



Sales & Marketing Council's
2021 MAME AWARDS
Marketing & Personal
Excellence Entry
Checklist!

The “MAME Awards” will be held virtually this year, on Thursday, April 15, 2021. We are so pleased you will continue this wonderful awards tradition with HBAR! To submit, please follow the entry and timeline details closely as processes have changed.

Checklist:

- **Completed Entry Form**
- **Entry Payment (fee schedule below)**
- **Application Fee of \$75**
- **Color Head Shot Photo and/or Company Logo:** Please label file as award recipient's first and then last name. Email to samerson@hbar.org. *If multiple agents with one firm, one email is acceptable with each individual's file name as their actual name. Team entry must be one group photo and file name is the team name.*
- **All entries must be submitted electronically.** Instruction guidelines can be found on the next page.

FEES:

Marketing Excellence Award Categories 1-18 Fee:

Early Bird - \$100 per entry before 1/15/21

Regular Price - \$125 per entry between 1/15/21 – 2/19/21

Personal Excellence Award Categories 19-26 Fee:

Early Bird - \$50 per entry before 1/15/21

Regular Price - \$75 per entry between 1/15/21 – 2/19/21

The MAME Awards will be virtual this year. The virtual production company is requiring a large amount of lead time to prepare for an amazing event. To make the deadlines required, timely entries are of utmost importance. Late entries will not be accepted.

SMC Awards Online Entry Submittal Process

Please follow the instructions below to make this a smooth transition and easier for everyone involved.

If you have any questions, please email samerson@hbar.org and we will get you on track.

1. Gather all materials required for your category. This could be marketing statements, images, videos, etc.
2. To adhere to the naming structure, please name your FILES as follows:

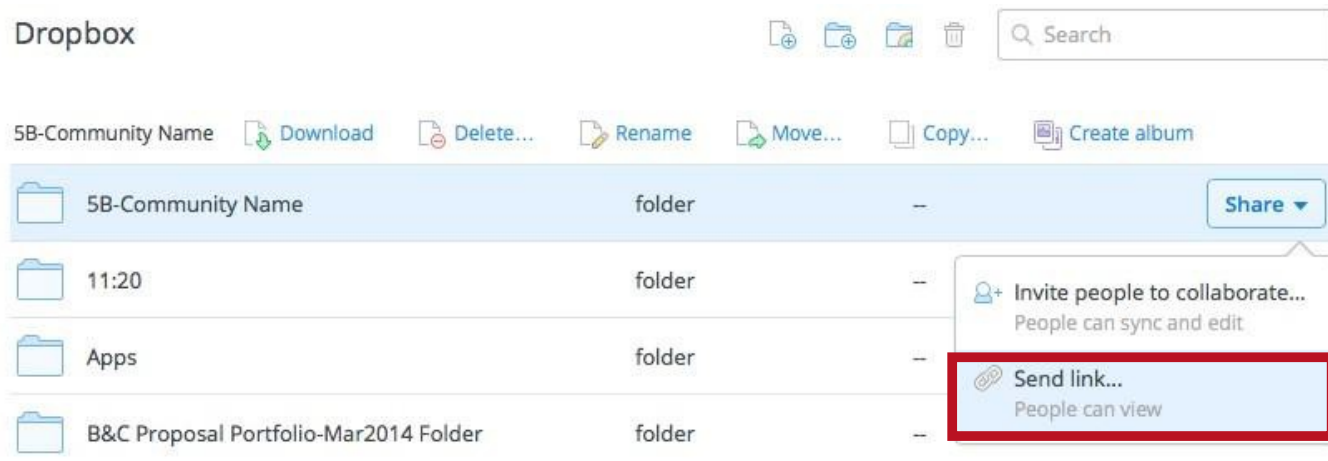
CATEGORY NUMBER (SUB CATEGORY) – NAME

Example: 5B-Community Name

Category # Sub Category

- Not all categories have a subcategory
- Name will change based on category

3. Please place all files for **each** category you are submitting in its own FOLDER.
4. Label FOLDER(s) according to same naming structure as above.
5. Create a Dropbox account. (www.dropbox.com)
6. Upload all folders to YOUR Dropbox account.
7. Send individual links to EACH folder to samerson@hbar.org. (See image below for help on Sharing/Sending links via Dropbox.) Please include company name in this email.
8. You will receive a confirmation from samerson@hbar.org once all of your entry materials are received.



