



HOME BUILDERS ASSOCIATION OF LOUISVILLE
SALES AND MARKETING COUNCIL
2009 AWARDS OF EXCELLENCE

Call for Entries - ALL HBAL MEMBERS

*The Sales & Marketing Council of the Home Builders Association of Louisville announces its 19th Annual Awards of Excellence Program. The Awards of Excellence was created to promote competition and creativity of design in housing, development, and advertising and to recognize outstanding sales efforts among real estate agents. The 2009 Awards of Excellence will be presented in, **January 2010**. The Sales & Marketing Council invites you to be a part of this prestigious event.*

Eligible Entries

To submit an entry for any category, your company must be a member in good standing of the Home Builders Association of Louisville. In addition, **to enter the Personal Achievement Awards, you must be a member in good standing of the HBAL Sales & Marketing Council.** All categories must pertain to the 7 county Louisville metropolitan statistical areas and have been built or marketed between November 1, 2008 and October 31, 2009.

Entry Application/Fee

An entry fee of **\$25** must accompany each entry application. Checks should be made payable to the HBAL Sales & Marketing Council. Multiple entries require a separate application form for each entry. For additional blank copies of the entry application, duplicate as appropriate. Fees may be paid by a single check for the aggregate amount.

Entry Preparation

Carefully review the SMC Awards of Excellence award categories and materials required for each entry/category. **Each entry must be submitted in a separate entry portfolio, provided by the HBAL, and must be complete.** All submissions become the property of the Home Builders Association of Louisville unless a written request for return of the entry is submitted with each Entry Application. **NOTE: The name of the builder or developer should not appear anywhere in the entry portfolio with the exception of the Entry Application.**

Deadlines

Complete Entry Application(s) (signed by builder/realtor/developer), including portfolio/entry material requirements and entry fees, must be received no later than Friday, November 17th 2007. There will be no extensions or refunds. Complete **Entry Portfolios must be delivered to the HBAL office at 1000 N. Hurstbourne Parkway, Louisville, 40223, no later than 5:00 p.m., Friday, November 20, 2009.**

Judging & Awards

A panel of highly qualified judges selected from the homebuilding industry and related fields will evaluate the entries on their own merit. There will be NO on-site house judging. All judging will be done using the entry materials. The decisions of the judges will be announced at a special Awards Ceremony to be held in January 2008. **We reserve the right to eliminate, combine, create or re-categorize any category if circumstances warrant.** Sale prices will be verified.

QUESTIONS: Call Gail Schell or Jessica Embry at 502-429-6000



THE SALES AND MARKETING COUNCIL OF LOUISVILLE
2009 AWARDS OF EXCELLENCE
THE 2009 AWARDS OF EXCELLENCE CATEGORIES

1. Best Single Family Development Under 300 Homes

This category encompasses a small development that, when fully developed, will have less than 300 single family detached homes. Entries can include existing developments that still have new construction going. **No previous winners of this category can submit the same winning development.**

2. Best Single Family Development Over 300 Homes

This category encompasses a large development that, when fully developed, will have over 300 single family detached homes. Entries can include existing developments that still have new construction going. This also includes a section within the development that has a separate name and over 300 homes. **No previous winners of this category can submit the same winning development.**

3. Best Patio, Condominium, Garden or Town Home Community

This category encompasses a Patio, Garden or Town Home Community that stands alone. Entries can include existing developments that still have new construction going. **No previous winners of this category can submit the same winning development.**

Materials/Requirements for Categories 1, 2, & 3

- A. A type written statement describing your communities concept. (Target market, price range, lot size and cost, and location)
- B. One copy of the overall land plan.
- C. 8 x 10 Photographs in presentation folder (pick up at HBAL office) that includes: Entry Treatment/Signage, Landscaping/Lighting, Homes, and Amenities. (Not all areas may be applicable to your development.) **Please pick up an entry portfolio at the HBAL office.**

4. Advertising Award – Black and White Ad of the Year

I. Builder II. Associate

¼ page or smaller and over ¼ page (1/8 page minimum)

This category is for all Members submitting entries showing excellence of concept, copy, layout, overall design execution, and communication of the ad's objectives. Entries must have been published in the Louisville market during the eligibility dates. (1/8 page ad size is based on a publication layout) **No previous winning entries can submit.** (See material requirements)

5. Color Ad of the Year

I. Builder II. Associate

This category is for all Members submitting entries showing excellence of concept, copy, layout, overall design execution, and communication of the ad's objectives. Entries must have been published in the Louisville market during the eligibility dates. **No previous winning entries can submit.** (See material requirements)

6. Corporate/Sales Brochure of the Year

The category is divided as follows:

I. Builder/Remodelor II. Developer III. Associate

This category is for entries showing excellence of concept, copy, layout, overall design execution, communication of the ad's objectives and appropriateness to the selling effort. Entries must have been published in the Louisville market during the eligibility dates. Agents representing either a builder or developer may submit under that particular category. **No previous winning entries can submit.** (See material requirements)

7. Ad Campaign of the Year – Television/Radio

This category is for all Members submitting entries for TV or Radio advertisement intended to draw prospective buyers. Advertisement not to exceed 60 seconds in length. Entries must have been used in the Louisville market during the eligibility dates. (See material requirements) **No previous winning entries can submit.**

8. Best New Concept in Marketing

This category looks at any member in the industry that demonstrates "outside the box" type of thinking on an advertising, promotional or marketing program. Entries must have been used in the Louisville market during the eligibility dates. **No previous winning entries can submit.**

Materials/Requirements for Categories 4, 5, 6, 7, & 8

- A. Marketing Statement of 150 words or less (Indicate category and include campaign concept and objectives).
- B. Print - One copy or picture of the advertisement/brochure (if applicable). **Please pick up an entry portfolio at the HBAL office.**
- C. TV/Radio – One copy of the ad on a standard VCR or cassette tape (if applicable).

