

## 2021 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  
Best Monument  
Best Commercial  
Best Video – company/community  
Best Social Media –  
company/community  
Best Innovative Marketing –  
company/community/master-  
planned community  
Best Email Campaign  
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 –  
Custom Builder  
Best Innovative Feature  
Building Company of the Year  
Best of the Best- Custom

### **Achievement Awards**

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

### **Design and Merchandising**

Best Model Merchandising  
Best Product Design  
Best Sales Office/Welcome Center –  
Single/Multiple Builders  
Best Selection/Design Center  
Best Community Recreation Facility  
Best Landscape Design  
Best Outdoor Living Space –Production Builder  
Best Land Plan  
Best Innovative Feature/Community  
Best High Performance Home

### **MAME Extras**

Best of the Best – Overall Marketing  
Best of the Best – Overall Community  
Charity Project Recognition  
Million Dollar Circle New Home Sales  
Million Dollar Circle Mega Team



## 2021 MAME CALENDAR – IMPORTANT DATES

January 11, 2021	MAME Entry Portal Opens
February 16, 2021	Regular Entry Deadline (\$175 per entry)
March 2, 2021	Late and Final Entry Deadline (\$250 per entry)
March 2, 2021	Million Dollar Circle Deadline (\$100 per entry)
March 12, 2021	Onsite MAME Judging
March 8-19, 2021	Online MAME Judging
March 22, 2021	Final Million Dollar Circle Deadline (\$125 / entry)
April 9, 2021	MAME Commercials Due if part of Sponsorship
April 22, 2021	2021 MAME Awards Show

## 2021 MAME Awards Rules and Regulations

Read the following **Rules and Regulations** carefully.

- A. **TSMC Membership.** The 2021 MAME Awards are based upon work completed during the time period 1/1/20-12/31/20. 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 2020 MAME Awards:
  - a. Is a new home (not a remodel or renovation), and has received a certificate of occupancy between Jan. 1, 2020 – 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 won in the 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 understood that a furnished “model” is subject to the same rules and regulations that apply to other MAME entries.
- C. **Advertising and Promotions Awards.**
  - a. Advertising/Promotion must have been completed and launched in 2020 calendar year by a TSMC member in good standing.
  - b. Advertising/Promotion cannot have previously won in any previous MAME Awards.
- D. **Individual Achievement Awards.**
  - a. Entrants and their company 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/company 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. All images and PDFs must be under 4MB each. Reformat these ahead of time.
  - e. Enter entries into their 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. Saving an entry DOES NOT qualify as submitting your entry for judging. Your entries are not complete and the entry price is not secured until you “Submit” that entry.
  - i. MAME School is available online for further instructions.
- 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 is defined as one that builds homes, and 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 is defined by building on land they own, using their own floor plans (but usually offers a variety of plan choices and options), and allows for limited customization.
- 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 two counties 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 Model Merchandising; Best Product Design; Best Sales Office/Welcome Center/Design Center; Best Land Plan; Best Landscape Design; 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, and only as it relates to the judging criteria.
- d. 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 should 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.
- e. Fully furnished model homes, not for sale, will be listed and judged at the "as shown" price.
- f. 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.)
- g. If the home is locked, it will NOT be judged.
- h. 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.
- i. 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, 2020 and December 31, 2020.
- 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.

## Advertising and Promotions

Reminder that for each entry, you will need to submit one high resolution image for this entry in PNG or 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 Marketing Statement and provided materials. Logo must have been created in 2020. This category is judged online.

Include:

- a) Marketing statement covering each item in judging criteria (150 words max):
  - Concept
  - Overall Design
- b) Submit one color copy of logo – attached.
- c) Submit up to two samples of usage or adaptation in materials (i.e. brochure, ad, signage, b&w version, etc.) – attached in JPEG or PDF file formats.
- d) Submit one high resolution image for this entry. 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.

### 2a - Best Website for a Company

### 2b - Best Website for a Community

Entry will be judged on Marketing Statement and provided materials. Website must have been created or redesigned in 2020.

This category is judged online.

Include:

- a) Marketing statement covering (150 words max):
  - Concept and Content
  - Overall Design and Navigation
- b) Provide website address.
- c) Submit one high resolution image for this entry. 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.

### 3a -Best Brochure for a Company

### 3b -Best Brochure for a Community

Entry will be judged on Marketing Statement and provided materials.

This category is judged online.

