

2017 EXCEL Awards Submission Requirements

Individual Achievement Categories

John P. Hall Award

FOR SALES AND MARKETING EXCELLENCE

By Nomination Only

The late John P. Hall, a West Palm Beach sales and marketing professional, was well-known in the housing industry for his superlative achievements in marketing, his lasting contributions to the real estate industry in Florida, and his long-term dedication to the Florida Home Builders Association and the National Association of Home Builders Sales and Marketing Councils and to the advancement of the Southeast Building Conference.

Well-respected in his field by his colleagues and clients, Hall was named Marketing Director of the Year by the Florida Home Builders Association and the National Association of Home Builders in 1987.

In 1992 Hall was posthumously awarded FHBA Associate of the Year, the highest award bestowed on an associate member. The FHBA and the real estate market in Florida will continue to benefit from Hall's remarkable achievements and optimistic attitude toward life. For his commitment to excellence, an Excel Award is presented in his name to an individual who has shown the same professionalism and dedication to the real-estate industry.

Submission Requirements:

- Complete John P. Hall Form - includes detailed resume of what outstanding achievements, innovative ideas and/or contributions the candidate has made in the field of sales and marketing. Include any awards received for outstanding service, community involvement, and membership in other related associations.
- Photo of Candidate (JPEG)

Million Dollar Sales Achiever

Entries must be made by the employer or supervisor. Multiple entries per company are allowed. All sales persons must be employed full-time by an FHBA builder member in new-home sales. Entrant may not be the sales manager, marketing director, advertising manager, vice-president of marketing or company president.

Submission Requirements:

- Complete Million Dollar Sales Form - include sales records from May 1, 2016 – April 30, 2017 verifying \$1 Million or more in sales of new homes, verified by a company officer.
- Photo of Candidate (JPEG)

Sales Manager of the Year

- **Builder/Developer**
- **Associate/Agency or Supplier**

Must be a new home sales management professional or a sales manager of an associate/supply firm who directly manages and trains on-site sales personnel and have the authority to make and implement sales and marketing policy. Open to Builder and Associate members.

Submission Requirements:

- Complete Sales Manager Form - includes a statement in 300 words or less indicating why the entrant should be declared a winner. Include an outline of service and involvement in the industry, achievements, contributions made to the overall success of the company.
- Photo of Candidate (JPEG)

Marketing Director of the Year

- **Builder/Developer**
- **Associate/Agency or Supplier**

Marketing Directors must be responsible for developing and implementing overall marketing policy including market research, advertising and marketing. Job titles may include: Marketing Director, Vice President of Marketing, Vice President of Sales and Marketing, Marketing Manager. Open to Builder and Associate members.

Submission Requirements:

- Complete Marketing Director Form - Submit a list of major accomplishments in that year; target market; price range of homes sold; innovative ideas used to market new homes include the sales records from May 1, 2016 through April 30, 2017 and a brief summary of 2016-17 marketing plan. If an associate member please include above accomplishments as they pertain to the marketing programs within your organization.
- Photo of Candidate (JPEG)

Sales Person of the Year

- **Associate Salesperson of the Year**
- **Title Insurance Salesperson of the Year**
- **Internet Sales/Marketing Coordinator of the Year**
- **New Home Salesperson of the Year Under \$150,000**
- **New Home Salesperson of the Year \$150,001 - \$300,000**
- **New Home Salesperson of the Year \$300,001 - \$500,000**
- **New Home Salesperson of the Year \$500,001 - \$750,000**
- **New Home Salesperson of the Year \$750,000 - \$1,000,000**
- **New Home Salesperson of the Year Over \$1,000,000**

All sales persons must be employed full time by an FHBA builder-member in new home sales. Entrant cannot be a marketing director, vice president of marketing, sales manager, or company president.

Submission Requirements:

- Complete Sales Person of the Year Form - including statement in 300 words or less indicating why the entrant should be declared a winner include community service and involvement in the industry, achievements, performance and accomplishments made during 2016-2017.

- Must also include sales records from May 1, 2016 through April 30, 2017, verified by company officer.
- Photo of Candidate (JPEG)
- **Internet Sales are defined as eLeads in the Online Sales Counselor's database that closed into sales.**

Rookie Sales Person of the Year

"Rookie" entrant must not have sold new homes prior to January 1, 2016 (i.e. 18 months or less in the new home sales business)

Submission Requirements:

- Complete Sales Person of the Year Form - including statement in 300 words or less indicating why the entrant should be declared a winner include community service and involvement in the industry, achievements, performance and accomplishments made during 2016-2017.
- Must also include sales records from May 1, 2016 through April 30, 2017, verified by company officer.
- Photo of Candidate (JPEG)

SMC Council Awards

- Existing SMC Under 50 Members
- Existing SMC Over 50 Members
- New SMC (Under 1 Year Est.)

Only members of the FHBA sales and marketing council are eligible to enter. (SMC must be less than one year)

Submission Requirements:

- Completed Sales & Marketing Council Form
- SMC can provide a PowerPoint or video that conveys the following information: Membership; Programs/Seminars; Education; Council Marketing; Awards programs; Optional Items such as NAHB/NSMC events or community events. Promotion of these should include marketing flyers and collateral plus event images
- Completed packages should cover events held from May 1, 2016 – April 30, 2017 .