****PLEASE EMAIL [SAMERSON@HBAR.ORG](mailto:samerson@hbar.org) WITH ANY QUESTIONS ON THIS PROCESS! ****



*Sales & Marketing
Council's 2021 MAME
AWARDS*

**Marketing & Personal
Excellence Entry
Packet**

Submission Requirements:

- ◇ **Entry Submittal Deadline is Friday, February 19, 2021**
- ◇ **Marketing Excellence Award Categories 1-18 Fee: \$100 per entry before 1/15/21, \$125 per entry between 1/15/21 – 2/19/21**
- ◇ **Personal Excellence Award Categories 19-26 Fee: \$50 per entry before 1/15/21, \$75 per entry between 1/15/21 – 2/19/21**
- ◇ All Completed Entry Forms must be accompanied by an Application Fee of \$75 in addition to the entry fees stated above.
- ◇ It is suggested that you use a bulleted format to maximize your number of words; complete sentences are not required.
- ◇ **ALL ENTRIES MUST BE SUBMITTED ELECTRONICALLY. Instruction guidelines can be found at the end of this submissions packet.**
- ◇ Marketing Excellence Award Categories - Company must be an HBAR member in good standing, and entries are based on 2020 marketing/actual projects unless otherwise noted.
- ◇ Personal Excellence & Sales Volume Excellence Award Categories – Individual's company must be an HBAR member in good standing.
- ◇ All entries are subject to audit and verification may be required.
- ◇ All submissions must include either a business headshot/photo and or company logo

MARKETING EXCELLENCE AWARDS CATEGORIES 1 – 18

1. Best Print Advertisement

- a. **Company**
- b. **Community** (may include multiple communities within one ad)

Entry will be judged on concept, creativity, copy, overall design, and execution and continuity. Includes newspaper, magazine or print media, and submission is for any size and must be color.

<u>Judging Criteria</u>	Concept	25%	Creativity/Overall Design	25%
	Copy	25%	Execution/Continuity	25%

Submission Requirements

- ☐ Marketing statement of 500 words or less covering the judging criteria as well as target market and results in marketplace
 - ☐ Ad in its actual size and in JPEG format
-

2. Best Video / Best Virtual Tour

Entry will be judged on originality, concept and execution of the promotion as it relates to specified target market.

<u>Judging Criteria</u>	Originality	35%	Concept	15%	Execution	50%
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Submission Requirements

- ☐ Marketing statement of 500 words or less covering each item in judging criteria to include

- ☐ detailed cost of production and results in marketplace
 - ☐ Digital File as YouTube or Matterport link
 - ☐ Up to three (3) images that represent or relate to the focus of the video promotion in JPEG
-

3. Best Website

- a. **Company**
- b. **Community**

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

<u>Judging Criteria</u>	Design	25%	Layout	25%
	Content	25%	Execution	25%

Submission Requirements

- ☐ Marketing statement of 500 words or less covering each item in judging criteria as well as results in the marketplace and detailed cost of production
 - ☐ Link to the Website or provide at the end of the statement
 - ☐ Submit up to six (6) images of website in JPEG format
-

4. Best Digital Advertisement

Entry will be judged on concept, creativity, overall design, and execution and continuity.

<u>Judging Criteria</u>	Concept	25%	Creativity/Overall Design	25%
	Execution/Continuity	25%	Conversion Rate	25%

Submission Requirements

- ☐ Marketing statement of 500 words or less covering each item of the judging criteria as well as target market and results in marketplace and conversion rate
 - ☐ Up to two (2) images that represent entry in JPEG format as well as actual ad
-

5. Best Social Media

- a. **Company**
- b. **Community**

Entry will be judged on concept, creativity, copy, and execution. (Social media, eblasts, blogs, online PR)

<u>Judging Criteria</u>	Concept	25%	Creativity	25%
	Copy	25%	Execution/Continuity	25%

Submission Requirements

- ☐ Marketing statement of 500 words or less covering each item of the judging criteria as well as target market and results in marketplace (may include ongoing analytics and campaign-focused metrics)
 - ☐ Include at end of statement up to four (4) HTML links relating to entry
 - ☐ Up to six (6) images that represent entry in JPEG format
-

6. Best Special Promotion

Pre-Sale, Grand Opening or other Limited Campaign

(a) Consumer / Public

(b) Brokerage / Agents

Entry will be judged on creativity, design and success of materials developed to gain product interest, including a series of ads, print and electronic media, social media, and/or billboards.