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 (applicable only to print)

- Total Costs
  - Results in the marketplace
- b) Submit one copy of piece including all inserts and attachments, if any.
- c) Submit one high resolution image for this entry. 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 Marketing Statement and provided materials. Piece must have been created or used in 2020.

This category is judged online.

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
  - 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. 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 Marketing Statement and provided materials. Ad must have been created or used in 2020. This category is judged online.

Include:

- a) Marketing statement covering each item of the judging criteria (150 words max per bullet):
- Concept, Creativity and Overall Design
  - 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. 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 Marketing Statement and provided materials. Ad must have been created or used in 2020. This category is judged online.

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. 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**

### **7b – Best Monument**

Entry will be judged on Marketing Statement and provided materials. 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 2020. This category is judged online .

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.

c) Submit one high resolution image for this entry. 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.

### **8 - Best Commercial**

Entry will be judged on Marketing Statement (originality, concept, and execution of the spot as it relates to specified target market and qualified traffic the ad generated) and provided materials. Commercial can be television, radio or digital, and must have been created or run in 2020.

This category is judged online.

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 file of commercial.

c) Submit one high resolution image for this entry. 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 Promotion for a Company**

### **9b - Best Video Promotion for a Community**

Entry will be judged on Marketing Statement (originality, concept, and execution of the promotion as it relates to specified target market) and provided materials. Video must have been created in 2020. This category is judged online.

Include:

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

- Concept and Originality
- Target Market
- Cost of Production

- Results in Marketplace

b) Submit one video file of the video. Or if the video is posted on YouTube, then please provide a link.

c) Submit one high resolution image for this entry. 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 by a Company**

### **10b - Best Social Media by a Community**

Entry will be judged on Marketing Statement (concept, and execution) and provided materials. Must have been executed in 2020. This category is judged online.

Include:

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

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

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

c) Submit up to six (6) images that represent entry.

d) Submit one high resolution image for this entry. 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.

### **11a - Best Innovative Marketing by a Company**

### **11b - Best Innovative Marketing by a Community**

### **11c - Best Innovative Marketing by a Master Planned Community**

Entry will be judged on use of innovative marketing strategies and techniques (originality, concept and execution) used to overcome challenges in 2020.

Include:

a) Marketing statement must explain the specific challenge and how it was overcome; covering each item in judging criteria (150 words max per bullet):

- Concept and Overall Design
- Target Market
- Results in Marketplace

b) Submit up to three files that represent entry.

c) Submit one high resolution image for this entry. 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.

### **12 - Best Email Campaign**

The Email campaign must be a short-term communication or e-blast. Entry will be judged on Marketing Statement, and overall design. E-mails must have been sent during 2020. This category is judged online.

Include:

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

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

b) Submit up to three (3) images that represent entry.

c) Submit one high resolution image for this entry. 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 Overall Advertising Campaign for a Company**

**13b - Best Overall Advertising Campaign for a Community**

Entry will be judged on Marketing Statement (concept, design, and results in the marketplace) and provided materials. Includes multi-channel ads, print and electronic media, billboards, etc. Campaign must have been sent during 2020. This category is judged online.

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. Television and radio submissions should be sent as Audio Files file and Video file. Or you may provide a URL link.

c) Submit one high resolution image for this entry. 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.

**14a- Best Special Promotion: Pre-Sale, Grand Opening, Event or other Limited Campaign to the Consumer / General Public**

**14b - Best Special Promotion to: Pre-Sale, Grand Opening, Event or other Limited Campaign to the General Brokerage/Agents**

**14c - Best Special Promotion/Event Within a Company**

Entry will be judged on Marketing Statement (concept, design, and results in the marketplace) and provided materials. Includes a series of ads, print and electronic media, billboards, etc. This category is judged online. Promotion must have been done in 2020.

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 promotion – photos of events attached.

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. Television and radio submissions should be sent as Audio File and Video file. Or you can provide a URL link.

d) Submit one high resolution image for this entry. 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.



### **15-Best New Homes Publication**

Content must be new homes-oriented. Entry will be judged on Marketing Statement (concept, creativity, copy, layout, overall design, execution and continuity) and provided materials. This category is entered ONLINE, BUT three 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 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 16 and 17:

**After the call for entries closes, the MAME committee will create price categories so as to group similar size and priced homes together into fair categories.**

#### **16a - Best Model Merchandising for an Attached Home**

#### **16b - Best Model Merchandising for a Detached Home**

Entry will be judged by site visit on marketing statement, merchandising, as it relates target market. House must have been completed in 2020. This category is judged by a site visit. See rules for new home specifications.

