

BEST TIPS FOR AWARD-WINNING REGAL ENTRIES

www.RegalAwardsDE.org





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TODAY'S PRESENTERS



Dottie Fawcett – Owner Home Marketing Solutions, LLC



Jay Greene – President Jay Greene Photography



Damien Golden – Owner & Creative Director of iKANDE

OVERVIEW OF TODAYS SEMINAR

• What are the Regal Awards?	• Why enter the Regal Awards?	• How to enter and possibly win a Regal Award.	 New Regal Awards added this year!
 Best tips & practices to help your chances of winning. 	 Important deadlines and dates. 	• When/Where is the Regal Award ceremony?	• BONUS: Enter by Jan 13, 2023 and enjoy 20% Discount TAKE ADVANTAGE!

WHAT ARE THE REGALS?

WHY ENTER TO POSSIBLY WIN A REGAL AWARD?

TOP 4 REASONS TO ENTER & POSSIBLY WIN A REGAL AWARD...

1. If you win, it positions your company as an expert in your field.

2. It is a great way to show your support for your team, staff and the Builders & Remodelers Assoc. of DE.

3. And if you win, you gain bragging rights among your industry peers. Friendly competition is always good, right!

4. PLUS – When you prepare a Regal Award entry, you are preparing content for your advertising and marketing!



2023 ENTRY GUIDELINES

Thank you for reading and applying these Regal Award Entry Guidelines! After review, if you have questions, please contact Dottie Fawcett dotfaw@comcast.net or 610.740.4266

Important Dates:

20% OFF Early Bird Discount Entry Deadline Friday, January 13, 2023

> **Regal Award Entries Final Deadline** Friday, February 17, 2023

Sponsorship, Regal Book Ad & Listing Deadline Friday, March 3, 2023

Regal Award Ceremony Friday, May 19, 2023 Lighthouse Cove Event Center Hyatt Place 1301 Coastal Highway, Dewey Beach DE



BEFOREYOU ENTER

Visit BRAD-DE.org > Events > Regal Awards page & click **Regal Entry Categories & Guidelines pdf.** Pick the category(s) you'd like to enter.Then organize all your content, photos and/or art on your computer electronically to prepare for entering...

BEFORE

you actually start entering data online.

HOW TO ENTER

- 1. Visit RegalAwardsDE.org. It will forward you over to the Regal Award entry website <u>https://regalawardsde.awardsp</u> <u>latform.com/</u>
- 2. If a first time visitor go ahead and fill in ALL info and click blue Register button.
- 3. Then each time you come back to this page, you'll just log in.

Start Your Regal Award Entry Here

For 31 years the Builders and Remodelers Association of Delaware (BRAD) has been celebrating the outstanding achievements in Delaware's Home Building industry through our Regal Awards. Criteria is based on design, craftsmanship and completeness of entry.

Click here to view all entry criteria : https://brad-de.org/events/the-regal-awards/

Save 20% on Early Bird Submissions when you enter before January 13, 2023 . Use the code EARLY to receive your discount.

