



May 2016

Celebrating 30 Years of the Triangle's Best New Home Sales and Marketing

Raleigh, N.C. – The Triangle Sales and Marketing Council (TSMC) recognized new home sales and marketing efforts within the Triangle area during a recent award show on Thursday, April 21, held at the Raleigh Convention Center. The 2016 Major Achievements in Marketing Excellence (MAME) Awards celebrated its 30th Anniversary.

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 NationalsSM. Categories are open to both large and small new home building companies.

“We are proud to showcase over 30 years of outstanding home builders, marketing and sales professionals in this local housing industry,” said Petra Bottomley, the 2016 MAME Awards chair and sales manager for Dan Ryan Builders. “Therefore our theme for the 2016 MAME Awards was “Shine Bright Like a Diamond. The hard work, notable design efforts and attention to detail shown by our TSMC members, have proudly set us apart from other areas of the country.”

Meredith Oliver of Meredith Communications, and Zach Schabot of Go Realty, served as event emcees and presented over seventy awards for categories that include 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, who interviewed guests as they entered through the lobby.

Over sixty companies sponsored the event, with Sierra Pacific Mortgage headlining as the event sponsor for the second year in a row. One of the highlighted awards for the event is building company of the year.

“On behalf of Sierra Pacific Mortgage, we wanted to congratulate all of the 2016 MAME Awards winners! We were honored and privileged to be your event sponsor for the second year in a row and look forward to serving you in the future,” said Chip Brown, regional business development manager for Sierra Pacific Mortgage, Inc.

In addition, the event recognizes one Lifetime Achievement Award winner and several new home sales agents through its Million Dollar Circle awards. A long time committee member, AJ Young, was recognized as MAME’s Lifetime Achievement Award recipient.

In 2015, the total closed new homes sales volume in the Triangle \$1,686,572,540. Over 150 new home sales agents were recognized individually at the show for that achievement.

The winners list, sponsors, and photos are posted [online](http://www.trianglesmc.com) at www.trianglesmc.com.

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 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. Find more information at www.hbawake.com.

The Lifetime Achievement Award

The Lifetime Achievement award is an annual award that recognizes one individual who has been such an important part of this committee for so many years.

The recipient of this year’s MAME Lifetime Achievement Award, AJ Young, of A.J. Young-Architectural Illustrations, has a humble and enthusiastic spirit combined with a sincere and positive attitude that enables the committee to reach its goals each year.

Young is the type of committee person that operates well behind the scenes, who volunteers with little needed direction or a lot of attention, and without her, we would be left scrambling to cover her role.

She has been a HBA and TSMC member since 1995 and has served on committees as well as been a sponsor. Her committee involvement includes Parade of Homes, Membership, TSMC Build-PAC Chair, TSMC Executive Committee, and Operation Coming Home.

In addition, she is a talented artist and has created thousands of illustrative renderings for homes, including Parade homes over the years. Outside of the HBA and work, she is wife, mother of 4 children, and enjoys travel and being outdoors.

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