Include:

- a) Sales Price
  
- b) Marketing statement covering each item in judging criteria (250 words max per bullet):
  - Concept
  - Target Market
  - Budget/Cost per Square Foot
  
- c) Submit one high resolution image of the front elevation for this entry . This image will be displayed during award show if entry wins.

In addition, submit answers to the following:

- Community Name:

- Model Name:
- Street Address including City:
- Prices:
- Date Site "Model" Opened:
- Heated Square Footage:
- Merchandiser:
- Detailed Directions to Site from Nearest Highway:
- Provide GPS coordinates for judging:

### **17a - Best Product Design for an Attached Home**

### **17b - Best Product Design for a Detached Home**

Entry will be judged by site visit on marketing statement, as it relates target market, concept based 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 2020. This category is judged by a site visit.

Include:

a) Sales Price

b) Marketing statement covering each item in judging criteria (250 words max per bullet):

- Layout concept
- Results in the Marketplace
- Overall Craftsmanship
- Target Market
- Creative Use of Space

c) Submit one high resolution image of the front elevation for this entry. This image will be displayed during award show if entry wins.

In addition, submit answers to the following:

- Community Name:
- Model Name:
- Street Address including City:
- Prices:
- Heated Square Footage:
- Detailed Directions to Site from Nearest Highway:
- Provide GPS coordinates for judging:

### **18a - Best Sales Office/Welcomes Center for a Master Planned Neighborhood – Multiple Builders**

### **18b - Best Sales Office/Welcomes Center for a Single Builder**

### **18c- Best Selection/Design Center**

Entry will be judged on concept based on theme, function, display concept, creativity, and design used in the office. Center must not have already won in the past, and have been completed or have undergone a significant\* renovation in 2020. This category is judged by a site visit.

\* Significant means at least 50% or more. Materials, such as before and after renovation plans, photos etc. can be requested to prove and support the renovation.

Include:

a) Marketing statement covering each item in judging criteria (250 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. 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:
- Provide GPS coordinates for judging:
- Square Feet total:

### **19 - 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 or had a significant\* renovation in 2020. This category is judged by a site visit.

*\* Significant means at least 50% or more. Materials, such as before and after renovation plans, photos etc. can be requested to prove and support the renovation.*

Include:

a) Marketing statement covering each item in judging criteria (250 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. This image will be displayed during award show if entry wins.

c) In addition, submit answers to the following

- Community Name:
- Street Address including City:
- Add Detailed Driving Directions to this Sales Office:
- Provide GPS coordinates for judging:

### **20 - 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 2020. This category is judged onsite.

Include:

a) Marketing statement covering each item in judging criteria (250 words max per bullet):

- Concept
- Creativity and Use of Existing Elements
- Impact of features, enhancements, and/or elements in design

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

c) In addition, submit answers to the following:

- Community Name:
- Street Address including City:
- Add Detailed Driving Directions to this Sales Office:
- Provide GPS coordinates for judging:

### **21a - Best Outdoor Living Space – Custom Home Builder**

### **21b - Best Outdoor Living Space – Production Builder**

Entry will be judged on concept, creativity, impact of furniture and accessories.

House must have been completed in 2020. **This category is judged online.**

Include:

- a) Sales Price
- b) Marketing statement covering each item in judging criteria (250 words max per bullet):
  - Concept
  - Creativity and Use of Material
  - Impact of furniture and accessories

c) Submit answers to the following:

- Physical address:
- Cost of outdoor space:
- Outdoor living space square footage:

d) Submit up to six (6) digital color photos. Consider the judging criteria when taking photos.

e) Submit a plan of the outdoor space.

f) Submit one high resolution image for this entry. 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.

### **22 - 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 or have significant\* additions such as new plan, design, phases, etc. in 2020. This category is judged by a site visit.

*\* Significant means at least 50% or more. Materials, such as before and after renovation plans, photos etc. can be requested to prove and support the additions.*

Include:

- a) Marketing statement covering each item in judging criteria (250 words max per bullet):
  - Concept
  - Total & Units/Density
  - Special Design Features
  - Results in Marketplace

b) Submit a site plan.

c) In addition, submit answers to the following:

- Community Name:
- Street Address including City:
- Add Detailed Driving Directions to this Community:

- Provide GPS coordinates for judging:

d) Submit one high resolution image for this entry. 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.

**23a - Best Custom Home Design for homes up to 3500 sq ft.**

**23b - Best Custom Home Design for homes 3501 + sq ft.**

This category does not require a site visit and will be judged online. 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 2020.

