

# 2009 SAM Awards

**Home Builders Association of  
Greater Cincinnati & Northern Kentucky**





To: SMC Members, Builders, Remodelers, Developers, Realtor Companies and Associates

From: SMC Steering Committee

It's awards time again! Here is your "Call for Entries" information. Within these pages is a listing of the award categories, entry applications and other information you will need to submit your entries. Listed below are a few reminders about the "Call for Entries," so please read them and the entire booklet carefully.

### **ENTRY REQUIREMENTS**

**Entry deadline is January 15, 2010**

**You may enter the required photos on CD as JPEG or TIFF files that are PC compatible (300dpi). You must submit ONE CD per category and the CD must be in a LABELED, PROTECTIVE CASE.**

**Each participating company must submit one CD photo of their corporate logo.**

**All entries submitted for categories 1-34C and R1-R9 must be placed in an envelope and the Entry Form must be attached to the outside of the envelope. All five (5) copies of the entry form must be paper clipped to each entry requirement (i.e. brochure, floor plans, newsletters, etc.)**

The awards banquet will be held at the **Radisson Hotel Cincinnati Riverfront on FRIDAY, MARCH 12, 2010**. 11:00am Social Hour, 12:00pm Lunch, 12:45 Awards. Once again, it promises to be a spectacular event, and one that is sure to be even more dynamic than ever! Today, decide to be a part of this year's awards program; pick the award category that is appropriate for you, and prepare and submit your entry as promptly as possible. You will not regret it! If you have any questions, please call the Association office: Cincinnati (513) 851-6300. Northern Kentucky (859) 331-9500. Good Luck!

# 2009 SAM AWARDS

## Entry Preparation Procedures

### Eligible Entries

Companies and individuals who are **members in good standing of either Home Builders Association of Greater Cincinnati or Northern Kentucky and the Sales and Marketing Council prior to December 31, 2009 may submit entries in any or all of the SAM award categories.** You are eligible if you are a home builder, developer, remodeler, marketing director, sales manager, sales person, advertising or public relations agency, interior designer, architect, display company, realtor or industry supplier. **You must be a SMC member in 2009. All sales in the Tri-State area will count towards your new home sales. You should join the SMC according to where your model is located and where a minimum of 51% or more of your sales volume is generated.** Entries should be entered through the HBA where your SMC membership is located.

Each company is allowed only two entries per category. Materials created, produced, or marketed **in the Greater Cincinnati/NKY area for HBA members during the calendar year 2009 for a successful on-going project are eligible for competition.** Also, only those sales volume figures generated from communities served within the SMC of the HBA of Greater Cincinnati/NKY (as defined in Article II, Section 1 of the HBA By-Laws) will be eligible for entry.

### Entry Fees

\$40.00 for categories 38 & 40  
\$90.00 for categories 1-34C & R1-R9  
\$100.00 for categories 35-37 & 44-47

No entry fees are required for categories 39A-D & 41. Please **make checks payable to the HBA** and submit **one check per entry.**

All entries, statements, fees and exhibits must be received no later than 5:00pm, January 15, 2010. **There will be no extensions.** No entry will be accepted without an accompanying check for entry fee, and all entries must adhere to the exact entry specifications. **Return entries to:**

**HBA of Greater Cincinnati, 415 Glensprings Dr., Cincinnati, OH 45246 Attn: Ronda Bristol**

**HBA of Northern Kentucky, 2751 Circleport Drive, Erlanger, KY 40108 Attn: Janis Beard**

### Judging

Each entry will be judged on its own merits by a distinguished panel of independent highly qualified judges from other regions selected for their expertise in the new home marketing field. All individual achievement awards (categories 35-37 & 42) will be judged by the SAM Awards Committee.

### **Average Sales Price**

Average sales price is determined by taking the lowest and highest sales price of the development, adding them together, and dividing by two. Average sales price must be the average of the lowest and highest sales price during the calendar year 2009.

### **Dollar Volume**

Small-Medium volume builder - \$25,000,000 in gross sales & under

Large volume builder - over \$25,000,000 in gross sales

### **Entry Preparation**

Each participating company **must** submit one photo on CD of their corporate logo. **Photos must be 300 dpi or greater and 3X5 or 4X6 in size.**

#### **Each entry will need to include:**

- ✓ **An entry form (page 19 - 26)**
- ✓ **Entry fee**
- ✓ **Entry Material**

You may copy the enclosed entry forms as many times as needed. Paper clip an entry form to each supporting entry material and place with entry fee and all slides in an envelope. Seal all materials and place the completed entry form (page 13-20) to the outside of the envelope. The Sales and Marketing Council does not guarantee return of all materials and will not be held responsible for loss or damage of materials.

### **CD Preparation**

- ✓ **CD photos must be JPEG or TIFF files and PC Compatible**
- ✓ **300 DPI or Greater**
- ✓ **3X5 or 4X6 in size**
- ✓ **Horizontal Format**
- ✓ **Mark each CD:**
  - **Category Number**
  - **Builder/Company Name**
  - **Product or Project**
  - **Model Name**
  - **Room (if applicable)**

Any photos submitted in vertical format will not be used for the presentation at the banquet unless vertical photographs are submitted with a black border to create a horizontal format. Identification should be on the cover of the CD.

