

# 2018 MAJOR ACHIEVEMENT AWARDS

## Categories at a Glance

### ADVERTISING/PROMOTION CATEGORIES

#### **Best Logo**

Production Home Builder  
Custom Home Builder  
Home Remodeler  
Associate Member

#### **Best Collateral Package**

Production Home Builder  
Custom Home Builder  
Home Remodeler  
Associate Member

#### **Best Direct Mail**

Production Home Builder  
Custom Home Builder  
Home Remodeler  
Associate Member

#### **Best Print Ad**

Production Home Builder  
Custom Home Builder  
Home Remodeler  
Associate Member

#### **Best Billboard**

Production Home Builder  
Custom Home Builder  
Home Remodeler  
Associate Member

#### **Best E-Newsletter**

Production Home Builder  
Custom Home Builder  
Home Remodeler  
Associate Member

#### **Best E-Mail Campaign**

Production Home Builder  
Custom Home Builder  
Home Remodeler  
Associate Member

#### **Best Social Media Program**

Production Home Builder  
Custom Home Builder  
Home Remodeler  
Associate Member

#### **Best Online Ad**

Production Home Builder  
Custom Home Builder  
Home Remodeler  
Associate Member

#### **Best Web Site**

Production Home Builder  
Custom Home Builder  
Home Remodeler  
Associate Member

#### **Best Campaign**

Production Home Builder  
Custom Home Builder  
Home Remodeler  
Associate Member

#### **Best REALTOR® Promotion**

Production Home Builder  
Custom Home Builder  
Home Remodeler  
Associate Member

#### **Best Promotion (non-REALTOR®)**

Production Home Builder  
Custom Home Builder  
Home Remodeler  
Associate Member

#### **Best New Homes Magazine/Publication**

Consumer Resource  
Realtor Resource

### CIRCLE AWARDS

#### **Million Dollar Circle Award - Individual**

Silver  
Gold  
Platinum

#### **Million Dollar Circle Award – Team**

Silver  
Gold  
Platinum

### DESIGN CATEGORIES

#### **Best Model Merchandising**

Builder Member / Single Family, Under \$500K  
Builder Member / Single Family, \$500K-\$1M  
Builder Member / Single Family, \$1M-\$1.5M  
Builder Member / Single Family, Over \$1.5M  
Builder Member / Multi Family  
Designer Member / Single Family, Under \$500K  
Designer Member / Single Family, \$500K-\$1M  
Designer Member / Single Family, \$1M-\$1.5M  
Designer Member / Single Family, Over \$1.5M  
Designer Member / Multi Family

#### **Best Interior Design**

Designer Member / Under \$500K  
Designer Member / \$500K-\$1M  
Designer Member / \$1M-\$1.5M

#### **Best Design Center**

Builder Member  
Associate Member

#### **Best Sales Center**

Production Home Builder  
Custom Home Builder

### INDIVIDUAL ACHIEVEMENT CATEGORIES

#### **Major Individual Achievement Awards**

Top Producer – Individual  
Top Producer - Team  
Sales & Marketing Council Member of the Year  
Salesperson of the Year

#### **Individual Achievement Awards**

Rookie Salesperson of the Year  
Sales Manager/Director of the Year  
Marketing Manager/Director of the Year  
Design Counselor of the Year  
Construction Sales Team of the Year  
Internet Salesperson of the Year  
Sales Coordinator/Assistant of the Year  
Marketing Coordinator/Assistant of the Year  
Title Insurance Salesperson of the Year  
Insurance Agent of the Year  
Mortgage Originator of the Year

#### **Golden Hammer Award**

#### **Shining Star Award**