

2018 MAME Categories – At a Glance

Advertising and Promotions

Best Logo – company/community
Best Website –
company/community
Best Brochure –community
Best Print, Direct Mail or
Newsletter – consumer/general
brokerage
Best Print Ad –
company/community
Best Online Ad
Best Signage - Off-Site/On-site
Best Monument
Best Commercial – radio/TV
Best Video – DVD promo/online
Best Social Media –
company/community
Best E-newsletter –
company/community
Best E-mail Campaign –
company/community
Best Advertising Campaign –
company/community
Best Special Promotion –
consumer/general brokerage
Best New Home Publication

Custom Builder

Best Custom Home Design
Best Outdoor Living Space
Best Innovative Feature
Building Company of the Year
Best of the Best- Custom

Achievement Awards

Salesperson of the Year
Rookie Salesperson of the Year
Sales Team – single/multiple communities
Sales Manager of the Year
Internet Sales Counselor of the Year
Internet Sales Team of the Year
Marketing Professional of the Year
Marketing Manager of the Year
Mortgage Professional of the Year
Superintendent of the Year
Building Company of the Year
Leadership Award
Shining Star
Building Company of the Year
Development Company of the Year

Design and Merchandising

Best Model Merchandising
Best Product Design
Best Sales Office/Welcome/Design Center
Best Community Recreation Facility
Best Landscape Design
Best Outdoor Living Space
Best Land Plan
Best Innovative Community
Best High Performance Home

MAME Extras

Best of the Best – Marketing
Best of the Best – Sales
Charity Project Recognition
Million Dollar Circle New Home Sales
Million Dollar Circle General Brokerage



2018 CALENDAR

December 14, 2017	Call for Entries Opens
January 4, 2018	MAME School at HBA office
January 19, 2018	Regular Entry Deadline (\$175 per entry)
February 5, 2018	Late and Final Entry Deadline (\$250 per entry)
February 5, 2018	Million Dollar Circle Deadline (\$75 per entry)
February 16, 2018	Onsite MAME Judging
February 19, 2018	Final Million Dollar Circle Deadline (\$100 / entry)
March 14, 2018	MAME Commercials Due if part of Sponsorship
March 29, 2018	MAME Awards Show - Raleigh Convention Center

2018 MAME Awards Rules and Regulations

Read the following *Rules and Regulations* carefully.

- A. **TSMC Membership.** The 2018 MAME Awards are based upon work completed during the time period 1/1/17-12/31/17. For all entry categories, entrants from the company must be a TSMC Member of the Home Builders Association of Raleigh-Wake County or the Home Builders Association of Durham, Orange and Chatham Counties in good standing. There are a few categories with this is a noted exception.
- B. **New Home Specifications.** The home being entered in the 2018 MAME Awards:
 - a. Is a new home (not a remodel or renovation), and has received a certificate of occupancy between Jan. 1, 2017 – to the final entry deadline.
(A new home is builder owned and unoccupied home; in addition the home must have never been occupied; and must not be a remodel or renovation.)
 - b. Has never been in any previous MAME Awards.
 - c. Is located within the boundaries of Durham, Orange, Chatham, Wake and adjoining counties. Special exceptions may apply if the entry is located in a subdivision that straddles the county line. Contact the TSMC for information.
 - d. It is understand that a furnished "model" is subject to the same rules and regulations that apply to other MAME entries.
- C. **Advertising and Promotions Awards.**
 - a. All products/communities must be built and/or marketed during the 2017 calendar year by a TSMC member in good standing.
 - b. A product or community that won in a previous MAME competition cannot be entered again in the same category, unless the entry is an entirely new product not previously entered. For example, an entirely new ad, brochure, model, etc. would meet these requirements.
 - c.
- D. **Individual Achievement Awards.**
 - a. Entrants must be a member in good standing of the TSMC during the time period listed above, except for Superintendent and Shining Star. Otherwise, at least one member from that company must be a TSMC member.
 - b. An individual can enter the same category each year.
- E. **Entry Materials.** This MAME Call for Entries is your resource for all categories, and submission requirements regarding the MAME Awards.
 - a. **All entry materials and payment selection must be submitted with the online entry.**
 - b. **The online entry system is located at: <https://tsmcmame.awardsplatform.com/>.**
 - c. All materials need to be submitted online by midnight on the day of the entry deadline; partial submissions cannot be accepted.
 - d. **Plan ahead:**
 - i. The online system may move slower due to last minute entry volume.

- ii. Some images and PDFs needed for each entry have size limits, (plan for around 2MB each). Reformat these ahead of time.
- e. Entries need to be entered into the correct category. Requests to change the category of an entry **after the last entry deadline** may result in disqualification.
- f. Entry materials cannot be exchanged or modified after the final submission.
- g. Separate online entry forms and any applicable entry requirements (i.e. pictures, marketing statements, etc.) must be submitted for each category entered.
- h. Please see the "Instructions for Online Entries" section further in the presentation for additional step-by-step entry details.
- i. Saving an entry WILL NOT submit your entry for judging.
- j. As part of these changes, please note for this year, that your entries are not complete and the entry price is not secured until you "Submit" that entry. We strongly encourage you to take advantage of MAME School if you have any questions about the submission process.