9. Logo Design of the Year

I. Builder II. Associate

This category will take in all logos produced by a Builder, Developer, Real Estate Agent or Associate Member developed within the eligibility dates. No previous winning entries can submit.

Material Requirements for Category 9

- A. Marketing Statement of 150 words or less.
- B. Two photographs of the logo (minimum 8"x 10"). Please pick up an entry portfolio at the HBAL office.
- C. At least two examples of logo use in an ad, brochure, sign, etc.

10. Web Site Design of the Year

This award will be broken into 4 different divisions – each division would require at least two (2)-qualified entries.

Divisions would include: I. Builder/Remodeler II. Developer III. Realtor IV. Associate

No previous winning entries can submit.

Material Requirements for Category 10

- A. Marketing Statement of 150 words or less (must include web site address).
- B. Minimum of two (2) pages of the web site (must be color copies). One page must be the Home Page. Please pick up an entry portfolio at the HBAL office.

11. Best New Design Feature

This category takes into account any design feature of a new home that is completed within the eligibility dates where the builder has demonstrated a unique or new feature. This includes interior and exterior design features.

Material Requirements for Category 11

- A. A brief summary of design objectives and the feature itself
- B. At least two (2) color photographs of the design feature (8"x 10"). Please pick up an entry portfolio at the HBAL office.
- C. Optional – inclusion of feature in any marketing material.

12. Signature Entrance of the Year

I. Builder II. Associate

Entries will be judged on concept, overall design, execution, readability, color and continuity.

Material Requirements for Category 12

- A. Marketing Statement of 150 words or less.
- B. One 8"x10" photograph of the sign. Please pick up an entry portfolio at the HBAL office.

13. Builder Home Design

Completed construction eligible. Value category is based on home price – do not include lot price.

- I. Under \$200,000
- II. Under \$300,000
- III. Under \$400,000
- IV. Under \$550,000
- V. Under \$700,000
- VI. Under \$900,000
- VII. Under \$1,200,000
- VIII. \$1,200,000 and up

No previous winners of this category can submit the same winning floor plan.

Material Requirements for Category 13

- A. A brief summary of design objectives and features (please indicate proper category).
- B. One set of five color photographs, 8"x 10", including one exterior and at least one each of the main living area, master suite, kitchen and one room of your choice.
- C. One floor plan on 8 ½ X 11" paper.
- D. Entries will be judged on overall interior/exterior, and efficiency/functionality of plan. Judging will be done by qualified judges using entry materials. Please pick up an entry portfolio at the HBAL office.

14. Builder Design – Condominium, Patio Homes, Garden Homes, and Town Homes

- I. Under \$150,000
- II. Under \$250,000
- III. Under \$400,000
- VI. Over \$400,000

No previous winners of this category can submit the same winning floor plan.

Material Requirements for Category 14

- A. A report listing the following information on each sale:
Category • Subdivision and Lot Numbers • Registered Builder/Company • Closing Dates • Sale Prices • Listing Agent and Sales Agent

15. Personal Achievement Awards ++

Entrants must be a current member of the Sales & Marketing Council

Contracts must have closed within eligibility dates.

- I. On-Site/Builder Representative – Any person selling from a builder model home or employed by a Registered Builder or Registered Builder owned company or any person who represents an HBAL Builder Member.
- II. Agent – Any person selling new homes built by any HBAL Registered Builder.
- III. Lot Sales – Any person selling single family building lots for an HBAL member developer/Registered Builder and is not a sales manager.
- IV. Rising Star Award – Applies to agents with one year or less in new home sales.

**++ President's Awards for Top Dollar Volume and Top Unit Volume producer
in the On-Site and Agent categories will also be given.**



2009 AWARDS OF EXCELLENCE

Sponsored by the Sales and Marketing Council of the Home Builders Association of Louisville
Deadline – Friday, November 20, 2009

ENTRY APPLICATION

Category Name and Number: _____

Name of Project: _____

*ENTRANT: _____

Must be a member of the HBAL

Contact Person: _____

Contact person will receive all correspondence relating to this entry

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

*** ENTRANT /BUILDER SIGNATURE required – must be an HBAL Member**

(If submitted on behalf of builder you must list builder company and name and obtain builder signature.)

Member Signature: _____

Submit this entry form with a \$25 entry fee to:
Home Builders Association of Louisville- SMC Awards of Excellence
1000 N. Hurstbourne Parkway, Louisville, KY 40223.

Pick up entry portfolio at the HBAL office

*All entries must be submitted by, and be a product of, a current HBAL MEMBER.

Personal Achievement Award Entries require that you be a member of the Sales & Marketing Council as well.

JUDGING AND AWARDS

A panel of highly qualified judges selected from the homebuilding industry and related fields will evaluate the entries on their own merit. There will be NO on-site house judging. All judging will be done using the entry materials. The decisions of the judges will be announced at a special Awards Ceremony to be held in January 2010. We reserve the right to eliminate, combine, create or re-categorize any category if circumstances warrant. Sale prices will be verified.

Award categories with only one entry will not be recognized.

NOTE: Duplicate this blank entry application for multiple entries. Use a separate application form for each entry. You may pay with one check for the aggregate amount. Entry application deadline: **Friday, November 20, 2009.**