**Entry Deadline - 5pm, January 15, 2010**

## 2009 Greater Cincinnati SMC Steering Committee

**Stephanie Stuebing**  
Sibcy Cline  
*Sales & Marketing Council  
President*

**Kevin O'Connell**  
Union Savings Bank  
*Sales & Marketing Council  
Vice President*

**Valerie Fee**  
Sibcy Cline  
*Sales & Marketing Council  
Secretary*

**Janet Davis**  
Coldwell Banker West  
Shell  
*At Large Committee*

**Nancy Young**  
Great Traditions Land &  
Development Co.  
*At Large Committee*

**Doug Partington**  
*At Large Committee*

**Marcie Newill**  
Ryan Homes Inc.  
*Membership Committee*

**Rod Louis**  
Re/Max Unlimited  
*Membership Committee*

**Emily Murray**  
Ryan Homes Inc.  
*Membership Committee*

**Charlene Pfingstag**  
Comey & Shepherd  
*SUCCESS Club Committee*

**Susan Hollon**  
M/I Homes  
*Program/Education  
Committee*

**Susie Goedde**  
Re/Max Unlimited  
*Social Committee*

**Lydia Donovan**  
Metro Developers  
*Special Projects  
Committee*

**Juanita Gray**  
Sibcy Cline  
*Special Projects  
Committee*

**Kim Weist**  
Platinum Marketing Group  
*HOMEARAMA Pre/Post  
Show Marketing  
Committee*

**Josh Blatt**  
John Henry Homes  
*HBA Liaison*

## 2009 Greater Cincinnati SAM Awards Committee

**Valerie Fee**  
Sibcy Cline  
Co-Chairman

**Susie Goedde**  
*Re/Max Unlimited*

**Allana Meyer**  
*Marble & Granite Works*

**Kevin O'Connell**  
*Union Savings Bank*

**Charlene Pfingstag**  
*Comey & Shepherd*

**Stephanie Stuebing**  
*Sibcy Cline*

**Nancy Young**  
*Great Traditions Land &  
Development Co.*

## 2009 Northern Kentucky SMC Board of Governors

**Bonnie Sarver**  
Divinity Mortgage  
*Sales & Marketing Council*  
*President*

**Joan Lorms**  
Re/Max Affiliates Realtors  
*Membership Committee*

**Laquinta Strickland**  
L & N Federal Credit  
Union  
*Governor*

**Ginger Walthers**  
Nielson & Sherry, PSC  
*Sales & Marketing Council*  
*Vice President*

**Pat Parshal**  
Homes.com  
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**Maggie Wolf**  
Insight Communications  
*Marketing*

**Elaine Kerns**  
Fischer Homes  
*Board*  
*Sam Awards*

**Linda Stickle**  
American Title Services  
*Governor*

## 2009 Northern Kentucky SAM Awards Committee

**Elaine Kerns**  
Fischer Homes  
*Chair*

**Joan Lorms**  
Re/Max Affiliates Realtors

**Bonnie Sarver**  
Divinity Mortgage

**Anita Kosco**  
Homes.com

**Ginger Walthers**  
Nielson & Sherry, PSC

## Logo Design of the Year

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- 1A. Best Logo of the Year Small-Medium Volume Builder
- 1B. Best Logo of the Year Large Volume Builder
- 1C. Best Logo of the Year Developer
- 1D. Best Logo of the Year Associate

### Judgment Criteria

Entries will be judged on their graphic design, creativity and reflection of the corporate, development, project or product image.

### Entry Requirements - \$90.00 Entry Fee

Submit five copies of the entry form (page 19) plus two photos on CD. One photo must show logo in full color and one photo must show logo in black & white. Also include five sample copies of the same usage (i.e. newspaper ad, brochure, etc.) **Photos on CD must be JPEG or TIFF files that are PC compatible.**

## Brochure of the Year

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- 2A. Best Corporate Brochure of the Year Small-Medium Volume Builder
- 2B. Best Corporate Brochure of the Year Large Volume Builder
- 2C. Best Corporate Brochure of the Year Developer
- 2D. Best Corporate Brochure of the Year Associate
  
- 3A. Best Sales Brochure of the Year for a Community, Product or Development Small-Medium Volume Builder
- 3B. Best Sales Brochure of the Year for a Community, Product or Development Large Volume Builder
- 3C. Best Sales Brochure of the Year for a Community, Product or Development – Developer
- 3D. Best Sales Brochure of the Year for a Community, Product or Development – Associate

### Judgment Criteria

Entries will be judged on effectiveness of conveying a project or corporate theme and relaying of information on the project or product as well as over-all graphic design and copy.

### Entry Requirements - \$90.00 Entry Fee

Submit five copies of the entry form (page 19), five complete brochures and one color photo on CD using black background. DO NOT mount on board. **Photos on CD must be JPEG or TIFF files that are PC compatible.**

## Advertisements of the Year

- 4A. Best Black and White Ad, 75 sq. inches or less (Corporate, Product or Development) Small-Medium Volume Builder
- 4B. Best Black and White Ad, 75 sq. inches or less (Corporate, Product or Development) Large Volume Builder
- 4C. Best Black and White Ad, 75 sq. inches or less (Corporate, Product or Development) Developer
- 4D. Best Black and White Ad, 75 sq. inches or less (Corporate, Product or Development) Associate
  
- 5A. Best Black and White Ad, over 75 sq. inches (Corporate, Product or Development) Small-Medium Volume Builder
- 5B. Best Black and White Ad, over 75 sq. inches (Corporate, Product or Development) Large Volume Builder
- 5C. Best Black and White Ad, over 75 sq. inches (Corporate, Product or Development) Developer
- 5D. Best Black and White Ad, over 75 sq. inches (Corporate, Product or Development) Associate

- 6A. Best Color Ad, 75 sq. inches or less (Corporate, Product or Development) Small-Medium Volume Builder
- 6B. Best Color Ad, 75 sq. inches or less (Corporate, Product or Development) Large Volume Builder
- 6 C. Best Color Ads, 75 sq. inches or less (Corporate, Product or Development) Developer
- 6D. Best Color Ad, 75 sq. inches or less (Corporate, Product or Development) Associate