F. Definitions.

- a. Company – a building company, development company, sales and marketing company, advertising company or agency, interior designers, architects, lenders, etc.
- b. Community – Having less than 300 homes in overall plan.
- c. Master Planned Community – With amenities, a mix of product and price ranges, and more than 300 homes in overall plan (may include commercial).
- d. Custom Builder –A Custom Home Builder typically builds single family homes, has the flexibility to allow for changes in floor plan design, will build on customer's land, and each home is unique.
- e. Production/Volume Builder - A Production Home Builder will typically build on land they own, use their own stock plans (but usually offers a variety of plan choices and options), builds all types of housing (single-family, condos, town houses, and rental properties), and can build in a variety of price points such as entry level, move up, luxury, etc.
- f. New Home - A house and lot in a residentially zoned area or located on a residential zoned property and situated on a permanent foundation. (See new home specifications above.)

G. Judging

- a. MAME Judges must live and work at least countries outside of the Triangle and must be professionals in the home building and/or real estate industry.
- b. All entries are judged online, except for: Best New Home Publication; Best Model Merchandising; Best Product Design; Best Sales Office/Welcome Center/Design Center; Best Land Plan; and Best Community Recreation Facility.
- c. Distinguished experts selected for their expertise in the fields of sales management, new homes sales, interior merchandising, product design, marketing, building, and development from areas outside of the Triangle market can judge entries. Each entry will be judged on its own merits-only on the entry material submitted; on site visit, if applicable; and only as it relates to the judging criteria.
- d. For a house entry to be judged, the flooring and carpeting must be installed.
- e. Prices of the homes for judging purposes must be certified with honor. The certified price must reflect the normal pricing methods that the Builder uses when determining fair market value. The price of the home MUST include the price of the lot (The price of the lot is separated out for the judges only as a basis for comparison) and all amenities included in the final marketed sale price of the home.
- f. Fully furnished model homes, not for sale, will be listed and judged at the "as shown" price.
- g. For entries that require on-site judging, the home must be open and/or staffed from 9am until 6pm* on the day of judging. (*Note: in some cases all the homes may not be judged by 6:00pm. Homes must be left open until "Judged" slip is left on the kitchen counter.)
- h. If the home is locked, it will NOT be judged.
- i. No one may be in the home during judging except the driver and the judges. When the judges arrive, if the home is not vacated upon request, the home will not be judged.
- j. Judges, in consultation with the MAME Rules Committee, will have the right to change the category for an entry if it is felt the entry does not qualify in the category for which it was submitted. The Judges Sub-Committee may, at their discretion, create new categories as the need arises. The decision of the MAME Rules Committee is final.

H. Million Dollar Circle

- a. This category recognizes New Home Sales excellence by awarding individuals that have CLOSED sales that are at least \$1,000,000 between January 1, 2017 and December 31, 2017.
- b. Teams should split evenly their new homes sales totals for the year.
- c. Totals/ commissions from general brokerage sales cannot be counted in Million Dollar Circle.
- d. Only CLOSED new home sales will be counted towards the allowable total. Totals must be verified by a Sales Manager.
- e. Million Dollar Circle is divided into two categories: New Home Sales for dedicated onsite agents, and General Brokerage New Home Sales.

Advertising and Promotions

For EVERY ENTRY, Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry. Max file size is 4 MB.

1a - Best Logo Design for a Company

1b - Best Logo Design for a Community

Entry will be judged on graphics, concept, and overall design. Logo must have been created in 2017. This category is judged online only.

Include:

- a) Marketing statement covering each item in judging criteria (150 words max):
 - Concept
 - Overall Design
- b) Submit one color copy of logo – attached in JPEG file format. Make this logo attachment a high resolution image in JPEG file format. (This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry. Min file size is 300 dpi.)
- c) Submit no less than two samples of usage or adaptation in materials (i.e. brochure, ad, signage, b&w version, etc.) – attached in JPEG or PDF file formats.

2a - Best Website for a Company

2b - Best Website for a Community

Entry will be judged based on user experience, navigation and content. Website must have been created or redesigned in 2017.

This category is judged online only.

Include:

- a) Marketing statement covering (150 words max):
 - Concept
 - Overall Design
- b) Provide website address.
- c) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

3 - Best Brochure for a Community

Entry will be judged on concept, creativity, and overall design. Brochure must have been created in 2017.

This category is judged online only.

Include:

- a) Marketing statement covering each item in judging criteria (150 words max per bullet):
 - Concept, Creativity and Overall Design
 - Target Market

- Total Quantity Printed
- Total Costs

b) Submit one copy of piece including all inserts and attachments, if any.

c) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

4a - Best Print Direct Mail Piece or Newsletter for Consumer

4b - Best Print Direct Mail Piece or Newsletter for General Brokerage/Agent

Entry will be judged on concept, creativity, and overall design. Piece must have been created or used in 2017.

This category is judged online only.

Include:

a) Marketing statement covering each item in judging criteria (150 words max per bullet):

- Concept and Overall Design
- Target Market
- Total Quantity Printed
- Total Costs
- Results in Marketplace

b) Submit one to four images that represent entry in JPEG or PDF file format.

c) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

5a - Best Print Ad for a Company

5b - Best Print Ad for a Community

Includes Newspaper, Magazine or Print Media that is any size & color, and for Best Print Ad for Community, it can include an ad that serves multiple communities.

