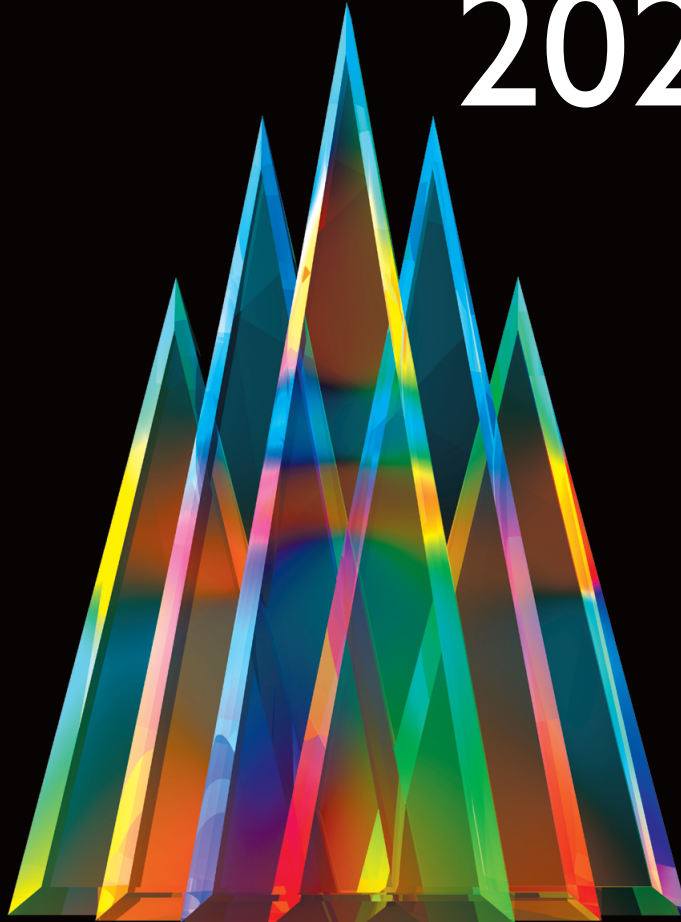


# GOLD COAST BUILDERS ASSOCIATION

2022



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# PRISM

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AWARDS

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# PRISM

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## 2022 AWARDS

The PRISM Awards are presented annually to outstanding builders, planners, architects, developers, designers, merchandisers, advertising, and other housing-related professionals. Special Categories have been added this year in the area of Professional Development and Sales. Residential and Commercial construction professionals actively involved in projects located in Florida are eligible to participate.

Featuring multiple categories, the PRISM Awards encompasses all facets of the residential, commercial and remodeling industries. From overall design to sustainability, the awards program offers categories for each participant in the construction industry.

The PRISM Awards program is affiliated with the Gold Coast Builders Association, the local chapter of the Florida Home Builders Association (FHBA) and the National Association of Home Builders (NAHB).

TO ENTER, VISIT:

[www.gcbafloida.com/prism-awards](http://www.gcbafloida.com/prism-awards)

Please review all information carefully.  
If you have any questions, feel free  
to contact the GCBA office at  
[robin@gcbafloida.com](mailto:robin@gcbafloida.com) or 561-228-6137.

## ELIGIBLE ENTRIES

Any project or development that was open for sale, lease, or rental at any time after January 1<sup>st</sup>, 2021, is eligible.

On-the-Board entries must have at least one government approval and demonstrate forward progress but may not yet be substantially completed. These projects shall not be available for occupancy as of January 2022.

Projects that have previously won a PRISM Award may not be entered into the same category for which they have won **unless** there have been distinct and obvious design changes. Projects having previously won will however be considered in another category.

Projects for which the architect or builder is a member of the 2022 panel of judges are not eligible for the 2022 PRISM competition.

## EXCLUSIONS

Previous PRISM Award Projects winners are not eligible in the same category unless there have been distinct changes to the previously submitted project or entry. Projects having previously won will however be considered in another category.

## HOW TO ENTER

To enter your projects for the 2022 PRISM Awards, select the number of entries you plan to submit per category and submit payment through the online portal located at [www.gcbafloida.com/prism-awards](http://www.gcbafloida.com/prism-awards)

Once payment has been processed, you will be assigned an entry number for each paid submission.