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BUILDE	RS AND REMOD	ELERS

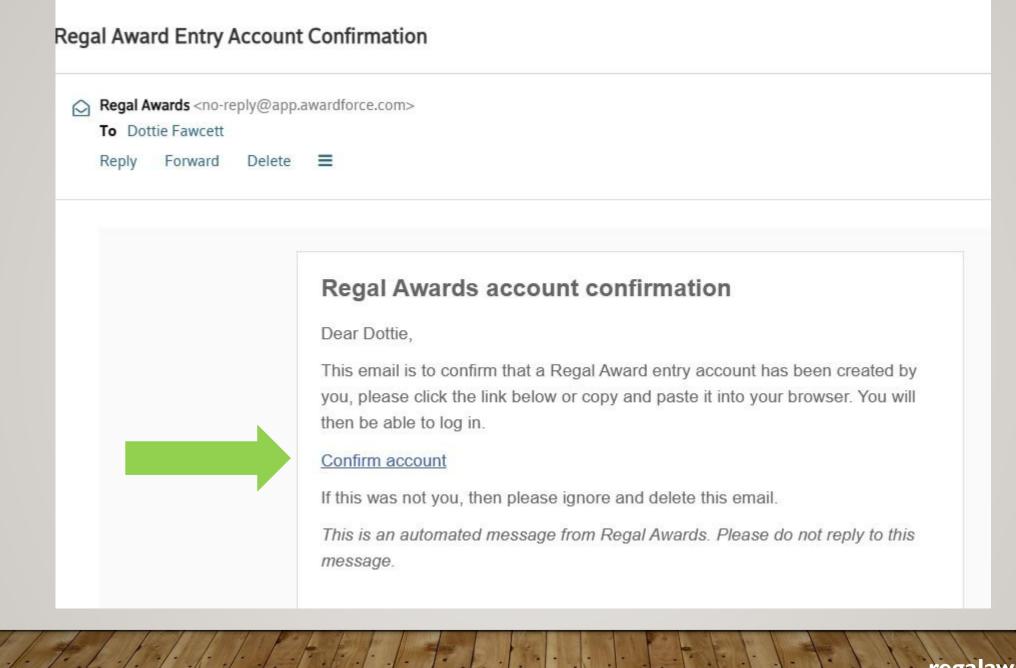
Register

First name Last name Last name Email dotfaw@comcast.net X An Award Force user already exists with that email address. Please log in instead. Password

Must be at least 12 characters, including a number, an upper- and a lower-case letter and a special

_0g	In
0	

dotfaw@comcast.net	(
Password	
	Ð
Remember me	
Log in	
Forgot password	
or log in with	





An email has been sent to dotfaw@comcast.net for verification. You will need to click the verification link in the email. If you don't see your email in a couple of minutes, please check your junk mail or spam folder. Resend verification email

My submissions

Hello, Dottie Fawcett!

Start new submission



	This view will streamline your entry management proce From here you can view the entries you have received, their category and so much more! There is a lot to see and do here but the general rule is button will apply to all selected entries, while the overful alongside each entry) applies to single entries only. Handy hint : You can rearrange the columns in this view them AND you can choose which columns appear in the For more detailed help, click the Need help? tab on the	see their submission status, anything under the Action low menu (the three dots w by dragging and dropping the table by clicking the cog icor	1.	
Manage submissi	ONS Active season (Active Season 2023) -	Q Search list	Adva	ince
Current 👻			Export - Broad	dca



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More about the application form builder

This is where you can view and edit the entry form your entrants will submit to your program. Our powerful form builder enables you to interact with elements of your form in real-time and offers everything you need to create a great entry experience.

Watch the video to get a quick overview of an entry form and how it works.

Configuration mode

Manage submissions → Submission form → Start submission

All questions must be answered, unless marked optional.