Entry will be judged on concept, creativity, and overall design.

Ad must have been created or used in 2017. This category is judged online only.

Include:

a) Marketing statement covering each item of the judging criteria (150 words max per bullet):

- Concept
- Target Market
- Results in Marketplace

b) Submit one copy of piece including all inserts and attached in JPG or PDF file format.

c) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

6 - Best Online Ad

Entry will be judged on concept, creativity, and overall design.

Ad must have been created or used in 2017. This category is judged online only.

Include:

a) Marketing statement covering each item of the judging criteria (150 words max per bullet):

- Concept
- Target Market
- Results in Marketplace and Conversion Rate

b) Submit one high resolution copy of online ad.

c) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

7a – Best Signage – Onsite

7b – Best Signage – Offsite

7c – Best Monument

This category will include the best signage, mobile advertising or billboard signs (does NOT include online signage). Must have been utilized, added or displayed in 2017. This category is judged online only.

Include:

a) Marketing statement covering each item in the judging criteria (150 words max per bullet):

- Concept and Creativity
- Readability

b) Submit up to four images that represent entry in JPEG or PDF file format.

c) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

8a - Best Commercial – Radio

Entry will be judged on originality, concept, and execution of the spot as it relates to specified target market and qualified traffic the ad generated. Commercial must have been created or run in 2017. This category is judged online only.

Include:

a) Marketing statement covering each item in judging criteria (150 words max per bullet):

- Concept
- Target Market
- Cost of Production
- Results in Marketplace

b) Submit one audio file (mp3) of the radio spot

c) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

8b – Best Commercial – Television

Entry will be judged on originality, concept, and execution of the spot as it relates to specified target market and qualified traffic the ad generated. (This includes broadcast or cable only.) Commercial must have been created or run in 2017. This category is judged online only.

Include:

a) Marketing statement covering each item in judging criteria (150 words max per bullet):

- Concept
- Target Market
- Cost of Production
- Results in Marketplace

b) Submit one video file (.mov, .mp4 or QuickTime file) of the TV spot. Or, if the commercial is posted on YouTube, then please provide HTML link.

c) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

9a - Best Video/DVD Promotion for a Company

9b - Best Video/DVD Promotion for a Community

Entry will be judged on originality, concept, and execution of the promotion as it relates to specified target market. Video must have been created in 2017. This category is judged online only.

Include:

a) Marketing statement covering each item in judging criteria (150 words max per bullet):

- Concept
- Target Market
- Cost of Production
- Results in Marketplace

b) Submit one video file (.mov, .mp4 or QuickTime file) of the video. Or if the video is posted on YouTube, then please provide HTML link.

c) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

10a - Best Social Media Ad by a Company

10b - Best Social Media Ad by a Community

Entry will be judged on concept, and execution. Campaign must have been executed in 2017. This category is judged online only.

Include:

a) Marketing statement covering each item in judging criteria (150 words max per bullet):

- Concept
- Target Market
- Results in Marketplace (may include ongoing analytics and campaign-focused metrics)

b) Submit up to four (4) HTML links of entry.

c) Submit up to six (6) images that represent entry, in JPEG or PDF files.

d) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

11 - Best E-newsletter by a Community

The E-Newsletter must be a routine, regular, or continual online communication sent via email. Entry will be judged on concept, and overall design. E-newsletters must have been sent during 2017. This category is judged online only.

Include:

a) Marketing statement covering each item of the judging criteria (150 words max per bullet):

- Concept
- Target Market
- Results in Marketplace

b) Submit up to three (3) images that represent entry in JPEG or PDF files.

c) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

11c - Best Email Campaign – Company/Community

The Email campaign must be a short term communication or e-blast. Entry will be judged on concept, and overall design. E-mails must have been sent during 2017. This category is judged online only.

Include:

a) Marketing statement covering each item in judging criteria (150 words max per bullet):

- Concept
- Target Market
- Cost of Production
- Results in Marketplace

b) Submit up to three (3) images that represent entry in JPEG or PDF files.

c) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

12a - Best Overall Advertising Campaign for a Company

12b - Best Overall Advertising Campaign for a Community

Entry will be judged on concept, design, and results in the marketplace. Includes multi-channel ads, print and electronic media, and billboards. Campaign must have been sent during 2017. This category is judged online only.

Include:

a) Marketing statement covering each item in judging criteria (150 words max per bullet):

- Concept and Design
- Target Market
- Cost of Production
- Results in Marketplace

b) Submit up to six (6) images of ads that represent the campaign. May include any or all of the following: print advertising, direct mail, television and radio spots, billboards, etc. – JPEG or PDF format. Television and radio submissions should be sent as Audio Files (mp3) file and Video file (.mov or QuickTime file). Or you can provide a URL link.

c) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

13a- Best Special Promotion: Pre-Sale, Grand Opening, Event or other Limited Campaign to the Consumer / General Public

13b - Best Special Promotion to: Pre-Sale, Grand Opening, Event or other Limited Campaign to the General Brokerage/Agents

Entry will be judged on concept, design, and results in the marketplace. Includes a series of ads, print and electronic media, and billboards. This category is judged online only.