Judging Criteria	Creativity	40%	Design	30%	Outcome	30%
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Submission Requirements

- ☐ Marketing statement of 500 words or less covering each item of the judging criteria as well as concept, target market, detailed cost of production, and results in marketplace.
- ☐ Up to six (6) images of promotion in JPEG format.
- ☐ Up to six (6) images of ads that represent the campaign JPEG format. (Television and radio submissions should be provided in audio file format.)

7. Best Advertising Campaign

a. Company

b. Community

Entry will be judged on creativity, design and success of materials developed to gain product interest. Includes ads on TV, radio, and print, electronic media and billboards.

Judging Criteria	Creativity	40%	Design	30%	Outcome	30%
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Submission Requirements:

- ☐ Marketing statement of 500 words or less covering each item of the judging criteria as well as target market, detailed cost of production and results in marketplace.
- ☐ Up to ten (10) photos/images/ads showing the scope of the campaign in JPEG format (Television and radio submissions should be provided in audio file format.)

8. Best Marketing Campaign During a Pandemic (most creative pandemic campaign)

a. Company

b. Community

Entry will be judged on creativity, design and success of materials developed to gain product interest. Includes ads on TV, radio, and print, electronic media and billboards.

Judging Criteria	Creativity	40%	Design	30%	Outcome	30%
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Submission requirements:

- ☐ Marketing statement of 500 words or less covering each item of the judging criteria as well as target market, detailed cost of production and results in marketplace.
- ☐ Up to ten (10) photos/images/ads showing the scope of the campaign in JPEG format (Television and radio submissions should be provided in audio file format.)

9. Best Community Spirit (community service or charitable project)

All Community Spirit entries will receive recognition if submission requirements are met.

Judging Criteria	Originality	35%	Concept	15%	Execution	50%
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Submission Requirements:

- ☐ Marketing statement of 500 words or less covering each item of the judging criteria.
- ☐ Up to six (6) images showing the community service project in JPEG format.

10. Best Vendor Showroom (Associate members; builders are a separate category)

Judging Criteria	Functionality of Layout/Set-up	20%	Visual Appeal	40%
	Use of Merchandising	20%	Range of Selections	20%

Submission Requirements

- ☐ Marketing statement of 500 words or less describing the scope of the judging criteria.
 - ☐ Up to 10 photos showing scope of space (interior and exterior) in JPEG format
 - ☐ Interior floor plan of selection center
-

11. Best Community Amenity

Facility must have been completed between January 1, 2020 and December 31, 2020.

Judging Criteria	Functionality of Layout/Set-up	25%	Visual Appeal of Displays	25%
	Effectiveness towards Residents	25%	Use of Merchandising	25%

Submission Requirements

- ☐ Marketing statement of 750 words or less covering each item in judging criteria to include concept, target market, budget (including costs per square foot), and use of merchandising to reach target market
 - ☐ Up to ten (10) color photos (interior and exterior) in JPEG format
 - ☐ Floor plan showing room dimensions, space usage and square footage
 - ☐ Site plan showing location of amenities within the community
-

12. Best Marketed Community

- a. **Development of 100 or Less Home Sites**
- b. **Development of 101 to 250 Home Sites**
- c. **Development of 251 to 500 Home Sites**
- d. **Development of 501+ Home Sites**

Select the number of home sites based on total build out once completed.

Judging Criteria	Marketing Collateral	20%	Sales Promotions	15%
	Special Events	15%	Signage	15%
	Landscaping	15%	Advertising Campaigns	20%

Submission Requirements

- ☐ Statement of 750 words or less explaining the objectives, strategy and results of the marketing program
 - ☐ Marketing materials displayed
 - ☐ Up to ten (10) photos outlining the scope of the community in JPEG format
-

13. Community of the Year

- a. **Development of 100 or Less Home Sites**
- b. **Development of 101 to 250 Home Sites**
- c. **Development of 251 to 500 Home Sites**
- d. **Development of 501+ Home Sites**

Select the number of home sites based on total build out once completed.