- 7A. Best Color Ad, over 75 sq. inches (Corporate, Product or Development) Small-Medium Volume Builder
- 7B. Best Color Ad, over 75 sq. inches (Corporate, Product or Development) Large Volume Builder
- 7C. Best Color Ad, over 75 sq. inches (Corporate, Product or Development) Developer
- 7D. Best Color Ad, over 75 sq. inches (Corporate, Product or Development) Associate

- 8A. Best Radio Advertisement Small-Medium Volume Builder
- 8B. Best Radio Advertisement Large Volume Builder
- 8C. Best Radio Advertisement Developer
- 8D. Best Radio Advertisement Associate

- 9A. Best Television Advertisement Small-Medium Volume Builder
- 9B. Best Television Advertisement Large Volume Builder
- 9C. Best Television Advertisement Developer
- 9D. Best Television Advertisement Associate

**Judgment Criteria**

Entries will be judged on the advertisement's concept, copy, design/presentation and overall effectiveness.

**Entry Requirements - \$90.00 Entry Fee**

**For Print:** Submit one reproduction of the actual ad mounted on black matte board. Submit one color photo on CD with a black background and five copies of the entry form (page 19) per entry. **Photos on CD must be JPEG or TIFF files that are PC compatible.** **For Radio:** Submit one cassette tape or CD and five copies of the entry form per entry. Cassettes or CDs must be clearly marked with category number, builder/company name and project name. **For Television:** Submit one 1/2" VHS tape or DVD and five copies of the entry form per entry. Tapes or DVDs must be clearly marked with category number, builder/company name and project name.

**Newsletter** \_\_\_\_\_

- 10A. Best Newsletter Small-Medium Volume Builder
- 10B. Best Newsletter Large Volume Builder
- 10 C. Best Newsletter Developers
- 10D. Best Newsletter Associate

**Judgment Criteria**

Entries will be judged on the concept, copy, design/presentation, continuity and overall effectiveness.

**Entry Requirements - \$90.00 Entry Fee**

Submit five copies of the entry form (page 19), *five complete newsletters* and one color photo on CD. DO NOT mount on board. **Photos on CD must be JPEG or TIFF files that are PC compatible.**

## Direct Mail

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11A. Best Direct Mail Small-Medium Volume Builder

11B. Best Direct Mail Large Volume Builder

11C. Best Direct Mail Developer

11D. Best Direct Mail Associate

### Judgment Criteria

Entries must be a single direct mail piece sent through the US Postal Service. All entries will be judged on the concept, copy, design/presentation, continuity.

### Entry Requirements - \$90.00 Entry Fee

Submit five copies of entry form (page 19), *five printed samples of the direct mail piece* and one color photo on CD. DO NOT mount on board. **Photos on CD must be JPEG or TIFF files that are PC compatible.**

## Special Promotions

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12A. Best Special Promotion Small-Medium Volume Builder

12B. Best Special Promotion Large Volume Builder

12 C. Best Special Promotion Developers

12D. Best Special Promotion Associate

### Judgment Criteria

Entries will be judged on the concept, copy, design/presentation, and continuity.

### Entry Requirements - \$90.00 Entry Fee

Submit five copies of entry form, *five samples of the promotional material* and one color photo on CD. DO NOT mount on board. **Photos on CD must be JPEG or TIFF files that are PC compatible.**

13A. Best Promotion for Realtors Small-Medium Volume Builder

13B. Best Promotion for Realtors Large Volume Builder

13 C. Best Promotions for Realtors Developer

13D. Best Promotion for Realtors Associate

### Judgment Criteria

Entries will be judged on the concept, copy, design/presentation, and continuity.

### Entry Requirements - \$90.00 Entry Fee

Submit five copies of entry form, *five samples of the promotional material* and one color photo on CD. DO NOT mount on board. **Photos on CD must be JPEG or TIFF files that are PC compatible.**

## Best Website

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- 14A. Best Website Small-Medium Volume Builder
- 14B. Best Website Large Volume Builder
- 14C. Best Website Developer
- 14D. Best Website Associate

### Judgment Criteria

Entries will be judged on the quality of design, ease of obtaining information and organization of message.

### Entry Requirements - \$90.00 Entry Fee

Submit five copies of entry form, one print out of website key pages (up to six pages, including home page) and color photo of home page. (No CD Required).

## Advertising Campaign

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- 15A. Best Corporate, Product, or Development Print Media Campaign Small-Medium Volume Builder
- 15B. Best Corporate, Product, or Development Print Media Campaign Large Volume Builder
- 15C. Best Corporate, Product, or Development Print Media Campaign Developer
- 15D. Best Corporate, Product, or Development Print Media Campaign Associate

- 16A. Best Corporate, Product, or Development Multi-Media Campaign Small-Medium Volume Builder
- 16B. Best Corporate, Product, or Development Multi-Media Campaign Large Volume Builder
- 16C. Best Corporate, Product, or Development Multi-Media Campaign Developer
- 16D. Best Corporate, Product, or Development Multi-Media Campaign Associate

### Judgment Criteria

Entries will be judged on overall continuity and effectiveness of the advertising or promotional campaign throughout the varied media.

