



May 2017

Announcing the Triangle's Best in New Home Sales and Marketing

Raleigh, N.C. – The Triangle Sales and Marketing Council (TSMC) presented the winners of its 2017 Major Achievements in Marketing Excellence (MAME) Awards on Thursday, April 20 at the Raleigh Convention Center during their annual show.

The MAME Awards recognize new home sales and marketing efforts within the Triangle area. Categories are open to both large and small new home companies from production to custom builders.

MAME mirrors the National Sales and Marketing Council's Awards, part of the National Association of Home Builders (NAHB). The NationalsSM Awards is part of the International Builders Show, an annual conference that is the largest gathering for the industry. MAME winners have the opportunity to go onto win at the state and national levels.

“The theme for the 2017 MAME Awards was “Avant Garde Unlocked: Innovation, Revolution, Passion,” said Tim Lantz, the 2017 MAME Awards chair and marketing manager of the Raleigh division for Pulte Group. “The MAME Awards have come a long way in 31 years. This year’s theme, Avant Garde Unlocked, gives a nod to some of the new, creative and unique things in our home building industry including our innovation, revolution, and passion that inspires both the people who build the homes and those who live in them.”

Meredith Oliver of Meredith Communications, and Zach Schabot of the Go Connect App and Bamboo Realty, served as event emcees and presented over seventy-five awards for categories that included best model merchandising, best website for a community, sales manager of the year, and building company of the year. A red carpet reception was held prior to the award show and emceed by Donna Kemp of KB Home and Jay Upchurch, of

Upchurch Land and Home. They interviewed arriving guests on the Red Carpet that was sponsored by Level Homes.

Over sixty companies sponsored the event, with Sierra Pacific Mortgage headlining as the event sponsor for the third year in a row. Chip Brown, the regional business development manager with Sierra Pacific Mortgage, Inc., expressed during an onstage interview at the event, “It’s an honor and a privilege to support our builder, sales and marketing, and real estate professionals and join in recognizing their remarkable achievements.”

Duncan Parnell was a corporate sponsor for the event, and AV Homes, CalAtlantic Homes, and Movement Mortgage were platinum level sponsors.

In 2016, the total closed new homes sales volume in the Triangle was \$1,660,037,152. Over 150 new home sales agents were recognized individually at the show for their achievement.

The list of winners, winners’ image gallery, and sponsors is posted online at www.trianglesmc.com.

Lantz added, “It’s the people who make our industry what it is and it’s great to put on this event to showcase those outstanding achievements.”

About the HBA and TSMC

The Home Builders Association of Raleigh-Wake County (HBA) is the voice of the home building industry throughout Wake County, and provides members opportunities for business development, education, professional growth, networking and community involvement. The membership, comprised of builders, remodelers, developers, and sales & marketing professionals, is affiliated with the National Association of Home Builders. Currently the HBA is the second largest home builders association in the country.

The Triangle Sales and Marketing Council (TSMC) is comprised of new home sales and marketing professionals that are part of the Home Builders Associations of Raleigh-Wake County and Durham, Orange and Chatham Counties. The TSMC provides members with education, training, and networking. The members of the HBA are building excellence together for the neighborhoods and communities of tomorrow. TSMC has been awarded the Best Sales and Marketing Council in the County 10 times over the last 17 years, by The NationalsSM Awards. Find more information at www.hbawake.com and www.trianglesmc.com.