Judging Criteria

Use of Land & Environment	30%	Architecture	20%	Amenities	20%
Sales Promotions	10%	Signage	10%	Landscaping	10%

Submission Requirements

- ☐ Site Plan or Map
 - ☐ Statement of 750 words or less describing the total community, its image and sales and marketing success
 - ☐ Marketing brochure
 - ☐ Up to ten (10) photos outlining the scope of the community in JPEG format
-

14. Developer of the Year

Awarded to a developer that has made the most significant contributions to the real estate development industry based on the past calendar year. Previous winners are ineligible for one year.

Judging Criteria

Industry Involvement	Product Development
Land Planning	Advertising
General Broker Relations	Sales and Marketing Team Relationships
Team Relationships	Company Philosophy
Number of Lots Developed Overall	Number of Years in the
Number of Communities Developed Overall	Buyer Relations
Percent of Market Share in Given Price Range	Merchandising
Number of Years in Home Building Industry	

Submission Requirements

- ☐ Statement of 1000 words or less covering the judging criteria
 - ☐ Up to ten (10) photos labeled showing the scope of projects and provide digital file of photos in JPEG format.
-

15. Best Design Center (builder)

Judging Criteria

Functionality of Layout/Set-Up	20%	Visual Appeal	40%
Use of Merchandising	20%	Range of Selections	20%

Submission Requirements

- ☐ Marketing statement of 500 words or less describing the scope of the judging criteria.
 - ☐ Up to ten (10) photos showing scope of space (interior and exterior) in JPEG format
 - ☐ Interior floor plan of selection center
-

16. Best Model Home

a. Townhome/ Condominium

1. Under \$350,000
2. \$350,000-\$500,000
3. \$500,001-\$700,000
4. \$700,001-\$900,000
5. Over \$900,000

b. Single Family Detached

1. Under \$350,000
2. \$350,000-\$500,000
3. \$500,001-\$700,000
4. \$700,001-\$900,000
5. Over \$900,000

Home must have been completed between January 1, 2020 and December 31, 2020.

Judging Criteria

Landscaping	10%	Architectural Appeal and Overall Impact	15%		
Signage	10%	Execution	25%	Sitting of Model/Streetscape	10%
Interior Merchandising (Target market decorating/innovative use of design materials)					30%

Submission Requirements

- ☐ Marketing statement of 750 words or less describing the product, target market and how the merchandising presentation achieved its objectives, including sales price, base price, lot size and lot price, and square footage
 - ☐ Up to ten (10) color photos showing interior and exterior of model in JPEG format or provide virtual tour video in audio file format
-

17. Marketing Excellence by a Builder (overall marketing for the year)

- a. **Builds 1 to 50 Homes Annually**
- b. **Builds 51 to 100 Homes Annually**
- c. **Builds 101+ Homes Annually**

Judging Criteria

Corporate Marketing	40%	Sales Promotions	10%	Special Events	10%
Public Relations	10%	Advertising	30%		

Submission Requirements

- ☐ Marketing statement of 750 words or less describing the products, target market and how the merchandising presentation achieved its objectives, including overall range for sales prices, lot sizes and lot prices, and square footages
 - ☐ Up to ten (10) photos/images/ads showing the scope of the campaign in JPEG format (Television and radio submissions should be provided in audio file format.)
-

18. Builder of the Year

Awarded to a builder company that has made the most significant contributions to the real estate industry during the past calendar year. Winner must include year and subcategory below a/b/c when marketing/advertising. Previous winners are ineligible for one year in the subcategory won.

- a. **Builds 1-50 Homes Annually**
- b. **Builds 51-100 Homes Annually**
- c. **Builds 100+ Homes Annually**

Judging Criteria

Involvement in the Home Building Industry	20%
Product Development	10%
Advertising	10%
General Broker Relationships	10%
Sales and Marketing Team Relationships	10%
Buyer Relations	10%
Success in the Marketplace/Obstacles Overcome	10%
Philosophy	10%
Number of Homes Closed	10%

Submission Requirements

- ☐ Statement of 1000 words or less covering the judging criteria
 - ☐ Up to ten (10) photos showing the scope of projects in JPEG format
-

PERSONAL EXCELLENCE AWARDS CATEGORIES 19-26

Nominations for Personal Excellence Awards can be made by an employee, an employer, supervisor, or the nominee. Nominee must be a member in good standing with HBAR and representing company must be a member in good standing with HBAR. Previous Personal Excellence Award winners are ineligible for one year in same category.

