

## 2019 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, 2018 (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, 2018- April 30, 2019*, 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, 2018- April 30, 2019*,
- 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, 2018- April 30, 2019*, 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, 2018- April 30, 2019*, 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, 2018- April 30, 2019*,
- 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.

**Questions? Call Lisa Parrish | Administrator**  
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