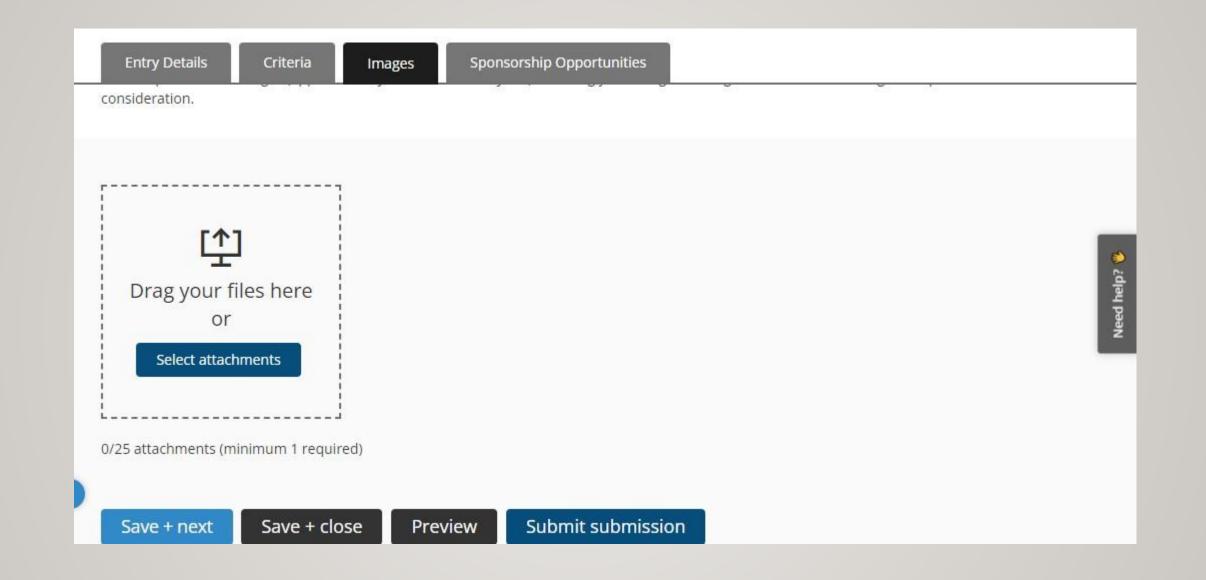
🕭 Hide

OFF

Need help?

Regal Awards \sim	Enter Judge			D Cart
쯔 Submissions	My submissions → All questions must be answered, unles			submission
	Entry Details Criteria	Images	Sponsorship Opportunities	
	Category Merchandising Best Exterior Merchandising - H 25-100 employees Less than 25 employees Over 100 employees Over 100 employees Tererence	 eligible Design REQUII JPEGs: Exterio Comr Comr Rear Lands availab Comr addres 	nunity name, community s, community phone number, b URL that would be listed in	

Entry Details Criteria Images Sp	oonsorship Opport	unities	Provide information you deem necessary to best present your entry to judges in the box. BE SURE TO ANSWER THE QUESTIONS!
2 Marketing - Target Market, Message & Results (op ANSWER THE QUESTIONS	otional) 0 / 150 words	• How is t • What is • Were th	e you trying to reach with what message? the message relevant to your target market? the call to action, is it clear? ere measurable results and were they positive? Increased at traffic, website hits, etc.
Marketing - Visual Appeal (optional) ANSWERTHE QUESTIONS	0 / 150 words		the overall aesthetics lend to the flow of the piece? es the visual appeal match the target audience and intended ?
Marketing - Market Comparison & Creativity ANSWERTHE QUESTIONS	0 / 150 words	Compar new or of	es this entry stand up to the competition? ative to other pieces in the market, is there anything fresh, ut of the box? anything particular you want to point out to the judges?



PHOTOGRAPHY REQUIREMENTS

REQUIRED PHOTOGRAPHS/FILES

Exterior Merchandising:

- Community/Home Front Entry
- Community/Home Exterior
- Rear
- Landscape Plan recommended if applicable

Interior Merchandising:

- Kitchen
- Dining
- Master Bedroom
- Bathroom

TIP:

Remember to follow what is requested in the "**Regal Entry Categories & Guidelines pdf**"

PHOTOGRAPHS & FILE SUBMISSIONS...

are used in the Regal Book - a professional publication. Image quality is very important and is a reflection of BRAD and your company.

All photographs must be at least 8" x 10" or 10" x 8", 300 DPI, Hi Resolution & JPEG Format Only.



START WITH WHY

WHY ENTER A REGAL AWARD?

WHY ENTER A REGAL AWARD?

WIN AWARD!

WHY ENTER A REGAL AWARD?

CREATE MARKETING MATERIAL

WHY ENTER A REGAL AWARD?

ATTRACT BUYERS!

HOW DO I ATTRACT BUYERS?

CREATE COMPELLING MARKETING MATERIALS

WHAT GOES INTO COMPELLING MARKETING MATERIALS?

ATTRACTIVE PHOTOGRAPHS

AND

RELATED TEXT

























BEFORE AND AFTER PHOTOGRAPHS

Do not need to be made from the exact same vantage point.

They need to relate to one another.