Members may submit as many entries as they wish in each category, and each entry requires an additional fee. Pay by VISA/MasterCard/AMEX.

## ENTRY FEES

Entries Received By July 15<sup>th</sup>, 2022 - **\$160 per entry**

Entries Submitted Between July 15<sup>th</sup> - 30<sup>th</sup>, 2022 - **\$175 per entry**

All Entry Materials Due No Later Than July 30<sup>th</sup>, 2022. No Exceptions.

To enter, visit: [www.gcbafloida.com/prism-awards](http://www.gcbafloida.com/prism-awards)

## CANCELLATION POLICY

No refunds will be issued for entry fees or event tickets.  
No exceptions.

## IMPORTANT DATES

All Entry Materials Due No Later Than July 30<sup>th</sup>, 2022.

Announcement of Finalists - September 29<sup>th</sup>, 2022  
at the PRISM AWARDS GALA

## **STEPS TO ENTER**

- You must be a GCBA Member with a valid membership in place both at time of entry and award presentation date. Nonmembers can join on [www.gcbaflorida.com](http://www.gcbaflorida.com) to become eligible to enter.
- Please complete Entry Application and pay entry fees no later than July 30<sup>th</sup>, 2022.
- Your entry materials are due by July 30<sup>th</sup>, 2022.
- Materials for all entries may differ by category. It is the responsibility of the entrant to ensure all required materials are submitted.
- All materials submitted become the property of GCBA for use in advertising and promotion of the PRISM Event and its winners.
- Licensing: Company must hold required state or county license within the specific category for which they are applying.
- All entry information is submitted electronically using the GCBA designated website.
- Eligible entries include any project or development that was open for sale, lease, or rental at any time after January 1<sup>st</sup>, 2021.
- Photo and General release forms are required for all entries.
- Entries must be in the state of Florida.
- Entries will be disqualified if materials are not uploaded by Midnight July 30<sup>th</sup>, 2022. NO REFUNDS will be issued.

## **CATEGORY INFORMATION**

There are **90** categories available, they include: New Construction Awards: **NC1- 23** | Remodeling Awards: **RR1- 11** | Interior Design Awards: **ID1- 4**, **IM1-10**, and **RC1-4** | Architectural Design Awards: **AD1-5** | Site Design & Development Awards: **SDD1- 13** | Marketing Awards: **MA1- 10** | Personal Achievement Awards: **PA1- 10** | Commercial Categories can be found under the main categories.

## **GENERAL REQUIREMENTS/ ALL CATEGORIES**

- Identification of Materials – MAKE SURE UPLOADED DOCUMENTS ARE NAMED WITH CORRECT ENTRY CATEGORY and Model/Address/Site as required.
- **Use of Company name is restricted.** Company names should not appear anywhere in or on the entry forms and/or within the naming of the images and will result in elimination from the competition. The only exception to the rule is residential

developments, rental apartments, and recreational facilities. with marketing materials such as brochures, websites, and signage. Within this category the name of the project and the developer may be used within the question and answer sections on your portfolios.

- Different categories have different requirements for submission. Make sure to carefully review the instructions and requirements for each category. Incomplete entries will not be judged or will be docked points for items incomplete.
- Impact and Project statements will be required for each entry unless otherwise specified. The statements should address the unique challenges or elements of the project such as how the marketing/project objectives were met, any unique features of the entry and outstanding features. Do not include your company name – except where allowed.

All entries shall be submitted digitally through file sharing services. No paper copies shall be accepted.

All entries must include a team/project information form.

All digital images shall be submitted in JPEG format at a minimum of 300 DPI. Images should be 1800 Pixels wide.

All PDFs submitted shall be high resolution.

## **IMPORTANT ENTRY DETAILS**

- Eligible entries include any project or development that was open, for sale, lease, or rental at any time after January 1<sup>st</sup>, 2021.
- Projects that have previously won a PRISM Award may not be entered into the same category for which they have won **unless** there have been distinct and obvious design changes. Projects having previously won will however be considered in another category.
- Projects for which the architect or builder is a member of the 2022 panel of judges are not eligible for the 2022 PRISM competition.
- On-The-Board entries must have at least one government approval and demonstrate forward progress. The project may be under construction but may not be substantially completed. On-the-board projects may not be available for occupancy as of January 2022.
- On-the-Board materials may include photography, images of sketches, renderings, or models of major community features and product types.