Include:

- a) Sales Price
- b) Marketing statement covering each item in judging criteria (250 words max per bullet):
  - Concept and Design
  - Special Design Features
  - Function and Use of Space
- c) Submit physical address, and heated square footage:
- d) Submit a digital site (or plot) plan.
- e) Submit up to ten (10) digital color photos of the home (both interior and exterior). Consider the judging criteria when taking photos.
- f) Submit a floor plan.
- g) Submit one high resolution image for this entry. 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 High Performance Home Certified Green**

**24b - Best High Performance Home Certified Energy Star®**

This category is judged online. House must have been completed in 2020. Judges may, at their discretion, create new categories as the need arises.

Include:

- a) Sales Price
- b) Marketing statement covering each item in judging criteria (250 words max per bullet):
  - Concept
  - Target Market
  - Layout and design of home
  - Results in the Marketplace
  - Explain Efficiency Choices/Selection of Green Features
- c) Square Feet  
For 23a, enter the type of certification (NCBS, LEED, ecoSelect).
- d) Submit certification proof via a copy of the certificate awarded.
- e) Submit up to eight (8) color photos.
- f) Submit a floor plan.
- g) Submit one high resolution image for this entry. 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.

### **25a – Best Innovative Home Feature**

### **25b – Best Innovative Community Feature**

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 2020. **This category is judged online.**

Include:

- a) Marketing statement covering each item in judging criteria (250 words max per bullet):
  - Layout and design of feature
  - Details on how the feature evolved
  - Problems solved or why the feature was developed

For 25a, submit sales price, physical address (for verification purposes):

For 25b, submit community name:

b) Submit up to four (4) color photos.

c) Submit one high resolution image for this entry. 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.***

### **26 - Rookie Salesperson of the Year:**

Entrant must be a TSMC member and have completed their first full calendar year of new home sales.

### **27 - Salesperson of the Year:**

Entrant must be a TSMC member. Award will be based on accomplishments from the previous year (2020).

### **28a - Sales Team of the Year Single Community**

### **28b - Sales Team of the Year Multiple Communities**

Entrants must be TSMC members. The team must work at the same communities for at least six months. Award will be based on accomplishments from the previous year (2020).

Categories 26-28 are judged online.

Entry Requirements for Categories 26-28:

- 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 2020:
- Number of Homes Closed in 2020:
- Average Sales Price:
- Average Traffic per Month:
- Conversion Ratio (ex. 1:25):

c) Submit one high resolution image for this entry. 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 Company Involvement Section

- Committee Involvement (HBA and TSMC)
- Ongoing or Educational Designations Earned HBA/TSMC Related
- NSMC, NCHBA, and/or NAHB Involvement
- TSMC Attendance and Meetings and Events
- HBA and TSMC related Community Service Involvement
- Other non-HBA related Community Service Involvement

## **29 - 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 new home sales CLOSED from January 1 to December 31, 2020. Award will be based on accomplishments from the year 2020. This category is judged online.

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 Homes CLOSED between January 1, 2020 through December 31, 2020:
- Dollar Volume CLOSED between January 1, 2020 through December 31, 2020:

c) Submit one high resolution image for this entry. 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 Company Involvement Section

- Committee Involvement (HBA and TSMC)
- Ongoing or Educational Designations Earned HBA/TSMC Related
- NSMC, NCHBA, and/or NAHB Involvement
- TSMC Attendance and Meetings and Events
- HBA and TSMC related Community Service Involvement
- Other non-HBA related Community Service Involvement

**30a- Rookie Internet Sales Counselor of the Year:**

**30b -Internet Sales Counselor of the Year:**

**30c- Internet Sales Team of the Year:**

Entrant must be a TSMC member. For Rookie, entrant must be a TSMC member and have completed their first full calendar year of new home internet sales.

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.

