



2025 Entry Information

Please use this document as a quick reference for all eligibility requirements, as well as individual category submission requirements.

ABOUT THE AURORA AWARDS

Established by the Florida Home Builders Association in 1979, The Aurora Awards recognize outstanding projects from across the Southeast during the annual Southeast Building Conference. Categories span across residential, commercial and remodeling industries as well as 12 categories to recognize sales and marketing efforts related to new home sales.

Awards are presented to housing-related industry professionals involved with residential and commercial projects located in:

- Alabama
- Arkansas
- Florida
- Georgia
- Kentucky
- Louisiana
- Mississippi
- North Carolina
- South Carolina
- Puerto Rico
- Tennessee
- Texas
- Virginia

Entry Deadline: March 21, 2025

Late Entry Deadline: April 4, 2025

Material Submission Deadline: April 11, 2025

ELIGIBLE ENTRIES

- Any project or development that was open for sale, lease or rental at any time after January 1, 2024, is eligible.
- Projects that have previously won an Aurora 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 applicable category.



HOW TO ENTER

All entry fees and materials will be submitted via the Aurora Awards online portal. For more details visit <https://sebcshow.com/auroraawards/> or head directly to the portal <https://fhba.awardsplatform.com/entry/entrant>.

ENTRY FEES

Entries Received By March 21, 2025
\$275 per entry NAHB Members \$475 Non-Members

Late Entries Submitted between March 21 - April 4, 2025
\$325 per entry NAHB Members \$525 Non-Members

All Entry Materials Due No Later Than April 11. No Exceptions.

You may submit as many entries as you wish in each category, but each requires the appropriate fee.

To enter visit: <https://fhba.awardsplatform.com/entry/entrant>

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

IMPORTANT DATES

ALL Entry Materials Due no later than April 11, 2025

Announcement of Finalists – May 2025

2024 Southeastern Building Conference, Gaylord Palms Resort and Convention Center - July 24-25, 2025

Aurora Awards Gala, Black Tie Optional- Friday, July 25, 2025

Questions?

Contact Candace Yeager | Florida Home Builders Association

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2025 Award Categories

COMMERCIAL / RETAIL CATEGORIES

- Best Recreation Facility or Amenity
- Best Commercial Project
- Best Rehabilitation Project – Includes Office, Commercial and Industrial
- Best Interior Renovations – May include tenant improvements

CUSTOM & RENOVATED HOMES CATEGORIES

- Best Renovated or Restored Single House
- Best Renovated or Restored Residential Project
- Best Custom Home under 2,500 sq. ft.
- Best Custom Home 2,500 to 4,999 sq. ft.
- Best Custom Home 5,000 to 10,000 sq. ft.
- Best Custom Home over 10,000 sq. ft.

TARGETED USE RESIDENTIAL CATEGORIES (For Sale or Rent)

- Best Mixed-use Project
- Best Multifamily Housing Community
- Best Senior Living Community
- Best Campus Housing – Faculty or Student Residential – Institutional Use
- Best Affordable Housing Community
- Best Renovated or Restored Target-Use Residential Project

SINGLE FAMILY PRODUCTION HOUSING CATEGORIES

- Best Single Family Detached Model Home — under 2500 sq. ft.
- Best Single Family Detached Model Home — 2,500 to 5,000 sq. ft.
- Best Single Family Detached Model Home — Over 5,000 sq. ft.

INTERIOR MERCHANDISING CATEGORIES

Interior Merchandising Multifamily

- Best Interior Merchandising Rental Apartment or Condominium (one unit)
- Best Interior Merchandising – Community Amenity or Clubhouse

Interior Merchandising Production Housing

- Best Interior Merchandising of a Home priced under \$250,000
- Best Interior Merchandising of a Home priced \$250,000 to \$500,000
- Best Interior Merchandising of a Home priced over \$500,000



Interior Design Custom/Spec Housing

- Best Interior Design of a Custom/Spec Home priced under \$500,000
- Best Interior Design of a Custom/Spec Home priced \$500,000 to \$1,000,000
- Best Interior Design of a Custom/Spec Home priced over \$1,000,000

KITCHEN & BATH DESIGN CATEGORIES

- Best Kitchen Design of a Model Home
- Best Bath Design of a Model Home
- Best Kitchen Design for a Custom/Spec/One of a Kind Home
- Best Bath Design for a Custom/Spec/One of a Kind Home

SPECIALTY DETAILING CATEGORIES

- Best Interior Detailing for a Home priced under \$500,000
- Best Interior Detailing for a Home priced \$500,000 – \$1,000,000
- Best Interior Detailing for a Home priced over \$1,000,000