### Entry Requirements - \$90.00 Entry Fee

**Print Campaign** - Submit five copies of entry form plus three samples of magazine and/or newspaper ads with a maximum of eight items. For each item submit one print mounted on black matte board. Submit one color photo on CD with a black background per entry. **Photos on CD must be JPEG or TIFF files that are PC compatible.**

**Multi-Media Campaign** - Submit five copies of entry form and at least one item from three of the following four mediums with a maximum of eight items. **For Print:** Submit one print mounted on black matte board. Submit one color photo on CD with a black background per entry. **Photos on CD must be JPEG or TIFF files that are PC compatible.** **For Radio:** Submit one cassette tape or CD per entry. Cassettes or CDs must be clearly marked with category number, builder\company name and project name.

**For Television:** Submit one 1/2" VHS video cassette or DVD clearly marked with the category number, builder\company name and project name. For multiple entries, please allow approximately 3 seconds between spots. **For Outdoor or Specialty Advertising:** Submit one photo on CD. **Photos on CD must be JPEG or TIFF files that are PC compatible.**

## Sign Program of the Year

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- 17A. Best Sign Program for Corporate, Product or Development campaign Small-Medium Volume Builder
- 17B. Best Sign Program for Corporate, Product or Development campaign Large Volume Builder

17C. Best Sign Program for Corporate, Product or Development campaign Developer

**Judgment Criteria**

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

**Entry Requirements - \$90.00 Entry Fee**

Submit five copies of entry form plus one photo on CD from four of the following six areas: billboard sign, directional sign, entry sign, model identification, general information sign or interior signs. Entry must be photographed on-site and only photos of actual signs will be accepted. **Photos on CD must be JPEG or TIFF files that are PC compatible.**

**Best Entrance** \_\_\_\_\_

18A. Best Entrance into a community Developer

18B. Best Entrance into a neighborhood within a community Developer

**Judgment Criteria**

Entries will be judged on best overall curb appeal using entrance walls, landscaping and overall design.

**Entry Requirements - \$90.00 Entry Fee**

Submit five copies of entry form (page 19) plus one photo on CD. Entry must be photographed on-site and only photos of actual entrances will be accepted. **Photos on CD must be JPEG or TIFF files that are PC compatible.**

**Sales Office/Design Center/Showroom of the Year** \_\_\_\_\_

19A. Best Sales Office/Information Center Under 500 Sq. Ft. Builder

19B. Best Sales Office/Information Center Over 500 Sq. Ft. Builder

19C. Best Sales Office/Information Center – Developer

46A. Best Showroom – Associate

19D. Best Design Center Under 500 Sq. Ft. Builder

19E. Best Design Center Over 500 Sq. Ft. Builder

19F. Best Design Center Developer

46B. Best Showroom – Associate

**Judgment Criteria**

Entries will be judged on the overall continuity, aesthetic value and effectiveness of all elements used in the sales office/design center and on the ability to communicate information to the prospective buyer.

**Entry Requirements for Sales Office/Information Center- \$90.00 Entry Fee**

Submit five copies of entry form (page 13) plus one set of five photos on CD. Photos must include the entrance of the sales office, sales displays including floor plans and site plans, closing office and overall interior view of the sales center. Submit five floor plans of the sales center on 8 1/2" X 11" paper. **Photos on CD must be JPEG or TIFF files that are PC compatible.**

**Entry Requirements for Design Center/Showroom - \$90.00 Entry Fee**

Submit five copies of entry form plus one set of five photos on CD. Photos must include the entrance of the design center, sales displays including upgrades and selections, and an

overall interior view of the design center. Submit *five floor plans of the design center on 8 1/2" X 11" paper*. **Photos on CD must be JPEG or TIFF files that are PC compatible.**

## **Community of the Year**

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- 20A. Best Land Planned Community Developer in Ohio
- 20B. Best Land Planned Neighborhood within a Community Developer in Ohio
- 20C. Best Land Planned Community Developer in Kentucky
- 20D. Best Land Planned Neighborhood within a Community Developer in Kentucky

### **Judgment Criteria**

Entries will be judged on sales success, curb appeal, overall look/setting, entrance treatment design and appropriate use of materials, street layout with respect to traffic flow, location of amenities (if any), use of contours, buffers, and screening from noise and traffic, appropriate integration of site features to product, aesthetic value, theme, signage and overall design and integration of product mix.

### **Entry Requirements - \$90.00 Entry Fee**

Submit five copies of entry form (page 19) plus one set of six (6) photos on CD clearly marked. Photos must include entrance, signage, landscaping, and three optional slides plus an amenities slide, if any (optional). **Photos on CD must be JPEG or TIFF files that are PC compatible.**

## **Best Interior Merchandising of a Model**

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### **Detached:**

- 21A. Best Interior Merchandising for a detached single family home with a sales price up to \$249,999 Small-Medium Volume Builder
- 21B. Best Interior Merchandising for a detached single family home with a sales price up to \$249,999 Large Volume Builder
- 22A. Best Interior Merchandising for a detached single family home with a sales price of \$250,000 - \$399,999 Small-Medium Volume Builder
- 22B. Best Interior Merchandising for a detached single family home with a sales price of \$250,000 - \$399,999 Large Volume Builder
- 23A. Best Interior Merchandising for a detached single family home with a sales price of \$400,000 - \$799,999 Small-Medium Volume Builder
- 23B. Best Interior Merchandising for a detached single family home with a sales price of \$400,000 - \$799,999 Large Volume Builder
- 24A. Best Interior Merchandising for a detached single family home with a sales price of \$800,000 - over Small-Medium Volume Builder
- 24B. Best Interior Merchandising for a detached single family home with a sales price of \$800,000 - over Large Volume Builder