# ENTRY CATEGORIES AND REQUIRED MATERIALS

## NEW CONSTRUCTION

**New Construction Judging Criteria:** Projects will be judged based on Project Details, Site Preparation, Construction, Materials and Project Management.

Entry will be judged on overall exterior and interior architecture, design appeal, functionality, innovative use of interior space & creative integration of the plan as it relates to the target market & sales success. A minimum of 6-8 images that represent entry (to be used in awards show, website, PR) and no more than 12 images. Include at least 3 exterior and 1 interior shot; additional images are recommended.

### ***New Construction Requirements:***

- Upload minimum of 6 photos, images, and plans. Pictures should include front, rear and 2 side views. Ensure your photos are high quality and represent the full scope of your entry.
- Multiple page PDFs for floor plans and drawings can be uploaded.
- Image to be submitted in a digital format (PDF, JPEG, GIF, or BMP) that is at least 600 pixels wide at 72 DPI for monitor viewing.
- Short statement describing project, technology used, goals and project challenges and successes. *VIP TIP:* This is your chance to talk about what is not obvious including unique or high-quality materials.
- No document or file can exceed 10 MB in size. All entries must include a team/project information form. All digital images shall be submitted in JPEG format at a minimum of 300 DPI. Images should be 1800 pixels wide. All PDFs submitted shall be high resolution.

### ***All New Construction categories require:***

1. Project/Team Information Form
2. Photo Release Form
3. Custom/Spec Home Release Form
4. Site Plan – This may be a single home “footprint” or part of the entire project site, or both. At least one drawing should show a typical home on a typical lot, with lot dimensions shown.

5. Floor Plan

6. Images

- a. Up to 12 images, including a front elevation and interior views.

## **SINGLE FAMILY ATTACHED**

**NC1:** New Construction:

Single Family Attached – Under 2,000 sq ft

**NC2:** New Construction:

Single Family Attached – 2,000 – 2,499 sq ft

**NC3:** New Construction:

Single Family Attached – 2,500 – 2,999 sq ft

**NC4:** New Construction:

Single Family Attached – 3,000 – 3,499 sq ft

**NC5:** New Construction:

Single Family Attached – 3,500 – 3,999 sq ft

**NC6:** New Construction:

Single Family Attached – Over 4,000 sq ft

## **SINGLE FAMILY DETACHED**

**NC7:** New Construction:

Single Family Detached – Under 2,000 sq ft

**NC8:** New Construction:

Single Family Detached – 2,000-2,499 sq ft

**NC9:** New Construction:

Single Family Detached – 2500 to 2,999 sq ft

**NC10:** New Construction:

Single Family Detached – 3,000 to 3,499 sq ft

**NC11:** New Construction:

Single Family Detached – 3,500 to 3,999 sq ft

**NC12:** New Construction:

Single Family Attached – Over 4,000 to 6,000 sq ft

**NC13:** New Construction:

Single Family Attached – Over 6,000 sq ft

## **SINGLE FAMILY CUSTOM HOME**

**NC14:** New Construction:  
Single Family Custom/Spec Home (One Of A Kind)

## **SENIOR LIVING HOME**

**NC15:** New Construction:  
Senior Living – Under 2,000 sq ft

**NC16:** New Construction:  
Senior Living – 2,000 sq ft and up

**NC17:** New Construction: Best On-The-Boards 55+ Housing Community (Submitted materials may be photographs or images of sketches or models of the home. Please provide adequate renderings/models for judges to view plan)

**NC18:** New Construction: Best 55+ Housing Community

## **ACCESSORY BUILDING (COMMUNITY/ RECREATIONAL)**

**NC19:** New Construction:  
Best Recreation Facility or Amenity

## **MULTI-FAMILY**

**NC20:** New Construction:  
Multi-Family – Duplexes/Quads/Townhomes 2 stories or under

**NC21:** New Construction: Multi-Family – Duplexes/Quads/Townhomes Three, Four and Five Story

## **COMMERCIAL**

*The following categories require:*

1. Project/Team Information Form
2. Photo Release Form
3. Floor Plan
4. Images
  - a. New builds, entries shall consist of up to 8 images. Include at least three exteriors and at least one interior; additional images recommended.