Include:

a) Marketing statement covering each item in judging criteria (150 words max per bullet):

- Concept
- Target Market
- Cost of Production
- Results in Marketplace

b) Submit up to six (6) images of promotion – photos of events attached in jpeg or PDF format.

c) Submit up to six (6) images of ads that represent the campaign. May include any or all of the following: print advertising, direct mail, television and radio spots, billboards, etc. – jpeg or PDF format

Television and radio submissions should be sent as Audio Files (mp3) file and Video file (.mov or QuickTime file). Or you can provide a URL link.

d) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

14-Best New Homes Publication

Content must be new homes-oriented. Entry will be judged on concept, creativity, copy, layout, overall design, execution and continuity.

This category is entered ONLINE, BUT hard copies will need to be provided to HBA by the entry deadline.

A separate entry form must be submitted online as well as attached to the related support materials. A notebook can be used for this entry. The entry form must be completed and all entry requirements must be completed to be eligible. All support materials should be appropriately labeled with category number and name, builder name and name of community. Support material not in a notebook must be placed in a large envelope or otherwise wrapped and labeled with category number and name of entrant.

Include:

a) Online Marketing statement covering each item of the judging criteria (150 words max per bullet):

- Concept
- Target Market
- Distribution/Circulation
- Results in Marketplace

b) Deliver/Submit three copies of each issue or publication to the HBA office. Can submit up to three different issues (but must include 3 copies each).

c) Submit one high resolution image for this entry in JPEG file format on a thumb drive or disc. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

Design and Merchandising (Entries require site visits)

For Categories 15 and 16:

Prices of the homes for judging purposes must be certified with honor. The certified price must reflect the normal pricing methods that the Builder uses when determining fair market value. The price of the home MUST include the price of the lot (The price of the lot is separated out for the judges only as a basis for comparison) and all amenities included in the final marketed sale price of the home. After the call for entries closes, the MAME committee will create price categories (like the Parade of Homes Committee does) so as to group similar size and priced homes together into fair categories. All entries will be shown during the award show in the presentation leading up one winner for each category.

15a - Best Model Merchandising for an Attached Home

15b - Best Model Merchandising for a Detached Home

Entry will be judged by site visit on concept, as it relates target market.

Judges may, at their discretion, create new categories as the need arises.

House must have been completed in 2017. This category is judged by a site visit. See rules for new home specifications.

Include:

a) Marketing statement covering each item in judging criteria (150 words max per bullet):

- Concept
- Target Market
- Budget/Cost per Square Foot

b) Submit one high resolution image of the front elevation for this entry in JPEG file format. This image will be displayed during award show if entry wins.

In addition, submit answers to the following:

- Community Name:
- Model Name:
- Street Address:
- Location City:
- Identify Entry as Attached or Detached:
- Average Community Sales Price:
- Date Site "Model" Opened:
- Base Price:
- List Price:
- Heated Square Footage:
- Merchandiser:
- Detailed Directions to Site from Nearest Highway:
- Upload a Map Showing Site Location:

16a - Best Product Design for an Attached Home

16b - Best Product Design for a Detached Home

Entry will be judged by site visit on overall exterior and interior layout, market appeal, function, and creative use of space.

Judges may, at their discretion, create new categories as the need arises.

House must have been completed in 2017. This category is judged by a site visit.

Include:

a) Marketing statement covering each item in judging criteria (150 words max per bullet):

- Layout concept
- Results in the Marketplace
- Overall Craftsmanship
- Target Market

b) Submit one high resolution image of the front elevation for this entry in JPEG file format. This image will be displayed during award show if entry wins.

In addition, submit answers to the following:

- Community Name:
- Model Name:
- Street Address:
- Location City:
- Identify Entry as Attached or Detached:
- Average Community Sales Price:
- Base Price:
- List Price:
- Heated Square Footage:
- Unheated Square Footage:
- Detailed Directions to Site from Nearest Highway:
- Upload a Map Showing Site Location:

17a - Best Sales Office/Welcome Center for a Master Plan Neighborhood – Multiple Builders

17b - Best Sales Office/Welcome Center for a Single Builder

17c- Best Selection/Design Center

Entry will be judged on theme, function, display concept, creativity, and design used in the office.

Center must have been completed or have undergone a complete renovation* in 2017. This category is judged by a site visit. *Materials, such as before and after renovation plans, photos etc., must be provided to prove and support the renovation.

Include:

a) Marketing statement covering each item in judging criteria (150 words max per bullet):

- Concept
- Target Market
- Budget, including costs per square foot
- Use of Merchandising to Reach Target Market

b) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins.

c) In addition, submit answers to the following

- Physical address:

- Add Detailed Driving Directions to this Sales Office:
- Upload a Map Showing Site Location:
- Square Feet total:

18 - Best Community Recreation Facility, Private or Public

Entry will be judged on theme, function, display concept, creativity, and design used. Facility must have been completed in 2017. This category is judged by a site visit.

Include:

- Marketing statement covering each item in judging criteria (150 words max per bullet):
 - Concept
 - Target Market
 - Budget, including costs per square foot
 - Use of Merchandising to Reach Target Market
- Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins.
- In addition, submit answers to the following
 - Add Detailed Driving Directions to this Sales Office:
 - Upload a Map Showing Site Location:

19 - Best Landscape Design for a community

Entry will be judged on concept, creativity, open space usage, planting design, and integration of land and man-made features. Community must have been actively selling and design must have been completed in 2017. This category is judged onsite.