### **Attached:**

- 25A. Best Interior Merchandising for an attached single family home with a sales price up to \$149,999 Small-Medium Volume Builder
- 25B. Best Interior Merchandising for an attached single family home with a sales price up to \$149,999 Large Volume Builder
- 26A. Best Interior Merchandising for an attached single family home with a sales price of \$150,000 - \$249,999 Small-Medium Volume Builder
- 26B. Best Interior Merchandising for an attached single family home with a sales price of \$150,000 - \$249,999 Large Volume Builder
- 27A. Best Interior Merchandising for an attached single family home with a sales price of \$250,000 - over Small-Medium Volume Builder
- 27B. Best Interior Merchandising for an attached single family home with a sales price of \$250,000 - over Large Volume Builder

### **Judgment Criteria**

Entries will be judged on how the use of color, texture, material, interior space, furniture, accessories and window and wall treatments appeal to the specific target market

**Entry Requirements - \$90.00 Entry Fee**

For each home entry, submit five copies of entry form (page 19) and *five copies of floor plan on 8 1/2" X 11" paper*; plus one set of four photos on CD. Photos must show the following three required rooms; main living area, master suite and kitchen, plus one room of your choice. **Photos on CD must be JPEG or TIFF files that are PC compatible. The same home cannot be submitted in more than one of the above Interior Merchandising categories.**

**Best Floor Plan of the Year** \_\_\_\_\_

**Detached:**

- 28A. Best detached single family home floor plan with an average sales price up to \$249,999 Small-Medium Volume Builder
- 28B. Best detached single family home floor plan with an average sales price up to \$249,999 Large Volume Builder
  
- 29A. Best detached single family home floor plan with an average sales price of \$250,000 - \$399,999 Small-Medium Volume Builder
- 29B. Best detached single family home floor plan with an average sales price of \$250,000 - \$399,999 Large Volume Builder
  
- 30A. Best detached single family home floor plan with an average sales price of \$400,000 - \$799,999 Small-Medium Volume Builder
- 30B. Best detached single family home floor plan with an average sales price of \$400,000 - \$799,999 Large Volume Builder
  
- 31A. Best detached single family home floor plan with an average sales price of \$800,000 - over Small-Medium Volume Builder
- 31B. Best detached single family home floor plan with an average sales price of \$800,000 - over Large Volume Builder

**Best Floor Plan of the Year (Continued)** \_\_\_\_\_

**Attached:**

- 32A. Best attached single family home floor plan with an average sales price up to \$149,999 Small-Medium Volume Builder
- 32B. Best attached single family home floor plan with an average sales price up to \$149,999 Large Volume Builder
  
- 33A. Best attached single family home floor plan with an average sales price of \$150,000 - \$249,999 Small-Medium Volume Builder
- 33B. Best attached single family home floor plan with an average sales price of \$150,000 - \$249,999 Large Volume Builder
  
- 34A. Best attached single family home floor plan with an average sales price of \$250,000 - over Small-Medium Volume Builder
- 34B. Best attached single family home floor plan with an average sales price of \$250,000 - over Large Volume Builder

**Judgment Criteria**

Entries will be judged on overall interior/exterior design, efficiency/functionality of plan and site solution as they relate to their target market.

**Entry Requirements - \$90.00 Entry Fee**

Submit five copies of entry form (page 19) plus one set of five photos on CD including one exterior, and at least one each of the main living area, master suite, kitchen and one room of your choice. Submit *five copies of floor plan on 8 1/2" X 11" paper*. **Photos must be marked according to entry preparation procedures on page 2 of this booklet. Photos on CD must be JPEG or TIFF files that are PC compatible. The same home cannot be submitted in more than one of the Product Design categories.**

## Best Remodeling Projects of the Year

- R1 Kitchen - under \$75,000
- R2. Kitchen - over \$75,000
- R3. Bath - under \$50,000
- R4. Bath - over \$50,000
- R5. Addition - under \$100,000
- R6. Addition - over \$100,000
- R7. Attached/Detached Renovation - under \$250,000
- R8. Attached/Detached Renovation - over \$500,000
- R9: Lower Level Remodel - under \$50,000
- R10: Lower Level Remodel - over \$50,000
- R11. Outdoor Living - under \$30,000
- R12. Outdoor Living - over \$30,000

### Eligibility and Judging Criteria

Remodeling projects will be judged on the basis of creativity, aesthetics and market value, functional value of changes, cost effectiveness, special design features and how well stated objectives were met. Remodeling projects involve changing the appearance and style of an existing residential structure, inside or out, by removing or covering over original details and substituting new materials and forms. All projects must have been started and completed between December 1, 2008 and December 1, 2009.

### Entry Requirements - \$90.00 Entry Fee

Submit five copies of entry form (page 20) plus five shots before renovation took place (please write "Before" on the first CD); five shots after renovation took place (please write "After" on the second CD) Note: The "before" shots must show the identical views/features as the "after" shots (If "before" photos are not available, describe details of structure including sketches or design plans); five photocopies of original floor plan; five photocopies of revised floor plan; five copies of itemized bid - MANDATORY. **Clearly mark all items on CD. Photos must be marked according to entry preparation procedures on page 2 of this booklet. Photos on CD must be JPEG or TIFF files that are PC compatible. The same home cannot be submitted in more than one category.**

## Rookie of the Year

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- 35A. On-Site Rookie of the Year - Ohio (Employed by a Builder)
- 35B. Off-Site Rookie of the Year - Ohio (Employed by a Broker)
- 35C. On-Site Rookie of the Year - Kentucky (Employed by a Builder)
- 35D. Off-Site Rookie of the Year - Kentucky (Employed by a Broker)

### Qualifications

Candidate must be a **first year sales person** whose primary function and responsibility is selling in the Greater Cincinnati area. (Previous selling experience in other industries excluded.)