When it comes to photography, not all photos are equal! Most smart phones have great photographing capabilities, and they work well for before photos. For your after photos however, seriously consider hiring a professional.

Your brand depends on it.



SAMPLE PREVIOUS REGAL AWARD ENTRY: SEA LIGHT DESIGN-BUILD – BEST KITCHEN DESIGN for a REMODELER



My submissions → Start submission

All questions must be answered, unless marked optional.

 Start here
 Criteria
 Images

 Category

 ✓ Best Design

 Best Individual Awards

 Community Amenity Value Award

 Community Homes

 Custom Homes

 HERO Outstanding Community Service Award - Individual

 HERO Outstanding Community Service Award - Team/Company

 Marketing Awards

 Merchandising

 Million Dollar Club

 Remodeling Excellence

My submissions → Start submission

All questions must be answered, unless marked optional.

Start here Criteria Images	
Category Best Design Best Kitchen Design - Remodeler Submission name Best Kitchen Design	Must submit on Call to Entry Submission List. • 3-6 Images HI RES (approx.: 8"x10" 300DPI, JPEG) • Floor plans, JPEG only, PDFs NOT accepted • 2-3 Sentence Entry Summary/ Marketing Statement • Home/Model cost as Shown • Model Base Price required • Exact square footage of model • Community name, community address, community phone number, and web URL that would be listed in Regal Book.
Design Entry Summary 25 / 25 words This outdated 1985 kitchen needed major help, so the homeowners knew they could only rely on an award-winning remodeler to bring their dream to reality.	2-3 sentence entry summary/marketing statement

Answer the category questions completely!

Within your electronic document, such as a Word doc, enter each category question completely and then fill in your answer online.

Here is a sample submission...

BEST TIPS FOR AWARD-WINNING REGAL ENTRIES!

Craftsmanship

Craftsmanship 150 Words Max. Please answer questions below within your entry.

• Was there excellence in skilled labor?

• Was there attention to detail?

• Anything notable judges should take into consideration?

The combined skilled labor of this team spans over 50 years, so they were the perfect crew to figure out how to tie crown molding together from 3 previously separate areas into one new cohesive space. They configured two pieces of crown molding to fit together seamlessly to flow along and around the 35-foot-long structural beam. Then they finished off the tops of the pilasters, cabinets, and extending walls paying meticulously close attention to every detail and tie in. Besides carefully replacing load bearing walls with a heavy long steel beam, this project took place during the pandemic. Deliveries. schedules, and staff were all

150 / 150 words

149 / 150 words

Overall Design Excellence 140 / 150 words

These home owners were in dire need of updating their 1985 compartmentalized home. They needed a completely fresh, open floor plan concept. By hiring an award-winning professional team, their challenges were met with very satisfying results. The transformation was an aggressive project that included replacing flooring, cabinetry, appliances, and 3 load bearing walls with a 35 foot long, heavy steel beam. The biggest challenge was providing an unobstructed view of the newly opened room from one side to the other for the owners. By integrating the new steel beam into the floor above and securing it with 2 pilasters and one column, the

- How does the visual appeal match the target audience and intended message?
 Does the functionality and flow match the target audience?
- Were there any challenges? How were they addressed?

Market comparison

Most contractors would probably shy away from removing load bearing walls, custom trim work and designer touches, but not this renovation specialists. They worked side by side with the home owners and put their preferences and needs first when it came to this new kitchen design with adjacent areas tied in. From light paint colors to white subway tile backsplash and custom cabinetry and trim details, every surface helps complete the re-energized space. Stainless steel appliances and fixtures, and clear glass lighting, brings brightness and sparkle to the newly unveiled design. Large wood look porcelain tiles add depth and character How does this entry stand up to the competition?
Compared to other products in the market is there anything fresh and new or out of the box?