Include:

- Marketing statement covering each item in judging criteria (150 words max per bullet):
 - Concept
 - Creativity and Use of Existing Elements
 - Impact of features, enhancements, and/or elements in design
- Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins.

20a - Best Outdoor Living Space – Custom Home Builder

20b - Best Outdoor Living Space – Production Builder

Entry will be judged on concept, creativity, impact of furniture and accessories. House must have been completed in 2017. **This category is judged online only.**

Include:

- Marketing statement covering each item in judging criteria (150 words max per bullet):
 - Concept
 - Creativity and Use of Material
 - Impact of furniture and accessories
- Submit list price, physical address, cost of outdoor space, and outdoor living space square footage:
- Submit up to six (6) digital color photos in JPEG or PDF file format. Consider the judging criteria when taking photos.
- Submit a plan of the outdoor space as PDF or JPEG.
- Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

21 - Best Land Plan for a community

Entry will be judged on design appeal, function, and creative integration of plan design with site considerations. Community must have been actively selling in 2017. This category is judged by a site visit.

Include:

a) Marketing statement covering each item in judging criteria (150 words max per bullet):

- Concept
- Total & Units/Density
- Special Design Features
- Results in Marketplace

b) Submit a site plan as PDF document or JPEG.

c) In addition, submit answers to the following:

- Physical address:
- Add Detailed Driving Directions to this Community:
- Upload a Map Showing Site Location:

d) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

22a - Best Custom Home Design for homes up to 2500 sq ft.

22b - Best Custom Home Design for homes 2501-3500 sq ft.

22c - Best Custom Home Design for homes 3501 + sq ft.

This category does not require a furnished model or existing spec home. Entry will be judged on concept, creativity, overall exterior and interior architecture, design appeal, materials used, floor plans, function, and creative use of interior space and creative integration of plan design with site considerations. House must have been completed in 2017. **This category is judged online only.**

Include:

a) Marketing statement covering each item in judging criteria (150 words max per bullet):

- Concept
- Special Design Features
- Results in Marketplace

b) Submit lot price, lot size, list price, physical address, and heated square footage:

c) Submit a digital site (or plot) plan -as PDF document or JPEG.

d) Submit up to ten (10) digital color photos of the home (both interior and exterior) in JPEG or PDF file format. Consider the judging criteria when taking photos.

e) Submit a floor plan saved as PDF or JPEG

f) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

23 - Best High Performance Home

Criteria for judging will be dictated by the High Performance Building Council of the Triangle.

House must have been completed in 2017. Judges may, at their discretion, create new categories as the need arises. This category is judged online only.

Include:

- a) Marketing statement covering each item in judging criteria (150 words max per bullet):
 - Target Market
 - Layout and design of home
 - Results in the Marketplace
 - Explain Efficiency Choices/Selection of Green Features
 - Sales Price
 - Square Feet
- b) Submit proof that entry has been certified through either the NAHB Green (NAHB Research Center) or the Green Home Builders of the Triangle green building certification program via a copy of the certificate awarded in a PDF file format.
- c) Submit up to eight (8) color photos in JPEG or PDF file format.
- d) Submit a floor plan saved as a PDF.
- e) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

24a – Best Innovative Home Design or Feature

24b – Best Innovative Community

Entry will be judged on concept, creativity, and unique problem solved. Feature can be located inside or outside the home. House must have been completed in 2017. **This category is judged online only.**

Include:

- a) Marketing statement covering each item in judging criteria (150 words max per bullet):
 - Layout and design of feature
 - Details on how the feature evolved
 - Problems solved or why the feature was developed
- b) Submit list price, physical address, and heated square footage:
- c) Submit up to four (4) color photos in JPEG or PDF files.
- d) Submit one high resolution image for this entry in JPEG file. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

Achievement Awards

Note: For the Achievement Statement in these sections, each bullet will have a text box below it, with 150 words max for each bullet. Entry can be written in either first or third person. Entrant's name should be mentioned and used. Winners from previous year, may enter again using updated criteria.

25 - Rookie Salesperson of the Year:

Entrant must be a TSMC member and be in their first full year of new home sales (hired between Jan 1, 2017 and Dec 31, 2017)

26 - Salesperson of the Year:

Entrant must be a TSMC member. Award will be based on accomplishments from the previous year (2017).

27a - Sales Team of the Year Single Community

27b - Sales Team of the Year Multiple Communities

Entrants must be TSMC members. The team must work at the same sites and share the commission on every sale. Award will be based on accomplishments from the previous year (2017).

Categories 25-27 are judged online only.

