
April 2019

**MAME AWARDS CELEBRATE HOW OUR INDUSTRY GIVES BACK TO
LOCAL COMMUNITY**

Announcing the Triangle's Best in New Home Sales and Marketing in 2019

Raleigh, N.C. – The Triangle Sales and Marketing Council (TSMC) presented the winners of its 2019 Major Achievements in Marketing Excellence (MAME) Awards on Thursday, March 28 at the Raleigh Convention Center during their annual event.

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 2019 MAME Awards was “Celebrating the American Dream, the Heroes Among Us,” said Jodi Sauerbier, the 2019 MAME Awards chair and Regional Publisher, COO of the Triangle New Home Group. “The MAME Committee wanted to recognize all of the ways our industry gives back to the local community. While the HBA and TSMC hold their own community service projects that involve a lot of members, the individual companies separately have their own outreach projects that give back.”

At the end of the Gold Carpet Reception, the show kicked off with the Helping Hand Mission Band. Bill Gallagher, of Superior Real Estate School and Steven Norris, of the Norris Team, co –chaired the event to present over 75 awards with categories that included best model merchandising, best website for a community, sales manager of the year, and building company of the year. The event had around 750 guests that evening in attendance.

“We were able to have a special surprise announcement!” Jodi added. “We announced the next hero home recipient, the 20th veteran, for Operation Coming Home and had [WTVD ABC11](#) there to capture the moment.

Over sixty companies sponsored the event, with The Jim Allen Group as the top event sponsor for the second year in a row.

In 2018, the total closed new homes sales volume in the Triangle was \$1,937,566,145. MAME recognized over 135 new home sales agents were recognized individually at the show for their sales achievements.

The list of winners, winners' image gallery, and sponsors is [posted online](#).

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 HBA is affiliated with the National Association of Home Builders, and is currently 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. Find more information at www.hbawake.com and www.trianglesmc.com.

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