SALES AND MARKETING CATEGORIES

- Sales Professional of the Year
- Sales and Marketing Council of the Year
- Best Logo
- Best Brochure
- Best Direct Mail (Print Only)
- Best Print Ad
- Best Video
- Best Online Marketing Campaign
- Best Website
- Best Innovative Use of Technology
- Best Special Promotion
- Best Overall Advertising Campaign

Complete Entry Requirements

- Eligible entries include any project or development that was open, for sale, lease or rental at any time after January 1, 2024.
- Projects that have previously won an Aurora 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 applicable category.
- Density is determined by middle of street – parks not included – no common areas.



- Mixed use refers to the combining of retail/commercial and/or service uses with residential or office use in the same building or on the same site in one (1) of the following ways:
 - Vertical Mixed Use. A single structure with the above floors used for residential or office use and a portion of the ground floor for retail/commercial or service uses.
 - Horizontal Mixed Use – Attached. A single structure which provides retail/commercial or service use in the portion fronting the public or private street with attached residential or office uses behind.

INDIVIDUAL CATEGORY SUBMISSION DETAILS

COMMERCIAL / RETAIL CATEGORIES

The following categories require:

- I. **Project/Team Information Form**
 - II. **Photo Release Form**
 - III. **Floor Plan**
 - IV. **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.**
 - b. **For renovation/remodels, include at least one “before” view, with a maximum of four “before” images and 6-8 “after” images. Include at least three exterior and at minimum one view of the interior. Images should be identified as “before” or “after” and both are necessary for review.**
1. Best Recreation Facility or Amenity
 2. Best Commercial Project
 3. Best Rehabilitation Project – Includes Office, Commercial and Industrial
 4. Best Interior Renovations – May include tenant improvements (*Proof of design review or approval/ building permit should be provided.*)



CUSTOM & RENOVATED HOMES CATEGORIES

The following categories require:

- I. Project/Team Information Form**
- II. Photo Release Form**
- III. Custom/Spec Home Release Form**
- IV. Site Plan**
- V. Floor Plan**
- VI. Images**
 - a. For renovation/remodels, include at least one “before” view, with a maximum of four “before” images and 6-8 “after” images. Include at least three exterior and at minimum one view of the interior. Images should be identified as “before” or “after” and both are necessary for review.**
 - b. New custom home entries shall consist of not more than 12 images. Include at least three exterior and one interior shot; additional images are recommended.**

5. Best Renovated or Restored Single House
6. Best Renovated or Restored Residential Project
7. Best Custom Home under 2,500 sq. ft.
8. Best Custom Home 2,500 to 4,999 sq. ft.
9. Best Custom Home 5,000 to 10,000 sq. ft.
10. Best Custom Home over 10,000 sq. ft.

TARGETED USE RESIDENTIAL CATEGORIES (For Sale or Rent)

The following categories require:

- I. Project/Team Information Form**
- II. Photo Release Form**
- III. Site Plan**
- IV. Building Plan**
- V. Floor Plan**
- VI. Images**
 - a. Submit up to 12 images including at least 3 exterior and 2 interior views. Additional images should show overall view of the community and/or special architectural and planning features.**

11. Best Mixed-use Project
12. Best Multifamily Housing Community
13. Best Senior Living Community
14. Best Campus Housing – Faculty or Student Residential – Institutional Use
15. Best Affordable Housing Community
16. Best Renovated or Restored Target-Use Residential Project



SINGLE FAMILY PRODUCTION HOUSING CATEGORIES

The following categories require:

- I. Project/Team Information Form**
- II. Photo Release Form**
- III. Custom/Spec Home Release Form**
- IV. 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.**
- V. Floor Plan**
- VI. Images**
 - a. Up to 8 images, including a front elevation and 4 interior views.**

17. Best Single Family Detached Model Home — under 2,500 sq. ft.
18. Best Single Family Detached Model Home — 2,500 to 5,000 sq. ft.
19. Best Single Family Detached Model Home — Over 5,000 sq. ft.