Entry Requirements for Categories 25-27:

a) Complete Achievement Statement that addresses the following topics (150 words max per bullet):

- Unusual obstacles with sales if applicable (product, location, price, floor plans etc.):
- Customer Service
- Success Achieved in Selling New Homes
- Prospecting Techniques and Broker Relations
- Sales Philosophy
- Closing Techniques
- Prospect and Buyer Follow-up
- Innovative Ideas Used in Selling New Homes
- Describe any additional related accomplishments, or items of merit you wish the judges to be made aware.

b) Submit answers to the following:

Community:

- Startup Date:
- Agent(s) Start Date at Community:
- Target Market:
- Number of Sales Co-Brokered:
- Number of Homes Sold in 2017:
- Number of Homes Closed in 2017:
- Average Sales Price:
- Average Traffic per Month:
- Conversion Ratio (ex. 1:25):

c) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

d) HBA Involvement Section (Points will be allocated by the MAME judging sub-committee in consultation with the HBA staff.)

- Committee Involvement:
 - Committee
 - Position
- Education and Educational Designations Earned (CSP/MIRM etc).
- NAHB, NSMC and NCHBA involvement.
- Other Community Service Activities.
- Attendance at TSMC meetings and events (specifically 6 out of 8 breakfasts, on record at HBA).

28 - Sales Manager of the Year:

Entrant must be a TSMC member. Candidate must be a full time sales manager who is responsible for maintenance and performance of a sales staff and the administration of all sales management duties.

Entrants must be in good standing with the TSMC. Entrant's sale history pertains to a contract/agreement for a new home sale that was CLOSED from January 1 to December 31, 2017. Award will be based on accomplishments from the previous year (2017). This category is judged online only.

Entry Requirements:

a) Complete Achievement Statement that addresses the following topics (150 words max per bullet):

- Unusual obstacles or challenges with customers or sales team
- Recruiting and sales team training
- Sales Management Abilities
- REALTOR relations
- Customer service
- Motivation and management techniques
- Describe any additional related accomplishments, or items of merit you wish the judges to be made aware.

b) Submit answers to the following:

- Community(ies) Managed:
- Number of Years in the Home Building Industry:
- Number of Years in Home Building Sales Management:
- Number of Homes CLOSED between January 1, 2017 through December 31, 2017:
- Dollar Volume CLOSED between January 1, 2017 through December 31, 2017:

c) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

d) HBA Involvement Section (Points will be allocated by the MAME judging sub-committee in consultation with the HBA staff.)

- Committee Involvement:
 - Committee
 - Position
- Education and Educational Designations Earned (CSP/MIRM etc).
- NAHB, NSMC and NCHBA involvement.
- Other Community Service Activities.
- Attendance at TSMC meetings and events (specifically 6 out of 8 breakfasts, on record at HBA).

29a- Internet Sales Counselor of the Year:

29b- Internet Sales Team of the Year:

Entrant must be a TSMC member. Award will be based on accomplishments from the previous year and entrant must have been actively involved in marketing and/or selling new homes during the past calendar year. Candidate must be a marketing or sales professional whose income is from new homes only. This category is judged online only.

Entry Requirements:

a) Complete Achievement Statement that addresses the following topics (150 words max per bullet):

- Goals and Achievements as it relates to specific job description/responsibilities

- Results and Obstacles Overcome
- Innovative Ideas Used in Selling/Marketing for New Homes
- Candidate's role, major responsibilities and achievements of the past year.
- Between January 1, 2017 and December 31, 2017 define total number of leads/ prospects managed, total number of appointments set between leads/prospects and onsite sales, total number of appointments kept & total number of assisted sales.
- Describe any additional related accomplishments, or items of merit you wish the judges to be made aware.

b) Submit answers to the following:

- Brief Job Description:
- Number of Communities Overseen via Internet in 2017:
- Number of Years in the Home Building Industry:
- Number of Years in Online Sales in Home Building Industry:
- Number of Homes CLOSED between January 1, 2017 through December 31, 2017:
- Dollar Volume CLOSED between January 1, 2017 through December 31, 2017:

c) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

d) HBA Involvement Section (Points will be allocated by the MAME judging sub-committee in consultation with the HBA staff.)

- Committee Involvement:
 - Committee
 - Position
- Education and Educational Designations Earned (CSP/MIRM etc).
- NAHB, NSMC and NCHBA involvement.
- Other Community Service Activities.
- Attendance at TSMC meetings and events (specifically 6 out of 8 breakfasts, on record at HBA).

30a - Marketing Professional of the Year:

30b - Marketing Manager of the Year:

Entrant must be a TSMC member and must have been actively involved in marketing new homes during the past calendar year. Candidate must be a marketing professional whose income is from new home marketing only. This category is judged online only.

Entry Requirements:

- a) Complete Achievement Statement that addresses the following topics (150 words max per bullet):
- Goals and Achievements (can included market research, product development, advertising, etc. as it relates to specific job description/responsibilities)
 - Results in the Market Place and Obstacles Overcome
 - Innovative Ideas Used in Marketing for New Homes
 - Contribution to Company's Growth
 - Candidate's role, major responsibilities and achievements of the past year.
 - Market research and Product development
 - Describe any additional related accomplishments, or items of merit you wish the judges to be made aware.

b) Submit answers to the following:

- Brief Job Description:
- Marketing Budget:
- Number of Years in the Home Building Industry:
- Number of Communities Marketed in 2017:
- Number of Years in Marketing Management in Home Building Industry:
- Number of Homes CLOSED between January 1, 2017 through December 31, 2017:
- Dollar Volume CLOSED between January 1, 2017 through December 31, 2017:

c) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

d) HBA Involvement Section (Points will be allocated by the MAME judging sub-committee in consultation with the HBA staff.)