**NC22:** New Construction: Commercial – under 20,000 sq ft

**NC23:** New Construction : Commercial – 20,000 sq ft and over

## **COMMUNITY OF THE YEAR**

Builder must submit entries in specific categories to qualify for this award. Once you have submitted entries in 3 separate qualifying categories you will automatically be entered for Community Of The Year at no additional cost.

***Required categories are:***

- 1 entry from New Construction from Categories: **NC1-NC23**
- 1 entry from Marketing & Advertising Categories **MA1-MA10**
- 1 entry from Landscape or Engineering Categories **SDD1- SDD13**

Entries that do not meet the required minimum entry requirements are not qualified for the Community Of The Year competition and will not be considered.

## **REMODELING**

**Remodeling Judging Criteria:** Projects will be judged based on Project Details, Construction, Materials and Project Management.

For renovation/remodels, include at least one “before” view, with a maximum of four “before” images and 6-8 “after” images. Include exterior and interior. Images should be identified as “before” or “after” and both are necessary for review.

***Remodeling Awards Judging Criteria:***

**PROJECT COMPLETION DATE RANGE:**

Projects considered for Remodeling Awards must have been completed between January 1<sup>st</sup>, 2021 and December 31<sup>st</sup>, 2021

**PURPOSE:**

- To what degree was the goal/purpose of the project met?
- Description of entry clearly identifies the client's needs and desires?

- The remodeler demonstrates that client's needs were met.

#### FUNCTIONALITY:

- Does the kitchen floor plan function well?
- Is the counter space or work area adequate to perform necessary tasks?
- Is there a good traffic flow?
- Is safety addressed adequately?
- Are the materials functional? Is lighting addressed – both general & tasks?

#### CRAFTSMANSHIP:

- Is there evidence of superior craftsmanship?
- Is superior craftsmanship demonstrated in the moldings, woodwork, stairs, cabinetry, countertops, tile, glass, marble, metal, stone, masonry, etc.?

#### INNOVATION:

- Are innovative uses of material and/or methods of construction used in the project?
- Are innovative uses evident, or were any described and noted?
- Were difficult obstacles encountered and overcome, or were any described and noted?

#### PERFORMANCE:

- The project cost must include all labor and materials, the value of all products and services supplied by the customer or other contractors, materials supplied by the homeowner, and the value of work done by the homeowner.
- Any special circumstances or factors affecting the project value should be noted. If the judges deem that the project appears to be more expensive than what is indicated on the entry form, they have the right to disqualify that project.

Project Client Letters of Recommendation – can include up to 3 letters of recommendations Upload online reviews from 2-3 sources such as Google, Yelp, Houzz, Guild Quality, Angie's List, etc. Optional Digital Media/Videos

#### ***Remodeling Requirements:***

- Upload minimum of 6 photos, images, and plans. Ensure your photos are high quality and represent the full scope of your entry. Be sure to include Before and After properly labeled.

- Multiple page PDFs for plans and drawings can be uploaded.
- Images to be submitted in a digital format (PDF, JPEG) that is at least 600 pixels wide at 72 DPI for monitor viewing and must include before and after pictures properly labeled.
- Short statement describing scope of work, technology used, goals and project challenges and successes. Include documentation of age of structure. *VIP TIP:* This is your chance to talk about what is not obvious including unique or high-quality materials.
- Open Ended Questions -  
(All sections allow for maximum 500 characters).  
Project Challenges and Solutions\*  
Project Management Summary\*  
Primary Reason Project Should Win\*  
Aging-in-Place\*
- Project Size - Square footage of the home prior to remodel\*  
Square footage of the home after remodel\*  
Lot size (In acres)\*
- Budget Statement - Did the project come in on budget including change orders. If not, what contributed to the over budget. If under budget what enable you to come in under budget.
- No document or file can exceed 10 MB in size.