19. Marketing Executive of the Year

Judging Criteria

Number of Years in Home Building Industry

Number of Years in Marketing Management in the Home Building Industry

Professional Designations

Amount of Marketing Budget for the Past Calendar Year

Number of Communities or Builders Represented for the Past Calendar Year

Number of Homes Closed and Dollar Volume Closed the Past Calendar Year

Working Relationships (clients and/or employer)

Candidate's Role, Goals and Achievements (major responsibilities, market research, product development, advertising, etc.); Results in the Market Place and Obstacles Overcome; Innovative Ideas Used in Marketing for New Homes; Contribution to the Company's Growth

Describe any additional related accomplishments, or items of merit you wish the judges to know

Submission Requirements

- ☐ Completed Entry Application with Application Fee/Entry Fee
 - ☐ Statement of 750 words or less covering judging criteria and why candidate should be declared Marketing Executive of the Year
 - ☐ Color Photo of Nominee (business shot)
 - ☐ Limit of three Letters of Recommendation
 - ☐ Example of project for the past calendar year
-

20. Sales Manager of the Year

Judging Criteria

Number of Years in Home Building Industry

Number of Years in Sales Management in the Home Building Industry

Industry Awards and Designations

Involvement in New Construction/Development, Sales and Marketing

Number of Communities Managed for the Past Calendar Year

Number of Sales Persons Managed for the Past Calendar Year

Number of Homes Closed and Dollar Volume Closed the Past Calendar Year

Achievements for Past Calendar Year

Candidate's Unusual Obstacles or Challenges with Customers and/or Sales Team; Recruiting and Sales Team Training; Creative Sales Management Abilities; REALTOR Relations; Customer Service; Motivation and Management Techniques

Describe any additional related accomplishments, or items of merit you wish the judges to know

Submission Requirements

- ☐ Completed Entry Application with Application Fee/Entry Fee
 - ☐ Color Photo of Nominee (business shot)
 - ☐ Statement of 750 words or less covering the judging criteria and indicating why the candidate should be declared Sales Manager of the Year
 - ☐ Limit of three Letters of Recommendation describing the candidate's leadership ability and management skills (at least one letter from salesperson)
-

21. Rookie of the Year

Judging Criteria

Date Entered New Home Sales

Degree of Involvement in Marketing, Advertising and Promotion

Working Relationship with Other Salespeople, Lenders, Builder(s), and/or Public

Sales Volume for Past Calendar Year (closed new homes)

Candidate's Unusual Obstacles with Sales if applicable (product, location, price, floor plans, etc.);

Customer Service; Success Achieved in Selling New Homes; Prospecting Techniques and Broker

Relations; Sales Philosophy; Closing Techniques; Prospect and Buyer Follow-up; Innovative Ideas Used in Selling New Homes

Describe any additional related accomplishments, or items of merit you wish the judges to know

Submission Requirements

☐ Candidate must be in first year of selling new homes

☐ Completed Entry Application with Application Fee/Entry Fee

☐ Statement of 750 words or less covering judging criteria indicating why the candidate should be declared Rookie of the Year (can be in bullet format)

☐ Sales Volume Production Report for past calendar year if applicable

☐ **NOTE: If entering Sales Volume Excellence Awards, report and entry MUST be submitted separately**

☐ Color Photo of Nominee (business shot)

☐ Limit of three Letters of Recommendation

22. Lender of the Year

Award presented to individual who has made a remarkable contribution to his or her employer and to the new homes industry during the past calendar year.