### Judgment Criteria

The Rookie of the Year will be judged on his or her individual approach to selling, ability to overcome any market obstacles and sales performance, as well as involvement in the industry. (Candidate must have originated and closed all sales.)

**Entry Requirements - \$100.00 Entry Fee**

Submit a photo of candidate on CD(close-up, head and shoulder format preferred) clearly labeled with the individual's first and last name. Submit five copies of the Rookie of the Year form (page 21) which must be typewritten, validated by employer or supervisor and include documented results of individual achievement within the Greater Cincinnati area. Companies are encouraged to enter candidates. **Photos must be marked according to entry preparation procedures on page 2 of this booklet. Must be labeled with individual's first and last name. Photos on CD must be JPEG or TIFF files that are PC compatible.**

**Sales Manager of the Year** \_\_\_\_\_

36A. Sales Manager of the Year – Ohio

36B. Sales Manager of the Year – Kentucky

**Qualifications**

Must be employed by a builder with responsibility for the management of at least two sales people other than themselves in the Greater Cincinnati area.

**Judgment Criteria**

Candidate will be judged on the quality and innovativeness of sales training programs, difficulty/obstacles in achieving sales goals and sales performance, as well as involvement in the industry in the Greater Cincinnati area.

**Entry Requirements - \$100.00 Entry Fee**

Submit a photo of candidate on CD(close-up, head and shoulder format preferred) clearly labeled with the individual's first and last name. Submit five copies of the Sales Manager of the Year entry form (Page 22) which must be typewritten, validated by employer or supervisor and include documented results of individual achievement within the Greater Cincinnati area. Companies are encouraged to enter candidates. **Photos must be marked according to entry preparation procedures on page 2 of this booklet. Must be labeled with individual's first and last name. Photos on CD must be JPEG or TIFF files that are PC compatible.**

**Marketer of the Year** \_\_\_\_\_

37A. Marketer of the Year – Ohio

37B. Marketer of the Year – Kentucky

**Qualifications**

Candidate must be responsible for marketing research and direction, product development, and advertising activities in the Greater Cincinnati area.

**Judgment Criteria**

Candidates will be judged on their professional and innovative approach to developing marketing plans, solutions to marketing problems/obstacles and performance/achievement of marketing goals, as well as involvement in the industry in the Greater Cincinnati area.

**Entry Requirements - \$100.00 Entry Fee**

Submit a photo of candidate on CD (close-up, head and shoulders format preferred if submitting for an individual) clearly labeled with individuals first and last name. Submit one portfolio of all of the SAM Awards entries submitted (page 17). **Must enter a minimum of five (5) marketing categories. Photos must be marked according to entry preparation procedures on page 2 of this booklet. Must be labeled with individuals first and last name. Photos on CD must be JPEG or TIFF files that are PC compatible.**

## **Outstanding Sales Performance in New Home Products – Ohio**

38. 1 - 2.99 Million Dollar Bronze Certificate *(Entries will be verified for accuracy)*  
3 - 4.99 Million Dollar Silver Certificate *(Entries will be verified for accuracy)*  
5 - 9.99 Million Dollar Gold Award *(Entries will be verified for accuracy)*  
10 Million Dollar and Over Platinum Award *(Entries will be verified for accuracy)*  
*(Individuals entered in category 38 are automatically entered in category 39 below.)*

- 39A. Greatest number of transactions for attached product *(Entries will be verified for accuracy)*  
39B. Greatest number of transactions for detached single family *(Entries will be verified for accuracy)*  
39C. President's Award for Top Producer for attached product *(Entries will be verified for accuracy)*  
39D. President's Award for Top Producer for detached single family *(Entries will be verified for accuracy)*

### **Qualifications**

This award honors on-site builder employees **only**, whose primary function and responsibility is selling. **No Realtors or Brokers will qualify.** Shared sales must be entered as shared sales, using the same percentage as commission was paid. **Candidate must have been an SMC member prior to December 31, 2009.**

### **Judgment Criteria**

Transactions must be validated by your builder supervisor as a contract that **CLOSED** in the 2008 calendar year (January 1, 2009 through December 31, 2009 in the Greater Cincinnati area). **Candidate must have originated and closed all sales. In the case of shared sales, candidate must have originated or closed all sales.**

### **Entry Requirements - \$40.00 Entry Fee for Category #38**

Submit a photo of candidate on CD (close-up, head and shoulders format preferred) clearly labeled with individual's first and last name. Individual entry form must be typewritten, validated by employer or supervisor and include documented results of individual achievement within the Greater Cincinnati area. **Photos must be marked according to entry preparation procedures on page 2. Must be labeled with individual's first and last name. Photos on CD must be JPEG or TIFF files that are PC compatible.**

## **MEDALLION SALES AWARDS – Northern Kentucky**

- 40A. Top Builder Rep in Volume  
40B. Top Realtor in Volume

**Judging Criteria**—Transactions must be validated by your builder supervisor as a contract **CLOSED** between July 1, 2008 -June 30, 2009 in the Northern Kentucky area. **Candidate must have originated and closed all sales. In the case of shared sales, candidate must have originated or closed all sales.**

**Entry Requirements - None**

## **PINNACLE SALES AWARDS – Northern Kentucky**

- 41A. Top Builder Rep in Units  
41B. Top Realtor in Units

**Judging Criteria**—Transactions must be validated by your builder supervisor as a contract **CLOSED** between July 1, 2008 -June 30, 2009 in the Northern Kentucky area. **Candidate must have originated and closed all sales. In the case of shared sales, candidate must have originated or closed all sales.**

## Off-Site Realtor of the Year for New Homes

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### Ohio

- 42A. 1 - 2.99 Million Dollar Bronze Certificate
- 3 - 4.99 Million Dollar Silver Certificate
- 5 - 9.99 Million Dollar Gold Award
- 10 Million Dollar and Over Platinum Award

### Kentucky

- 42B. 1 - 2.99 Million Dollar Bronze Certificate
- 3 - 4.99 Million Dollar Silver Certificate
- 5 - 9.99 Million Dollar Gold Award
- 10 Million Dollar and Over Platinum Award

*(Individuals entered in category 42 are automatically entered in category 43.)*

43A. Off-Site Realtor of the Year - Ohio

43B. Off-Site Realtor of the Year – Kentucky

### **Qualifications (Offsite Rookie of the Year cont.)**

This award honors Realtors only. Shared sales **must** be entered as shared sales. Candidate must have sold new homes for a single builder or multiple builders and be an **SMC member prior to December 31, 2009**.

