

MARKETING & PERSONAL EXCELLENCE ENTRY PACKET

This year we have moved to an online submission format. Please let us know if you have any questions or problems with the online form submission. The judging criteria has been updated and refreshed, so please read through completely before starting your submission. All judging criteria will be answered in the online format instead of an entry statement. This will create a more concise and level judging platform. All entries must be submitted electronically.

Deadline

All entries must be submitted online no later than 5 p.m. on Feb. 4, 2022. After this time, entries are subject to a \$25 late fee per entry. No entries will be accepted after Feb 10, 2022.

Cost

There will be a \$75 Application fee for all entries in addition to the entry fee. This is a one time fee no matter how many entries you have.

The entry fee for a Marketing Excellence Award submission is \$100 per entry before 1/15/22, and \$125 between 1/16/22 – 2/4/2022. No refunds will be given.

The entry fee for a Personal Excellence Award submission is \$50 per entry before 1/15/22 and \$75 per entry between 1/16/22 and 2/4/22. No refunds will be given.

Eligibility

- Your employer must be a member in good standing of the Home Building Association of Richmond.
- Entries are based on 2021 marketing/actual projects unless otherwise noted.

Submission Instructions:

At the end of this packet will be your entry form. Please fill it out completely and send it via email to Shannon, samerson@hbar.org. You will need to check off each category award that you want to enter. You will receive an email invitation for each online form, for each category you are entering. The email will have a link to the form submission, so please save the email in case you need to edit your form at any point before the time frame closes. If you have any questions please email samerson@hbar.org or call 804-263-0302 as soon as possible so you do not miss the entry deadline.

Judging

Marketing Excellence Award submissions are judged on a 100-point system. Should the situation occur where there is only one entry in a Marketing Excellence category, 70 points would qualify as a winning entry without competition. HBAR reserves the right to eliminate any category due to insufficient entries or where the quality of work does not warrant a winner. HBAR also reserves the right to combine or expand categories based on number of entries received. There are no ties in a category. A definitive winner will be picked by the judges.

Each category has its own judging criteria that can be found in the description of each award. You will need to enter your judging highlights into each submission form in the appropriate area aligning with each judging criteria.

Home Building Association of Richmond MAME Awards 2022

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%

2. Best Video / Best Virtual Tour

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

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

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%

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%

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%

Home Building Association of Richmond MAME Awards 2022

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%

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, print, electronic media and billboards.

Judging Criteria Creativity 40% Design 30% Outcome 30%

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, print, electronic media and billboards.

Judging Criteria Creativity 40% Design 30% Outcome 30%

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%

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%

11. Best Community Amenity

Facility must have been completed between January 1, 2021 and December 31, 2021

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

Home Building Association of Richmond MAME Awards 2022

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 500+ home sites

<u>Judging Criteria</u>	Marketing Collateral	20%	Sales Promotions	15%
	Special Events	15%	Signage	15%
	Landscaping	15%	Advertising Campaigns	20%

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 500+ home sites

<u>Judging Criteria</u>					
Use of Land & Environment	30%	Architecture	20%	Amenities	20%
Sales Promotions	10%	Signage	10%	Landscaping	10%

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 Communities Developed Overall	
Number of Lots Developed Overall	Buyer Relations
Percent of Market Share in Given Price Range	Merchandising
Number of Years in Home Building Industry	

15. Best Design Center (builder)

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

Home Building Association of Richmond MAME Awards 2022

16. Best Model Home

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

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

Homes must have been completed between January 1, 2021 and December 31, 2021.

Judging Criteria

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

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%		

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. 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%

Home Building Association of Richmond MAME Awards 2022

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

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

Home Building Association of Richmond MAME Awards 2022

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

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

23. Hall of Fame

Judging Criteria

Applicant must have received consecutive Sales Volume Excellence Awards for 10 Years. (2011 – 2021)

Home Building Association of Richmond MAME Awards 2022

24. Summit Award

Judging Criteria

Presented to sales agent with highest number of closed units. (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. (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



Sales & Marketing Council's MAME Awards Entry Form 2022

Deadline: February 4, 2022

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

Excellence Award Categories Fee: \$100 per entry before 1/15/22; \$125 after 1/16/22

- | | | | |
|--|---|----------|-------------------|
| 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 1/15/22, \$75 after 1/16/22

- | | |
|---|--|
| 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: _____