Judging Criteria

Number of Years in the Home Building Industry

Number of Years as a Lender in the Home Building Industry

Number of Homes and Dollar Volume CLOSED the past calendar year

Candidate's role, major responsibilities and achievements of the past year

Prospecting for Business Techniques

Buyer or Consumer Follow-up

Contribution to Company's Growth

Contribution to the Real Estate Industry

Market Research

Unusual Challenges

Industry Related Educational Courses Completed

Educational Designations Earned

Describe any additional related accomplishments, or items of merit you wish the judges to know

Submission Requirements

☐ Completed Entry Application with Entry Fee

☐ Statement of 750 words or less covering the judging criteria and indicating why the candidate should be declared Lender of the Year

☐ Color Photo of Nominee (business shot)

☐ Limit of three Letters of Recommendation

23. Hall of Fame

Judging Criteria

Applicant must have received consecutive Sales Volume Excellence Awards for 10 Years. (2010 – 2020)

Submission Requirements

Completed Entry Application and Entry Fee

24. Summit Award

Judging Criteria

Presented to sales agent with highest number of closed units.

Submission Requirements

- ☐ Automatically calculated through Sales Volume Excellence Award entries; no form or fee necessary.
-

25. Ace Award

Judging Criteria

Presented to the sales agent with the highest net closed volume.

Submission Requirements

- ☐ Automatically calculated through Sales Volume Excellence Award entries; no form or fee necessary.
-

26. Online Sales Counselor of the Year

- a. **Sells 1 to 50 Homes Annually**
- b. **Sells 51 to 100 Homes Annually**
- c. **Sells 101+ Homes Annually**

Judging Criteria

- Number of Years in Home Building Industry
- Number of Communities Represented for the Past Calendar Year
- Overall Sales Contribution Percentage
- Conversion Rate (Provide Monthly Rate and Annual Rate for the Past Calendar Year)
 - Leads to Appointments
 - Appointments Kept to Appointments Set
 - Appointments to Sales
- Candidate's Roles, Major Responsibilities, and Achievements of the Past Year
- Relationship with Sales and Marketing Team

Submission Requirements:

- Completed Entry Application with Application Fee/Entry Fee
- Statement of 750 words or less covering judging criteria and why candidate should be declared Online Sales Counselor of the Year
- Color Photo of Nominee (business shot)
- Limit of three Letters of Recommendation
- Up to three (3) photos/images of emails examples showing the scope of follow up in JPG format

ENTRY SUBMITTAL PROCESS

Please follow the instructions below to make this a smooth transition and easier for everyone involved.

If you have any questions, please email samerson@hbar.org and we will get you on track.

1. Gather all materials required for your category. This could be marketing statements, images, videos, etc.

2. To adhere to the naming structure, please name your FILES as

follows: CATEGORY NUMBER (SUB CATEGORY) – NAME

Example: 5B-Community Name

Category #

Sub Category

- Not all categories have a subcategory
- Name will change based on category

3. Please place all files for **each** category you are submitting in its own FOLDER.

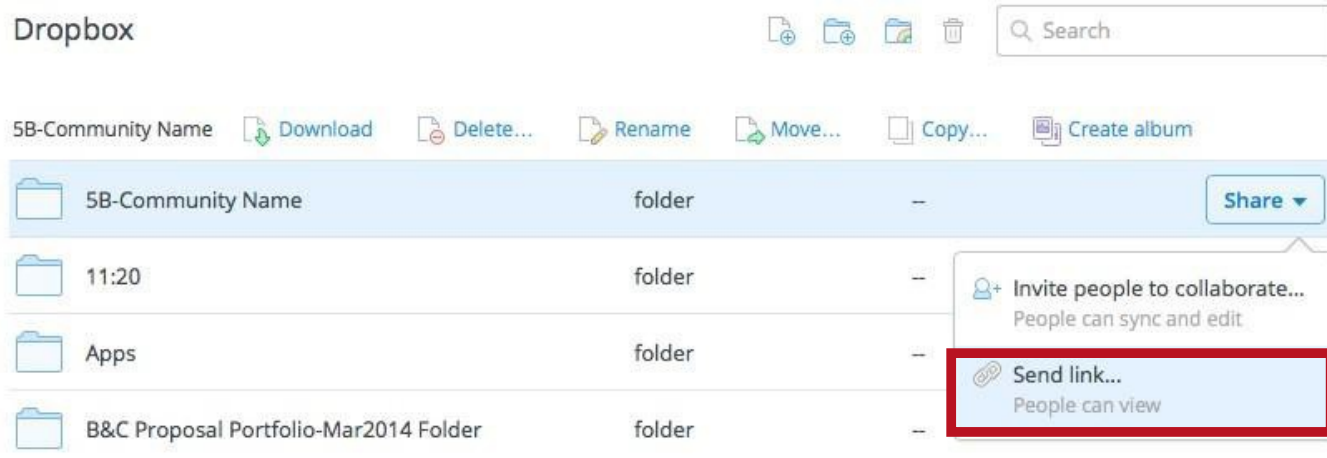
4. Label FOLDER(s) according to same naming structure as above.