- Committee Involvement:
 - Committee
 - Position
- Education and Educational Designations Earned (CSP/MIRM etc).
- NAHB, NSMC and NCHBA involvement.
- Other Community Service Activities.
- Attendance at TSMC meetings and events (specifically 6 out of 8 breakfasts, on record at HBA).

31 – Mortgage Professional of the Year:

Entrant must be a member in good standing of the HBARWC and/or the HBADOC as well as TSMC. This award will be presented to the individual who has made the most significant contribution to his/her employer and to the new homes industry during the past calendar year. Only construction or permanent loans on products located in Wake, Durham, Orange or Chatham counties and built by a builder member in good standing of the HBARWC or HBADOC will be considered.

This category is judged online only.

Entry Requirements:

a) Complete Achievement Statement that addresses the following topics (150 words max per bullet):

- Prospecting for Business Techniques
- Buyer or Consumer Follow-up
- Contribution to Company's Growth
- Contribution to the Real Estate Industry
- Candidate's role, major responsibilities and achievements of the past year.
- Market research
- Unusual challenges
- Describe any additional related accomplishments, or items of merit you wish the judges to be made aware.

b) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

c) Submit answers to the following:

- Number of Years in the Home Building Industry:
- Number of Years in the Lending Industry:
- Number of Homes CLOSED between January 1, 2017 through December 31, 2017:
- Dollar Volume CLOSED between January 1, 2017 through December 31, 2017:

d) HBA Involvement Section (Points will be allocated by the MAME judging sub-committee in consultation with the HBA staff.)

- Committee Involvement:
 - Committee
 - Position
- Industry Related Educational Courses Taken
- Certifications/Designations Earned
- NAHB, NSMC and NCHBA involvement.
- Other Community Service Activities.
- Attendance at TSMC meetings and events (specifically 6 out of 8 breakfasts, on record at HBA).

32 - Leadership Award

This award recognizes the **Builder Division/Company President** who has displayed exemplary leadership to their companies over the last year and has encouraged HBA involvement.

This category is judged online only.

Entry Requirements:

- a) Complete Achievement Statement that addresses (500 words max) why this person deserves to be recognized. Include their HBA involvement or encouragement of HBA involvement throughout their company.
- b) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

33 - Shining Star Award

This award recognizes the “back office” employee (i.e. closing manager, purchasing manager, land development, etc.) who has displayed exemplary service to your organization over the last year. The company nominating this individual must be a member in good standing of the HBARWC and/or the HBADOC as well as TSMC. This category is judged online only.

Entry Requirements:

- a) Complete Achievement Statement that addresses (500 words max) why this person deserves to be recognized. Include their HBA involvement or encouragement of HBA involvement throughout their company.
- b) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.

34a - Superintendent of the Year Level 1 – Volume 1-12 Total Homes Closed by Individual

34b - Superintendent of the Year Level 2 – Volume 13–50 Total Homes Closed by Individual

34c - Superintendent of the Year Level 3 – Volume 51+ Total Homes Closed by Individual

The company nominating this individual must be a member in good standing of the HBARWC and/or the HBADOC as well as TSMC. This award will be presented to the superintendents that have made the most significant contributions to the real estate development industry during the past calendar year.

Awards will be based on accomplishments from the previous year. Categories are broken out by total homes that individual has closed in 2017. This category is judged online only.

Entry Requirements:

- a) Complete Achievement Statement that addresses (250 words max) why this person deserves to be recognized.
- b) Submit up to five (5) color photos of product in JPEG (.jpg) file format.
- c) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.
- d) List the number of homes the superintendent personally completed between January 1 and December 31, 2017.
- e) Submit answers to the following:
 - Number of Years in the Home Building Industry:
 - Square Foot Range of Homes Built:
 - Price Range of Homes Built:
- f) Complete the HBA Involvement Section below:
 - Committee Involvement if any:
 - Committee
 - Position
 - Industry Related Educational Courses Taken.
 - Certifications/Designations Earned.
 - NAHB, NSMC and NCHBA involvement.
 - Other Community Service Activities.
 - Attendance at HBA and TSMC meetings and events.

35a - Building Company of the Year Level 1 – Volume 1-25 Total Homes Closed in Triangle Market

35b - Building Company of the Year Level 2 – Volume 26-100 Total Homes Closed in Triangle Market

35c - Building Company of the Year Level 3 – Volume 101-300 Total Homes Closed in Triangle Market

35d - Building Company of the Year Level 4 – Volume 300+ Total Homes Closed in Triangle Market

Company must be members in good standing of the HBARWC and/or the HBADOC as well as TSMC. This award will be presented to the building companies that have made the most significant contributions to the real estate development industry during the past calendar year.

Awards will be based on accomplishments from the previous year (2017).

This category is judged online only.