INTERIOR MERCHANDISING CATEGORIES

The following categories require:

- I. Project/Team Information Form**
- II. Photo Release Form**
- III. Floor Plan**
- IV. Images: Up to 8 images that represent the space**

Interior Merchandising Multifamily

20. Best Interior Merchandising Rental Apartment or Condominium (one unit)
21. Best Interior Merchandising – Community Amenity or Clubhouse

Interior Merchandising Production Housing

22. Best Interior Merchandising of a Home priced under \$250,000
23. Best Interior Merchandising of a Home priced \$250,000 to \$500,000
24. Best Interior Merchandising of a Home priced over \$500,000

Interior Design Custom/Spec Housing

25. Best Interior Design of a Custom/Spec Home priced under \$500,000
26. Best Interior Design of a Custom/Spec Home priced \$500,000 to \$1,000,000
27. Best Interior Design of a Custom/Spec Home priced over \$1,000,000



KITCHEN & BATH DESIGN CATEGORIES

The following categories require:

- I. **Project/Team Information Form**
- II. **Photo Release Form**
- III. **Custom/Spec Home Release Form**
- IV. **Floor Plan**
- V. **Images: Up to 4 images that represent the space**

28. Best Kitchen Design of a Model Home
29. Best Bath Design of a Model Home
30. Best Kitchen Design for a Custom/Spec/One of a Kind Home
31. Best Bath Design for a Custom/Spec/One of a Kind Home

SPECIALTY DETAILING CATEGORIES

The following categories require:

- I. **Project/Team Information Form**
- II. **Photo Release Form**
- III. **Custom/Spec Home Release Form**
- IV. **Floor Plan**
- V. **Images: Up to 8 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.*

32. Best Interior Detailing for a Home priced Under \$500,000
33. Best Interior Detailing for a Home priced \$500,000 – \$1,000,000
34. Best Interior Detailing for a Home priced over \$1,000,0000



SALES AND MARKETING CATEGORIES

The following categories recognize excellence in the sales and marketing of new homes between March 1, 2024 – March 1, 2025.

Please note: Digital images shall be saved under same guidelines as all building entries.

CANCELLATION POLICY

No refunds will be made on entry fees or tickets.

Publishing Rights & Return of Materials

All entry materials, become the property of the Florida Home Builders Association. All entrants grant permission for FHBA / Southeast Building Conference to publish or reproduce entries in any FHBA/SEBC publication and/or in any trade or consumer publication.

The following category requires:

- Complete Sales Professional of the Year Form – includes a statement of 300 words or less indicated why this entrant should be declared a winner. Include an outline of service and involvement in the industry, achievements, and contributions made to the overall success of the company.
- Sales records from March 1, 2024 – March 1, 2025
- Photo of the candidate

35. Sales Professional of the Year

The following category requires:

- Complete SMC of the Year Form
- Up to 8 images that represent SMC activities throughout the year

36. Sales and Marketing Council of the Year

The following categories may be presented for Builder, Developer/Community, associate/agency, or supplier. Entries will be judged on overall design, readability, ability to reach target audience and execution.

Each entry will require:

- I. Sales and Marketing Project Form
- II. 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.



- 37. Best Logo
- 38. Best Brochure
- 39. Best Direct Mail (Print Only)
- 40. Best Print Ad
- 41. Best Video

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:

- I. Sales and Marketing Project Form**
- II. Link to campaign**
- III. Six – eight images that represent this entry**

- 42. Best Online Marketing Campaign

The following categories may be presented for Builder, Developer/Community, associate/agency, or supplier. Entries will be judged on creativity, quality of design, user experience, organization of message, and effectiveness.

Each entry will require:

- I. Sales and Marketing Project Form**
- II. Link to campaign or website**
- III. Six – eight images that represent this entry**

- 43. Best Website
- 44. Best Innovative Use of Technology

The following category applies to limited-time sales or marketing promotions by a builder or an associate. Entries will be judged on creativity, design, and success of materials developed to gain product interest. Include ads, print and electronic media as applicable.

Each entry will require:

- I. Sales and Marketing Project Form**
- II. Six – eight images of promotion and related events.**
 - a. Images may also include ads that represent the campaign including print advertising, direct mail, television, billboards, etc. JPEG and PDF format accepted.**
 - b. Any television or radio ads should be provided as .mp3 audio files or .mov/.mp4 video files.**

- 45. Best Special Promotion



The following category applies to all collateral and online platforms used for advertising campaign. Entries will be judged on creativity, design, and success of materials developed to gain product interest. Include ads, print and electronic media as applicable.

Each entry will require:

- I. Sales and Marketing Project Form**
- II. Six – eight images that represent entry**
- III. Submission may also include any or all of the following: print advertising, direct mail, television, billboards, radio or television spots, etc.**
 - a. JPEG and PDF format accepted.**
 - b. Any television or radio ads should be provided as .mp3 audio files or .mov/.mp4 video files.**

46. Best Overall Advertising Campaign