Marketing Award Categories

Best Logo Design

- **For a builder**
- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement
- Digital files of logo in color and b/w, including examples of usage such as brochures, ads, billboards, signs, graphics, sales office display, impact graphic, etc.

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- Completed Team / Marketing Statement
- Digital files of logo in color and b/w, including examples of usage such as brochures, ads, billboards, signs, graphics, sales office display, impact graphic, etc.

Best Brochure

- **For a builder**
- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement
- Digital files of brochures/direct mail including all aspects of interior of brochure.
- If this is a Community, then submit community size and average sales price.

Best Direct Mail Piece - Print Only

- **For a builder**
- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement
- Digital files of brochures/direct mail including all aspects of interior of brochure.
- If this is a Community, then submit community size and average sales price.

Best Newspaper Ad or Insert

- **For a builder**
- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement
- Submit digital files (JPEGs) of advertising piece, including what publication it appeared in.
- If this is a Community, then submit community size and average sales price.

Best Magazine Ad

- **For a builder**

- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement
- Submit digital files (JPEGs) of advertising piece, including what publication it appeared in.
- If this is a Community, then submit community size and average sales price.

Best Insert in a Publication

- **For a builder**
- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement
- Submit digital files (JPEGs) of advertising piece, including what publication it appeared in.
- If this is a Community, then submit community size and average sales price.

Best Newsletter

- **For a builder**
- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement
- Submit digital files (JPEGs) of advertising piece, including what publication it appeared in.
- If this is a Community, then submit community size and average sales price.

Best e-Newsletter

- **For a builder**
- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement
- Submit digital files (JPEGs) of advertising piece, including what publication it appeared in.
- URL to view e-newsletter online
- If this is a Community, then submit community size and average sales price.

Best Corporate Video

- **For a builder**
- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement
- Submit digital files for audio entries and URL to view video entries. Include company logo and product image.

Best YouTube-Type Video (30-60 sec)

- **For a builder**
- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement
- Submit digital files for audio entries and URL to view video entries. Include company logo and product image.

Best Radio Commercial

- **For a builder**
- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement
- Submit digital files for audio entries and URL to view video entries. Include company logo and product image.

Best Television Commercial

- **For a builder**
- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement
- Submit digital files for audio entries and URL to view video entries. Include company logo and product image.

Best Online Marketing Campaign - 'E' Marketing Campaign or Social Media

Best email or social media marketing campaign for a builder, developer, associate or supplier

- **For a builder**
- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement

- Submit digital files of email or social sites campaign
- Must include with submittal a working hyper link to view campaign online

Best Website

- **For a builder**
- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement
- Submit images of webpages best depicting the overall representation of the website.
- Must submit the company URL link

Best Billboard

- **For a builder**
- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement
- Submit image of billboard ad.

Best Promotion to Real Estate Community

- **For a builder**
- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement
- Submit a minimum of five (5) and maximum of eight (8) images of promotion or event

Best Consumer Promotion

- **For a builder**
- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement
- Submit a minimum of five (5) and maximum of eight (8) images of promotion or event

Best Overall Advertising or Marketing Program

- **For a builder**
- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement
- Submit digital files of the companies completed marketing /advertising campaign include: a company logo, sample brochures, ads, video/radio, flyers etc.

Best Sales Office Information Center

- **For a builder**
- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement
- Submit a minimum of five (5) and maximum of eight (8) images
Include images of overall exterior, overall interior, interior displays, office space, and/or other areas that show maximum impact of center — please include a floorplan with your images.

Best Design Center

- **For a builder**
- **For a developer/community**
- **For an associate/agency or supplier**

Submission Requirements:

- Completed Team / Marketing Statement
- Submit a minimum of five (5) and maximum of eight (8) images
Include images of overall exterior, overall interior, interior displays, office space, and/or other areas that show maximum impact of center — please include a floorplan with your images.

Best Interior Merchandising of a Model Home - Average sales price Under \$150,000

Best Interior Merchandising of a Model Home - Average sales price \$150,001-\$300,000

Best Interior Merchandising of a Model Home - Average sales price \$300,001-\$500,000

Best Interior Merchandising of a Model Home - Average sales price \$500,001-\$1,000,000

Best Interior Merchandising of a Model Home Average sales price \$1 million to \$3 million

Best Interior Merchandising of a Model Home Average sales price \$3 million to \$5 million

Best Interior Merchandising of a Model Home Average sales price over \$5 million

Submission Requirements:

- Completed Team / Marketing Statement
- Submit a minimum of five (5) and maximum of eight (8) images
(living room/dining room, master suite, kitchen and family living area) - please include a floorplan/furniture plan with your images) – All images must be submitted online in JPEG format and not as PDFs or TIFFs.

Best Multi-Family Attached Community of the Year

Submission Requirements:

- Completed Team / Marketing Statement
- Submit a minimum of five (5) and maximum of ten (10) images of community/development

Best Detached Single Family Home Community of the Year

Submission Requirements:

- Completed Team / Marketing Statement
- Submit a minimum of five (5) and maximum of ten (10) images of community/development

Best Master-Planned Community of the Year

Submission Requirements:

- Completed Team / Marketing Statement
- Submit a minimum of five (5) and maximum of ten (10) images of community/development

Best Mixed-Use Community of the Year

Submission Requirements:

- Completed Team / Marketing Statement
- Submit a minimum of five (5) and maximum of ten (10) images of community/development