### **BY THE PROJECT**

**RR1:** Residential Remodeling - Best Renovated or Restored Residential/Whole House Project

**RR2:** Residential Remodeling – Best Renovated or Restored Single House other than kitchen and bathroom

**RR3:** Residential Remodeling – Best Renovated or Restored not Aging in Place project

**RR4:** Residential Remodeling – Best Aging in Place Renovated or Restored project

**RR5:** Residential Remodeling – Best Home Addition

**RR6:** Residential Remodeling – Best Renovated or Restored kitchen

**RR7:** Residential Remodeling – Best Renovated or Restored bathroom

## **COMMERCIAL**

**RR8:** Best Commercial Remodeling – includes office, commercial and industrial

## **HISTORIC RENOVATION**

**RR9:** Historic Renovation: Commercial

**RR10:** Historic Renovation: Residential

## **INTERIOR DESIGN**

**Interior Design Judging Criteria:** Projects will be judged based on Design Preparation, Quality Of Design, Specification & Procurement, Project Administration and Documentation. All release forms, Photo, Custom/Spec along with Project/Team forms must be completed and included.

### ***Interior Design Requirements:***

- Upload minimum of 6 photos, images, and plans. Ensure your photos are high quality and represent the full scope of your entry.
- Multiple page PDFs for floor plans and drawings can be uploaded.
- Image to be submitted in a digital format (PDF, JPEG, GIF, or BMP) that is at least 600 pixels wide at 72 DPI for monitor viewing.
- Short statement describing project, technology used, goals and project challenges and successes. *VIP TIP:* This is your chance to talk about what is not obvious including unique or high-quality materials.

### ***The following categories require:***

1. Project/Team Information Form
2. Photo Release Form
3. Custom/Spec Home Release Form
4. Floor Plan
5. Images: Up to 12 images that represent the space.

### ***Interior Design Categories additional submission requirements:***

- Overall budget & addendums. Budget including change orders, Fees, Designer, Sub-contractors, etc. Did the project come in on/over or under budget? Contributing factors.
- Do not submit pricing sheets.

## **INTERIOR DESIGN CUSTOM/SPEC HOUSING**

**ID1:** Residential Interior Design – Custom/Spec priced under \$500,000

**ID2:** Residential Interior Design – Custom/Spec priced \$500,000 to \$1,000,000

**ID3:** Residential Interior Design – Custom/Spec priced \$1,000,000 to \$2,000,000

**ID4:** Residential Interior Design – Custom/Spec priced over \$2,000,000

## **INTERIOR MERCHANDISING PRODUCTION HOUSING**

### ***The following categories require:***

1. Project/Team Information Form
2. Photo Release Form
3. Floor Plan
4. Images: Up to 12 images that represent the space.

**IM1:** Residential Interior Merchandising – Residential Interior Merchandising of a home priced under \$275,000

**IM2:** Residential Interior Merchandising – Residential Interior Merchandising of a Home priced \$275,000 to \$400,000

**IM3:** Residential Interior Merchandising – Residential Interior Merchandising of a Home priced \$400,000 to \$600,000

**IM4:** Residential Interior Merchandising – Residential Interior Merchandising of a Home priced \$600,000 to \$800,000

**IM5:** Residential Interior Merchandising – Residential Interior Merchandising of a Home priced Over \$800,000

**IM6:** Residential Interior Merchandising – Residential Interior Design of a Model Home

**IM7:** Residential Interior Merchandising – Residential Interior Design- Best Kitchen Design of a Model Home

**IM8:** Residential Interior Merchandising – Residential Interior Design- Best Bath Design of a Model Home

**IM9:** Residential Interior Merchandising – Best Kitchen Design for a Custom/Spec/One-of-a-Kind Home

**IM10:** Residential Interior Merchandising – Residential Interior Design- Best Bath Design for a Custom/Spec/One-of-a-Kind Home

## **CRAFTSMANSHIP/ SPECIALTY DETAILING CATEGORIES**

*The following categories require:*

1. Project/Team Information Form
2. Photo Release Form
3. Custom/Spec Home Release Form
4. Floor Plan
5. Images: Up to 12 images that represent the space

