

# 2018 EXCEL AWARDS SUBMISSION REQUIREMENTS

## INDIVIDUAL ACHIEVEMENT CATEGORIES

### 1. ROOKIE SALES PERSON OF THE YEAR

"Rookie" entrant must not have sold new homes prior to January 1, 2017 (i.e. 18 months or less in the new home sales business)

### 2. SALES PERSON OF THE YEAR

### 3. SALES TEAM OF THE YEAR

### 4. INTERNET/ONLINE SALES COUNSELOR

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 Awards Form - including statement in 300 words or less indicating why the entrant(s) should be declared a winner include community service and involvement in the industry, achievements, performance and accomplishments made during entry period.
- Must also include sales records from *May 1, 2017 – April 30, 2018*, 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.**

### 5. SALES MANAGER OF THE YEAR

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.
- Include the sales records from *May 1, 2017 – April 30, 2018*,
- Photo of Candidate (JPEG)

### 6. MARKETING DIRECTOR OF THE YEAR

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, 2017 – April 30, 2018*, and a brief summary of the marketing plan. If an associate member please include above accomplishments as they pertain to the marketing programs within your organization.
- Photo of Candidate (JPEG)

## **7. TOP PRODUCERS - (INDIVIDUAL OR TEAM - VOLUME BASED)**

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 Top Producers Form - include sales records from *May 1, 2017 – April 30, 2018*, verifying \$1 Million or more in sales of new homes, verified by a company officer.
- Photo of Candidate (JPEG)

## **8. REALTOR OF THE YEAR**

## **9. BROKERAGE TEAM OF THE YEAR**

Must be a realtor or brokerage member of the FHBA. Serving homebuilders, developers. Individual or firm who directly manages and trains on-site sales personnel and have the authority to make and implement sales and marketing policy. Open to Associate members.

### **Submission Requirements:**

- Complete Realtor/Broker 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.
- Include the sales records from *May 1, 2017 – April 30, 2018*,
- Photo of Candidate(s) (JPEG)

## **MARKETING AWARD CATEGORIES**

## **10. BEST LOGO DESIGN \*\***

Awards may be presented for Builder, Developer/Community or 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.

## **11. Best Brochure**

Awards may be presented for Builder, Developer/Community or 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.

## **12. Best Direct Mail Piece - Print Only**

Awards may be presented for Builder, Developer/Community or 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.

### **13. BEST PRINT AD \*\***

Awards may be presented for Builder, Developer/Community or 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.

### **14. BEST VIDEO - LONG FORMAT - OVER 1 MINUTE**

Awards may be presented for Builder, Developer/Community or 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.
- Video file - .mov or .mp4

### **15. BEST (30-60 SEC) COMMERCIAL - YOUTUBE OR BROADCAST**

Awards may be presented for Builder, Developer/Community or 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.
- Video file - .mov or .mp4 or link to youtube

### **16. BEST RADIO COMMERCIAL**

Awards may be presented for Builder, Developer/Community or 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.
- Audio file .mp3 or link to file

### **17. BEST ONLINE MARKETING CAMPAIGN - 'E' MARKETING CAMPAIGN OR SOCIAL MEDIA \*\***

Awards may be presented for Builder, Developer/Community or associate/agency or supplier

#### **Submission Requirements:**

- Completed Team / Marketing Statement
- Submit digital files of banners, email or social sites associated with campaign
- Must include with submittal a working hyper link to view campaign online

## **18. BEST WEBSITE \*\***

Awards may be presented for Builder, Developer/Community or 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

## **19. BEST SIGNAGE**

Awards may be presented for Builder, Developer/Community or associate/agency or supplier

### **Submission Requirements:**

- Completed Team / Marketing Statement
- Submit images of onsite, off-site signage elements

## **20. BEST BILLBOARD**

Awards may be presented for Builder, Developer/Community or associate/agency or supplier

### **Submission Requirements:**

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

## **21. BEST PROMOTION TO REAL ESTATE COMMUNITY**

Awards may be presented for Builder, Developer/Community or 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

## **22. BEST CONSUMER PROMOTION**

Awards may be presented for Builder, Developer/Community or 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

## **23. BEST SPECIAL EVENT/CHARITY**

Awards may be presented for Builder, Developer/Community or associate/agency or supplier

### **Submission Requirements:**

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

## **24. BEST SALES OFFICE INFORMATION CENTER**

Awards may be presented for Builder, Developer/Community or 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
- Floor plan saved as PDF document or JPEG

## **25. BEST DESIGN CENTER**

Awards may be presented for Builder, Developer/Community or 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
- Floor plan saved as PDF document or JPEG

## **27. BEST INTERIOR MERCHANDISING OF A MODEL HOME**

Awards may be presented by sales price range of home.

### **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)
- Floor plan saved as PDF document or JPEG

## **28. BEST OUTDOOR LIVING SPACE**

Awards may be presented for Builder, Neighborhood, Master Planned Community.

Entry will be judged on concept, creativity, impact of furniture and accessories.

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 Images that showcase the living space
- Floor plan saved as PDF document or JPEG

## **29. BEST OVERALL ADVERTISING OR MARKETING PROGRAM**

Awards may be presented for Builder, Developer/Community or associate/agency or supplier

**\*\* must enter in qualifying categories to compete**

### **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.

## SPECIAL HONORS

### 30. 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, 2017 – April 30, 2018.

### 31. 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)

**Questions? Call Lisa Parrish | Administrator**  
**909.987.2758 | 800.658.2751**  
**[lisa@teampmp.com](mailto:lisa@teampmp.com)**