Market comparison

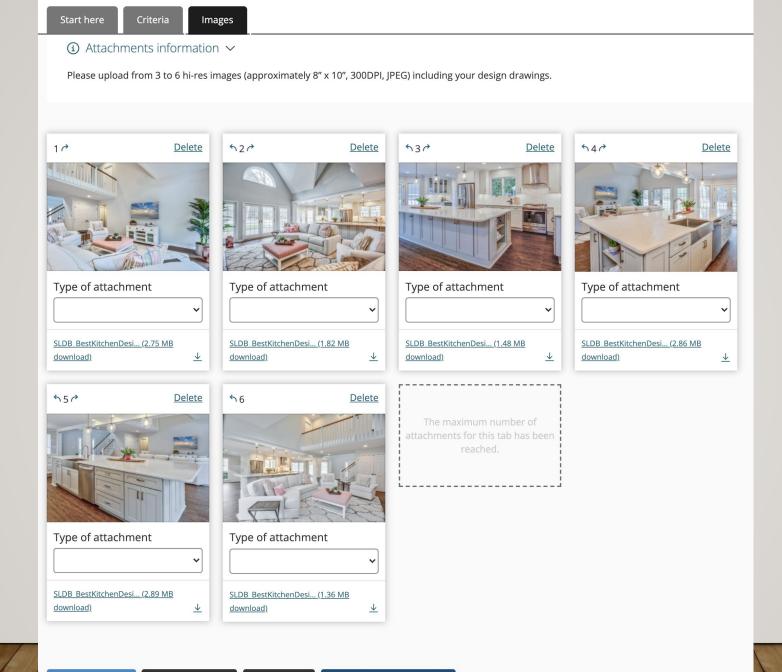
149 / 150 words

Most contractors would probably shy away from removing load bearing walls, custom trim work and designer touches, but not this renovation specialists. They worked side by side with the home owners and put their preferences and needs first when it came to this new kitchen design with adjacent areas tied in. From light paint colors to white subway tile backsplash and custom cabinetry and trim details, every surface helps complete the re-energized space. Stainless steel appliances and fixtures, and clear glass lighting, brings brightness and sparkle to the newly unveiled design. Large wood look porcelain tiles add depth and character How does this entry stand up to the competition?
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Save + next

Cancel

My submissions \rightarrow Start submission					
All questions must be answered, unless marked optional.					
Start here Criteria Images					
(i) Attachments information \sim					
Please upload from 3 to 6 hi-res images (approximately 8" x 10", 300DPI, JPEG) including your design drawings.					
に Line Compared Action Comp					
Save + next Save + close Preview Submit submission					



Save + next Save + close

Preview Submit submission

Thanks for submitting your Regal Awards entry

Your submission for the Regal Awards has been received. We'll keep you informed of the progress of your entry via email notifications and broadcasts so please make sure you're subscribed to receive these in your user profile. You may update your entry as needed until the end of the submission deadline.

Return to my submissions

My submissior	S Active season	(2021) - C	urrent 👻	Q Search list		Advanced
Start submission						
Copy Delete Download					Displayin	g 1 - 1 of 1
	Submission	Chapter	Category	Status	Updated	
:	me	Regal Awards	Million Dollar Club - Bronze (sales total \$1,000,000 - \$1,999,999)	Submitted	1 minute ago	PDF



IMPORTANT DEADLINES & DATES



CALL FOR REGAL ENTRIES NOW OPEN!

- 20% OFF Early Bird Discount Entry Deadline ~ Fri., Jan. 13th, 2023
- Final Regal Entry Deadline ~ Fri., Feb. 17th, 2023
- Sponsorships, Regal Book Ads & Listings Deadline ~ Fri., Mar. 3rd, 2023



 • 31st Annual Regal Awards Ceremony Lighthouse Cove Event Center
 Hyatt Place Dewey Beach
 I 301 Coastal Highway, Dewey Beach, DE
 ~ Fri., May 19th, 2023



BEST OF LUCK!



Remember, **20% OFF Early Bird Discount Entry Deadline is** Friday, Jan. 13th, 2023 – so TAKE ADVANTAGE of the savings.

If you have further questions contact Dottie Fawcett email: <u>dotfaw@comcast.net</u> or phone 610-740-4266



If you have photography questions contact Jay Greene email: jg@jaygreenephoto.com or phone 302-593-0448



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