*\*Categories are split by sale price of the home, including the lot (attached or detached).*

*\*\*Interior detailing is the use of specialty items such as trim, molding, stone, brick, drywall, etc. during the construction of the home. It is attached to the house and influenced by the interior design direction. It may also be described as architectural details.*

## **RESIDENTIAL- CRAFTSMANSHIP/SPECIALTY DETAILING**

**RC1:** Best Interior Detailing for a Home priced Under \$500,000

**RC2:** Best Interior Detailing for a Home priced \$500,000 – \$1,000,000

**RC3:** Best Interior Detailing for a Home priced \$1,000,000 – \$2,000,000

**RC4:** Best Interior Detailing for a Home priced over \$2,000,000

# **ARCHITECTURAL DESIGN**

**Architectural Design Judging Criteria:** Projects will be judged based on Design Preparation, Quality Of Design Environmental Consciousness, Sustainability, and WELL Building Specification & Procurement, Project Administration and Documentation.

**Architectural Design Requirements:**

- Upload minimum of 6 photos, images & plans. Ensure your photos are high quality and represent the full scope of your entry.
- Multiple page PDFs for floor plans and drawings can be uploaded.
- Image to be submitted in a digital format (PDF, JPEG, GIF, or BMP) that is at least 600 pixels wide at 72 DPI for monitor viewing.
- Short statement describing project, technology used, goals and project challenges and successes. *VIP TIP:* This is your chance to talk about what is not obvious including unique or high-quality materials.

*The following categories require:*

1. Project/Team Information Form
2. Photo Release Form
3. Floor Plan
4. Images: Up to 12 images that represent the space.

**Architectural Design additional submission requirements**

- Exterior Renderings or photos.

## **SINGLE FAMILY HOME**

**AD1:** Architectural Design – Single Family Home

## **COMMERCIAL**

**AD2:** Architectural Design – Commercial

## **MULTI-FAMILY**

**AD3:** Architectural Design – Multi-Family



## **MIXED-USE**

**AD4:** Architectural Design – Mixed-Use

## **RESIDENTIAL ATTACHED**

**AD5:** Architectural Design: Residential Attached

## **SITE DESIGN & DEVELOPMENT**

**Site Design & Development Judging Criteria:** Projects will be judged based on Design Preparation, Quality Of Design, Environmental Consciousness, Sustainability, and WELL Building, Specification & Procurement, Project Administration and Documentation.

### ***Site Design & Development Requirements:***

- Upload minimum of 6 photos, images, and plans. Ensure your photos are high-quality and represent the full scope of your entry. *VIP TIP:* Color renderings, plant lists and photo of materials help the judges!
- Multiple page PDFs for plans and drawings can be uploaded. Include detail & specifications.
- Image to be submitted in a digital format (PDF, JPEG, GIF, or BMP) that is at least 600 pixels wide at 72 DPI for monitor viewing.
- Detailed statement describing project, technology used, goals and project challenges and successes. *VIP TIP:* This is your chance to talk about what is not obvious including unique or high-quality materials. Include timeline, entitlement & permit challenges.
- General Environment ~ (for example: near ocean, on ocean, far inland, west of I-95, on Intracoastal) Submit statement with survey or google earth with site identified.
- Landscaping categories must include percentage of native plants. Did you preserve natural features? Did you save trees & wetlands? Or did you create wetlands, recreational parks, walking trails?
- No document or file can exceed 10 MB in size.