Entry Requirements:

- a) Achievement Statement covering each item in judging criteria (150 words max per bullet):
 - Involvement in the Home Building Industry
 - Product Development
 - Land Planning
 - Advertising
 - Merchandising
 - General Broker Relations
 - Sales and Marketing Team Relations
 - Buyer Relations
 - Company Philosophy
 - Number of Other Entries Submitted in this Years MAME Awards

Entry Requirements:

- b) Submit up to six (6) color photos of product, company, employees, etc. in JPEG (.jpg) file format
- c) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.
- d) List the number of homes completed and number of homes sold and closed between January 1 and December 31, 2017.
- e) HBA Involvement Section (Points will be allocated by the MAME judging sub-committee in consultation with the HBA staff.) See the online entry. Consider any employee from the company, who is a TSMC member, to satisfy these requirements:
 - Committee Involvement (note current Committee and Position held):
 - Industry Related Educational Courses Taken
 - Certifications/Designations Earned
 - NAHB, NSMC and NCHBA involvement.
 - Other Community Service Activities.
 - Attendance at HBA and TSMC meetings and events (On record at HBA).

36 - Development Company of the Year.

Company must be member in good standing of the HBARWC and/or the HBADOC as well as TSMC. This award will be presented to the development company that has made the most significant contributions to the real estate development industry during the past calendar year.

Award will be based on accomplishments from the previous year.

This category is judged online only.

Entry Requirements:

- a) Achievement Statement covering each item in judging criteria(150 words max per bullet):
 - Involvement in the Home Building Industry
 - Land Planning
 - Company Philosophy
 - Lot Delivery Strategy
- b) Submit up to six (6) photos of community (ies), entrant(s), etc. in JPEG (.jpg) or PDF file format.
- c) Submit one high resolution image for this entry in JPEG file format. This image will be displayed during award show if entry wins. The image could either be a company logo or something related to the entry.
- d) Submit answers to the following:
 - Number of Years in the Triangle:
 - Number of Years in the Home Building Industry:
 - Company Develops in the Following Counties:
 - Percent of Market Share in Given Price Range:
 - Number of Lots Developed:
 - Number of Communities Developed:
- e) HBA Involvement Section (Points will be allocated by the MAME judging sub-committee in consultation with the HBA staff.) See the online entry. Consider any employee from the company, who is a TSMC member, to satisfy these requirements:
 - Committee Involvement (note current Committee and Position held):
 - Industry Related Educational Courses Taken

- Certifications/Designations Earned
- NAHB, NSMC and NCHBA involvement.
- Other Community Service Activities.
- Attendance at HBA and TSMC meetings and events (On record at HBA).

MAME Extras

Best of the Best: Marketing

Judging is based on the excellence of the top winning entries in the following categories:

Best Logo Design
 Best Print Communications
 Best Print Advertising
 Best Onsite Signage
 Best Promotion or Event
 Best Outdoor Advertising
 Best Electronic Advertising
 Best Website
 Best Advertising Campaign / Best Promotion
 Best Sales Office / Information Center

Entry Requirements: **No formal submission or entry fee required.**

Best of the Best: Sales

Judging is based on the excellence of the top winning entries in the following categories:

Best Sales Office / Information Center
 Best Interior Merchandising
 Best Landscape Design
 Best Land Plan
 Best Product Design
 Best Community Recreation Complex

Entry Requirements: **No formal submission or entry fee required.**

Best of the Best: Custom

Judging is based on the excellence of the top winning entries in the following categories:

Best Custom Home Design
 Best Outdoor Living Space
 Best Innovative Feature

Entry Requirements: **No formal submission or entry fee required.**

Charity Project

All companies participating in charity projects will be recognized. These projects will be given special recognition during the evening, but will not be judged. Enter this category online.

NO ENTRY FEE REQUIRED

Entry Requirements:

- a) Submit up to four (4) HIGH RESOLUTION photos of the project – submitted electronically. These will be printed on a poster this year and displayed.
- b) Complete a project Overview statement (200 words or less) description of the project.

Million Dollar Circle

Entrant must be an individual active TSMC Member with an annual closed new home sales total of \$1 Million of more and employed as an onsite sales professional to be eligible for MDC recognition. All Million Dollar Circle inductees will be listed in the MAME Awards Program and in the Awards Presentation. Only sale of new homes located in Wake, Durham, Orange, or Chatham Counties, or any other adjoining counties and built by a member in good standing of the HBA will be considered.

New Homes Million Dollar Circle

Recognizes new home sales excellence. Entrant must be an individual active TSMC Member with a total annual closed sales total of \$1 Million of more and employed as an onsite sales professional to be eligible for MDC recognition. Any sale where a contract/agreement of sale(s) was CLOSED from January 1 to December 31, 2017 is eligible.

General Brokerage Million Dollar Circle

Includes general brokerage agents using new home sales totals (listing and selling combined). Any sale of a new home where a contract/agreement of sale was CLOSED during the period of January 1-December 31, 2017 is eligible. If the agent lists and sells the same property, the dollar volume and units sold can only be counted once. All individual entry forms must be validated by the employer or supervisor and include documented results of individual achievement that lists homes sold, name of Builder and sales price. Entrant must be a member in good standing with either of the Boards of Realtors in Durham, Orange or Wake Counties. The awards will be based on total dollar volume of new homes closed on the "Listing" and "Selling" sides of the transaction. Volume does not include lot sales.

Entry Requirements:

- a) Complete entry forms by Sales Manager or verified by Sales Manager for entrant's total new homes closed in 2017 online.

Note: Online entry for Million Dollar Circle is separate entry from the MAME Call for Entries.