used within the company
- Does the company seem action-oriented? Ambitious?
- Does the company display leadership in the community?
- Do they provide exceptional customer service to their customers?
- Does the company provide a positive and supportive environment for employees?

Entry Requirements:

- General Information*
- Submit up to (8) digital images/videos that represent the company
- (2) letters of recommendation or customer testimonial
- Up to 300 word statement for each of the following questions
 - Tell us about your company. (Number of years in business, number of homes built in the past year, whether you work only in your local area or in multiple locations, etc.)
 - How does your company set itself apart from other builder companies in your area? (Professional techniques and innovative ideas used)
 - In regards to customer service, how does your company stand out from the competition?
 - In regards to employee motivation and incentives, how does your company stand out from the competition?
 - What unique products, services or programs do you provide to your customer?
 - Service to and involvement in the industry and community (list your involvement with civic, charitable organizations and/or local, state, national associations)
 - List any awards and/or special recognition received in the past year (optional)

Remodeling Company of the Year – An accomplished remodeling company that provides quality craftsmanship, exceptional customer service, and positive employee relations, while serving and supporting their local community and industry.

Judging Criteria:

- First Impression of the company
- Professional techniques and innovative ideas used within the company
- Does the company seem action-oriented? Ambitious?
- Does the company display leadership in the community?
- Do they provide exceptional customer service?
- Does the company provide a positive and supportive environment for employees?

Entry Requirements:

- General Information*
- Submit up to (8) digital images/videos that represent the company
- (1) digital image of company logo
- (2) letters of recommendation or customer testimonial
- Up to 300 word statement for each of the following questions
 - Tell us about your company. (Number of years in business, number of remodeling projects completed in the past year, whether you work only in your local area or in multiple locations, etc.)
 - How does your company set itself apart from other remodeling companies in your area? (Professional techniques and innovative ideas used)
 - In regards to customer service, how does your company stand out from the competition?
 - In regards to employee motivation and incentives, how does your company stand out from the competition?
 - What unique products, services or programs do you provide to your customer?
 - Service to and involvement in the industry and community (list your involvement with civic, charitable organizations and/or local, state, national associations)
 - List any awards and/or special recognition received in the past year (optional)

Supply Company of the Year - An accomplished supply company that provides quality products and services for their customers, while conveying a positive attitude through exceptional customer service, employee relations and community and industry involvement.

Judging Criteria:

- First Impression of the company
- Professional techniques and innovative ideas used within the company
- Does the company seem action-oriented? Ambitious?
- Does the company display leadership in the community?

- Do they provide exceptional customer service to their customers?
- Does the company provide quality products, services and information to customers?
- Does the company provide a positive and supportive environment for employees?

Entry Requirements:

- General Information*
- Submit up to (8) digital images/videos that represent the company
- (2) letters of recommendation or testimonials
- Up to 300 word statement for each of the following questions
 - Tell us about your company. (How many years in business, describe the products and services that you provide, ways that you provide industry information to customers)
 - How does your company set itself apart from other supply companies in your area? (Professional techniques and innovative ideas used)
 - In regards to customer service, how does your company stand out from the competition?
 - In regards to employee motivation and incentives, how does your company stand out from the competition?
 - What unique products, services or programs do you provide to your customer?
 - Service to and involvement in the industry and community (list your involvement with civic, charitable organizations and/or local, state, national associations)
 - List awards and any special recognition received in the past year (optional)

Community Impact Award – A company that has made a significant impact in their community through charitable contributions, action programs, projects and education.

- First Impression of the company's community impact
- Overall benefit to the community
- Does the company seem action-oriented with their community service efforts?
Ambitious?
- Does the company display leadership in the community?
- Does the company provide opportunity for employees to be involved with the company's community service efforts?
- Did the company meet a community need or concern through their community service efforts?

Entry Requirements:

- General Information*
- Submit up to (8) digital images/videos that represent the company and its community service efforts
- (2) letters of recommendation or testimonials
- Up to 300 word statement for each of the following questions
 - Describe ways the company has impacted the community within the past year. (Services provided, projects completed, charitable contributions, etc.)
 - Describe how the company provides opportunities and encourages employee involvement with community service efforts.
 - Provide details on how much time, materials and resources have gone into community service efforts within the past year.
 - Describe how the company's efforts meet a community need or concern.
- List any awards and/or special recognition received for community service efforts. (optional)

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