5. Create a Dropbox account. (www.dropbox.com)

6. Upload all folders to YOUR Dropbox account.

7. Send individual links to EACH folder to samerson@hbar.org. (See image below for help on Sharing/Sending links via Dropbox.) Please include company name in this email.

8. You will receive a confirmation from samerson@hbar.org once all of your entry materials are received.



****PLEASE EMAIL [SAMERSON@HBAR.ORG](mailto:samerson@hbar.org) WITH ANY QUESTIONS ON THIS PROCESS! ****



Sales & Marketing Council's MAME Awards Entry Form 2021

Deadline: February 19, 2021

On the following blanks, please indicate the number of entries submitted accordingly.

Marketing Excellence Award Categories Fee: \$100 per entry before 1/15/21; \$125 after 1/15/21

- | | | | | |
|--|---|----------|----------|----------|
| 1. Best Print Advertisement | a. _____ | b. _____ | | |
| 2. Best Video / Best Virtual Tour | _____ | | | |
| 3. Best Website | a. _____ | b. _____ | | |
| 4. Best Digital Advertisement | _____ | | | |
| 5. Best Social Media | a. _____ | b. _____ | | |
| 6. Best Special Promotion | a. _____ | b. _____ | | |
| 7. Best Advertising Campaign | a. _____ | b. _____ | | |
| 8. Best Marketing Campaign in Pandemic | a. _____ | b. _____ | | |
| 9. Best Community Spirit | _____ | | | |
| 10. Best Vendor Showroom (non-builder) | _____ | | | |
| 11. Best Community Amenity | _____ | | | |
| 12. Best Marketed Community | a. _____ | b. _____ | c. _____ | d. _____ |
| 13. Community of the Year | a. _____ | b. _____ | c. _____ | d. _____ |
| 14. Developer of the Year | _____ | | | |
| 15. Best Design Center (builder) | _____ | | | |
| 16. Best Model Home | a1. _____ a2. _____ a3. _____ a4. _____ a5. _____ | | | |
| | b1. _____ b2. _____ b3. _____ b4. _____ b5. _____ | | | |
| 17. Marketing Excellence by a Builder | a. _____ | b. _____ | c. _____ | |
| 18. Builder of the Year | a. _____ | b. _____ | c. _____ | |

Personal Excellence Award Categories Fee: \$50 per entry before 1/15/21, \$75 after 1/15/21

- | | | | |
|-------------------------------------|-------|--|-------|
| 19. Marketing Executive of the Year | _____ | 20. Sales Manager of the Year | _____ |
| 21. Rookie of the Year | _____ | 22. Lender of the Year | _____ |
| 23. Hall of Fame (no fee) | _____ | 24. Summit Award | _____ |
| | | 26. Online Sales Counselor of the Year | _____ |
| 25. Ace Award | _____ | | |

_____ **By initialing here, you agree to pay the application fee + entry fee**

Company Name: _____ Contact: _____
Phone: _____ Email: _____
Total Amount: \$ _____ Total Number of Entries: _____

**Please return this completed form and check payable to:
HBAR, attn: Shannon, 400 N. Ridge Road, Henrico, Virginia 23229.**

To pay by credit card, please complete the following and email to samerson@hbar.org:

Name on Card: _____ Exp. Date: _____
Account Number: _____ CVV Code: _____
Billing Address: _____ Billing Zip: _____
Authorized Signature: _____

****There is no awards dinner this year due to COVID, the awards presentation will be virtual! We are excited to bring the MAME awards to you this way, so watch for new and exciting opportunities to participate and sponsor the awards presentation!**