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, 2020 and December 31, 2020 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 2020:
- Number of Homes CLOSED between January 1, 2020 through December 31, 2020:
- Dollar Volume CLOSED between January 1, 2020 through December 31, 2020:

c) Submit one high resolution image for this entry. 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 Company Involvement Section

- Committee Involvement (HBA and TSMC)
- Ongoing or Educational Designations Earned HBA/TSMC Related
- NSMC, NCHBA, and/or NAHB Involvement
- TSMC Attendance and Meetings and Events
- HBA and TSMC related Community Service Involvement
- Other non-HBA related Community Service Involvement

**31a - Marketing Coordinator of the Year:**

**31b - Marketing Manager/Director 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.

**Entry Requirements:**

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

- Goals and Achievements (can include 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
- 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 Communities Marketed in 2020:
- Number of Homes CLOSED between January 1, 2020 through December 31, 2020:
- Dollar Volume CLOSED between January 1, 2020 through December 31, 2020:

c) Submit one high resolution image for this entry. 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 Company Involvement Section

- Committee Involvement (HBA and TSMC)
- Ongoing or Educational Designations Earned HBA/TSMC Related
- NSMC, NCHBA, and/or NAHB Involvement
- TSMC Attendance and Meetings and Events
- HBA and TSMC related Community Service Involvement
- Other non-HBA related Community Service Involvement

**32 – Mortgage Professional of the Year:**

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

**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. 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 Homes CLOSED between January 1, 2020 through December 31, 2020:
- Dollar Volume CLOSED between January 1, 2020 through December 31, 2020:

d) HBA Company Involvement Section

- Committee Involvement (HBA and TSMC)
- Ongoing or Educational Designations Earned HBA/TSMC Related
- NSMC, NCHBA, and/or NAHB Involvement
- TSMC Attendance and Meetings and Events
- HBA and TSMC related Community Service Involvement
- Other non-HBA related Community Service Involvement

### **33 - Leadership Award**

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

This category is judged online.

Entry Requirements:

- a) Achievement Statement that addresses (500 words max) why this person deserves to be recognized. Include their HBA involvement /encouragement of the HBA throughout their company.
- b) Submit one high resolution image for this entry. 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.

### **34 - 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.

Entry Requirements:

- a) Achievement Statement that addresses (500 words max) why this person deserves to be recognized.
- b) Submit one high resolution image for this entry. 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.

**35a - Superintendent of the Year Level 1 – Volume 1-12 Total Homes Closed by Individual**

**35b - Superintendent of the Year Level 2 – Volume 13–30 Total Homes Closed by Individual**

**35c - Superintendent of the Year Level 3 – Volume 31+ 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 2020. This category is judged online.

Entry Requirements:

- a) Achievement Statement that addresses (250 words max) why this person deserves to be recognized.
- b) Submit up to five (5) color photos of product.
- c) Submit one high resolution image for this entry. 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 closed between January 1 and December 31, 2020.
- e) Submit answers to the following:
  - Square Foot Range of Homes Built:
  - Price Range of Homes Built:

- 36a - Building Company of the Year Level 1 – Volume 1-25 Total Homes Closed in Triangle Market**
- 36b - Building Company of the Year Level 2 – Volume 26-100 Total Homes Closed in Triangle Market**
- 36c - Building Company of the Year Level 3 – Volume 101-300 Total Homes Closed in Triangle Market**
- 36d - 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 (2020). This category is judged online.

**Entry Requirements:**

- a) Achievement Statement covering each item in judging criteria (150 words max per bullet):
  - Company Involvement in the Home Building Industry
  - Product Development
  - Land Planning
  - Advertising
  - Merchandising
  - General Broker Relations
  - Sales and Marketing Team Relations
  - Buyer Relations
  - Company Philosophy
- b) Submit up to six (6) color photos of product, company, employees, etc.
- c) Submit one high resolution image for this entry. 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, 2020.
- e) HBA Company Involvement Section
  - Committee Involvement (HBA and TSMC)
  - Ongoing or Educational Designations Earned HBA/TSMC Related
  - NSMC, NCHBA, and/or NAHB Involvement
  - TSMC Attendance and Meetings and Events
  - HBA and TSMC related Community Service Involvement
  - Other non-HBA related Community Service Involvement

### 37 - 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.

**After the call for entries closes, the MAME committee will create size categories so as to group similar size developers together into fair categories.**

#### 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.

c) Submit one high resolution image for this entry. 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/Active:

e) HBA Company Involvement Section

- Committee Involvement (HBA and TSMC)
- Ongoing or Educational Designations Earned HBA/TSMC Related
- NSMC, NCHBA, and/or NAHB Involvement
- TSMC Attendance and Meetings and Events
- HBA and TSMC related Community Service Involvement
- Other non-HBA related Community Service Involvement

### MAME Extras

#### Best of the Best: Overall 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: Overall Community**

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. 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**

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

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.

**A Top Producer will be awarded from each of the following:**

**New Homes Sales 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, 2020 is eligible.

### **Mega Team New Home Sales 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, 2020 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 2020.