### ***The following categories require:***

1. Project/Team Information Form
2. Photo Release Form
3. Site Plans

## **URBAN LAND PLANNING & ENGINEERING**

**SDD1:** Urban Land Planning & Engineering – Less Than 1 Acre

**SDD2:** Urban Land Planning & Engineering – 1 To 5 Acres

**SDD3:** Urban Land Planning & Engineering – 5 Acres & Up

## **SUBURBAN LAND PLANNING & ENGINEERING**

**SDD4:** Suburban Land Planning & Engineering – Less Than 1 Acre

**SDD5:** Suburban Land Planning & Engineering – 1 To 5 Acres

**SDD6:** Suburban Land Planning & Engineering – 5 Acres & Up

## **ENVIRONMENTAL RESTORATION & ENGINEERING**

**SDD7:** Environmental Restoration & Engineering – Less Than 1 Acre

**SDD8:** Environmental Restoration & Engineering – Greater Than 1 Acre

## **LANDSCAPE ARCHITECTURE & DESIGN**

**SDD9:** Landscape Architecture & Design – Single Family Residential

**SDD10:** Landscape Architecture & Design – Multi-Family Residential

**SDD11:** Landscape Architecture & Design – Commercial

**SDD12:** Landscape Architecture & Design – Recreational

**SDD13:** Landscape Architecture & Design – Community - Overall Development Design

# MARKETING & ADVERTISING

**Marketing and Advertising Judging Criteria:** Projects will be judged based on Message, Quality Of Design, Quantifiable Success.

## **Marketing & Advertising Requirements:**

- Photos / PDFs of submission. Links to any Digital Marketing. Ensure your photos are high quality and represent the full scope of your entry. *VIP TIP:* Include screen shots that highlight things you do not want judges to miss when reviewing digital items especially on websites!
- Multiple page PDFs can be uploaded.
- Image to be submitted in a digital format (PDF, JPEG) that is at least 600 pixels wide at 72 DPI for monitor viewing and Must Include Before and After pictures. Any television or radio ads should be provided as .mp3 audio files or .MOV/.MP4 video files.
- Short statement describing scope of work, technology used, goals and project challenges and successes. *VIP TIP:* This is your chance to talk about what is not obvious including unique or high-quality materials.
- No document or file can exceed 10 MB in size.

## **Each entry will require:**

1. Sales and Marketing Project Form
2. Digital files of marketing piece
  - a. Print materials should include all aspects of interior / exterior of piece as applicable.
  - b. Advertisement files should also include what publication the advertisement appeared in.
  - c. Video files are preferred to be a YouTube or Vimeo link. Other file types accepted include .MOV or .MP4, only.

**MA1:** Best Logo

**MA2:** Best Brochure

**MA3:** Best Direct Mail (Print Only)

**MA4:** Best Print Ad

**MA5:** Best 30-60 Second Video (May also include images of advertisements that represent this campaign)

**MA6:** Best Long Format Video, more than 60 Seconds (May also include images of advertisements that represent this campaign)

## **Each Technology entry will require:**

1. Sales and Marketing Project Form
2. Link to campaign or website
3. 6-8 images that represent this entry

**MA7:** Best Website

**MA8:** Best Innovative Use of Technology – Text/SMS Kiosk

**The following category applies to limited-time sales.**

**MA9:** Best Special Promotion

# BEST OVERALL MARKETING CAMPAIGN

**The following categories may be presented for Builder, Developer/Community, associate/agency, or supplier. Entries will be judged on content, copy, layout, and results.**

## **Each entry will require:**

1. Sales and Marketing Project Form
2. Link to campaign
3. A minimum of 6-8 images and no more than 12 that represent this entry.

**MA10:** Best Online Marketing Campaign

# PROFESSIONAL ACHIEVEMENT

**Professional Achievement Judging Criteria:** Submissions will be judged based on Professional, Personal and Community Achievements.

## **Professional Achievement Requirements:**

- Professional photo of individual and/or teams.
- Statement of Achievement. *VIP TIP:* You can submit yourself but, do not forget to have your supervisor write a recommendation.

- For Sales Achievement Awards a list of closed transaction should be included with total sales volume noted.
- No document or file can exceed 10 MB in size.

***The following categories require:***

1. Professional of the Year Form
2. Photo Release Form

**PA1:** Support Professional of The Year

**PA2:** Rookie Sales Professional of The Year

**PA3:** Option/Upgrade Sale Of The Year

**PA4:** Sales Director / Manager Of The Year

**PA5:** Sub-Contractor of The Year

**PA6:** Marketing Professional Of The Year

**PA7:** Project Manager of The Year

**PA8:** Safety Director Of The Year

**PA9:** Safety Team Of The Year

**PA10:** Shell Contractor of the Year

**Judging Criteria:**

- The speed of the shell
- Job site safety measures
- Field Superintendent training methods
- Quality of work and how it is measured on a daily basis,
- Customer satisfaction

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