### **Judgment Criteria**

Transactions must be validated by builders or office managers. Both single family and attached product **CLOSED** in the Greater Cincinnati area in the 2009 calendar year (January 1, 2009 through December 31, 2009) qualify. **Candidate must have originated and closed all sales in order to claim the full sales price (SAMPLE B on page 25). In the case of shared sales, candidate must have originated or closed all sales and must use the same percentage split as commission was paid (SAMPLE A on page 25).**

### **Entry Requirements - \$40.00 Entry Fee for Category #40**

Submit a photo of candidate on CD (close-up, head and shoulders format preferred). Individual entry form must be typewritten, validated by employer or supervisor and include documented results of individual achievement within the Greater Cincinnati area. **Photos must be marked according to entry preparation procedures on page 2. Must be labeled with individual's first and last name. Photos on CD must be JPEG or TIFF files that are PC compatible.**

## Lifetime Achievement Award

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44A. Excalibur Award for Lifetime Achievement – Ohio

44B. Excalibur Award for Lifetime Achievement – Kentucky

### **Qualifications**

Candidate must be an **SMC member prior to December 31, 2009**. Candidate must have received at least the 5 Million Dollar Gold Award for five consecutive years including 2009. (2005-2009)

**Entry Requirements - \$100.00 Entry Fee**

Submit a photo of candidate on CD (close-up, head and shoulders format preferred). Complete typewritten individual entry form (page 20).

**Photos must be marked according to entry preparation procedures on page 2 of this booklet. Must be labeled with individuals first and last name. Photos on CD must be JPEG or TIFF files that are PC compatible.**

**President's Award (for Small to Medium Volume Builder \_\_\_\_\_)**

45. The President's Award for Creative Achievement

**Judgment Criteria**

The recipient of this award will be chosen by our panel of judges based on the entries submitted in the three required categories. Entries are limited to volume submissions, (under \$25,000,000). The same company cannot submit entries in both the President's Award and the Orville Brown Award categories. Applicants must submit at least one entry in each of the following three categories: Best Brochure (Category 2 or 3); Black and White or Color Ad (Category 4, 5, or 6); and Product Design (Category 28A - 34C).

Only one entry per category will be used for the judging. To be considered for the President's Award, check the President's Award submission box on the Entry Form (page 19).

**Orville Brown Award (for Large Volume Builder \_\_\_\_\_)**

46. The Orville Brown Award for the Builder/Marketer of the Year

**Judgment Criteria**

The recipient of this award will be chosen by our panel of judges based on the entries submitted in the five required categories. The same company cannot submit entries in both the President's Award and the Orville Brown Award. Applicants must submit at least one entry in each of the following five categories: Best Brochure (Category 2 or 3); Black and White or Color Ad (Category 4, 5, or 6); Best Sign Program (Category 17); Best Interior Merchandising (Category 21A - 27C) and Best Product Design (Category 28A - 34C).

Only one entry per category will be used for the judging. To be considered for the Orville Brown Award, check the Orville Brown Award submission box on the Entry Form (page 19).

**Developer of the Year \_\_\_\_\_**

47. The Developer of the Year Award

**Judgment Criteria**

The recipient of this award will be chosen by our panel of judges based on the entries submitted in four required categories. Applicants must submit at least one entry in each of the following four categories: Best Brochure (Category 2 or 3); Black and White or Color Ad (Category 4, 5, or 6); Best Sign Program (Category 17); Best Land Planned Community (Category 20); and two categories of your choice (**optional**).

One entry per category will be used for the judging. To be considered for the Developer of the Year, check the Developer of the Year submission box on the Entry Form (page19).

**ENTRY FEE:**  
**\$100**  
**for categories 45-47**

**ENTRY FEE:**  
**\$90.00**  
**Paper Clip Here**

**Entry Form**  
**For Categories 1 - 34C, 45, 46, 47**

- Ohio
- Northern Kentucky

- Orville Brown Submission     President's Award Submission     Medallion - NKY
- Developer of the Year     Marketer of the Year     Pinnacle - NKY

**Check appropriate dollar volume category.**

- Small-Medium Volume Builder  
(\$25,000,000 and under)
- Large Volume Builder  
(\$25,000,000 and over)
- Developer  
(Over \$25,000,000)
- Associate

Category # \_\_\_\_\_ Category Name \_\_\_\_\_

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-Mail of individual completing this form \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Validated by \_\_\_\_\_

Title \_\_\_\_\_

Name of development \_\_\_\_\_

Target market \_\_\_\_\_

\_\_\_\_\_

Product type \_\_\_\_\_

Price range \_\_\_\_\_

Exact Price of Home (Base Price) \_\_\_\_\_

Optional Information you would like to include:

**ENTRY FEE:**  
**\$90.00**  
**Paper Clip Here**

**Entry Form  
For Categories R1 - R9**

- Ohio
- Northern Kentucky

- R1 - Kitchen - under \$75,000
- R2 - Kitchen - over \$75,000
- R3 - Bath - under \$50,000
- R4 - Bath - over \$50,000
- R5 - Addition - under \$100,000
- R6 - Addition - over \$100,000

- R7 - Whole-House Renovation under \$250,000
- R8 - Whole-House Renovation over \$500,000
- R9 - Lower Level Remodel - under \$50,000
- R10 - Lower Level Remodel - over \$50,000
- R11- Outdoor Living- under \$30,000
- R12 - Outdoor Living- over \$30,000

Category # \_\_\_\_\_ Category Name \_\_\_\_\_

Company Name \_\_\_\_\_

E-Mail of individual completing this form \_\_\_\_\_ Phone \_\_\_\_\_

Address of Property Entered \_\_\_\_\_

Beginning date of remodeling \_\_\_\_\_

Completion date of remodeling \_\_\_\_\_

State objectives of remodeling project (75 words or less, please):

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Why should this project win an award (refer to your eligibility/judging criteria on page 9)? 75 words or less, please. If you use a separate page, please make five (5) copies.

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**The above information is accurate to the best of my knowledge.**

\_\_\_\_\_  
Signature of HBA Member

**Category 35 A & B  
Rookie of the Year**

**ENTRY FEE:  
\$100.00  
Paper Clip Here**

- Ohio
- Northern Kentucky

On-Site

Off-Site

Candidate \_\_\_\_\_

Company \_\_\_\_\_

Email of individual completing this form \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Validated by \_\_\_\_\_

Title \_\_\_\_\_

Sales Performance Record

2009 total company sales volume \_\_\_\_\_

2009 candidate's sales volume \_\_\_\_\_

Number of 2009 company sales \_\_\_\_\_

Number of 2009 candidate sales \_\_\_\_\_

Number of candidate closings \_\_\_\_\_

Candidate cancellation rate (show percentage rate) \_\_\_\_\_

Reasons \_\_\_\_\_

Average sales price of product \_\_\_\_\_

Product type \_\_\_\_\_

Total inventory available for sale in subdivision(s) where candidate worked during 2009 \_\_\_\_\_

Total dollar volume \_\_\_\_\_

Number of other persons in project where candidate has worked during 2009 \_\_\_\_\_

Name of subdivision(s) \_\_\_\_\_

Location \_\_\_\_\_

Location \_\_\_\_\_

Location \_\_\_\_\_

On one typewritten page **ONLY**, explain why the Rookie should be Rookie of the Year with respect to obstacles he/she had to overcome, special things he/she did to sell and type of financing available. Attach a list of home addresses, sales prices, and closing dates of all homes sold in 2009 validated by supervisor.

**Category 36  
Sales Manager of the Year**

**ENTRY FEE:  
\$100.00  
Paper Clip Here**

- Ohio
- Northern Kentucky

Candidate \_\_\_\_\_

Company \_\_\_\_\_

Email of individual completing this form \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Validated by \_\_\_\_\_

Title \_\_\_\_\_

Total company 2008 sales volume \_\_\_\_\_

Total company 2008 sales \_\_\_\_\_

Candidate sales performance (area of candidate responsibility within the company only)

2008 dollar sales volume \_\_\_\_\_

Number of sales \_\_\_\_\_

2008 closing volume \_\_\_\_\_

Number of closings \_\_\_\_\_

Number of subdivisions \_\_\_\_\_

Product type \_\_\_\_\_

Cancellation rate (show as percentage) \_\_\_\_\_

Average sales price of product \_\_\_\_\_

Number of sales people supervised \_\_\_\_\_

List primary responsibilities \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

On one typewritten page **ONLY**, explain why you should be Sales Manager of the Year with respect to sales training programs, accomplishment of sales and corporate goals, and any obstacles you had to overcome.

**Category 37  
Marketer of the Year**

**ENTRY FEE:  
\$100.00  
Paper Clip Here**

- Ohio
- Northern Kentucky

Candidate \_\_\_\_\_

Company \_\_\_\_\_

Email of individual completing this form \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Validated by \_\_\_\_\_

Title \_\_\_\_\_

Number of homes sold in 2009 \_\_\_\_\_

Dollar volume of homes sold in 2009 \_\_\_\_\_

Average sales price \_\_\_\_\_

Product type \_\_\_\_\_

Traffic count in 2009 \_\_\_\_\_

Conversion to sales (show as percentage) \_\_\_\_\_

Cancellation rate (show as percentage) \_\_\_\_\_

Number of subdivisions \_\_\_\_\_

In the space provided below, explain why you or your marketing department should be the Marketer of the Year with respect to your marketing plan, target market, sales productivity, accomplishment of goals, special conditions, and/or obstacles and how you overcame them.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**ENTRY FEE:**  
**\$40.00**  
**Paper Clip Here**

**Category 38**  
**Outstanding Sales Performance in**  
**New Home Products**

Candidate: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Sales Manager or Broker: \_\_\_\_\_ Email Address: \_\_\_\_\_

**ALL ENTRIES SUBJECT TO AUDIT**

Project & Unit Address	Closing Date	Builder Listing Agent	Builder Selling Agent	Single Family	Sales Price	%Amount Claimed	Trans. Credit
<b>SAMPLE:</b>							
<b>A. (Shared) 1122 Awards Avenue</b>	<b>01-31-09</b>	<b>Joe Smith</b>	<b>Mary Johnson</b>		<b>\$100,000</b>	<b>\$50,000</b>	<b>.50</b>
<b>B. (Full) 1124 Awards Avenue</b>	<b>01-31-09</b>	<b>Joe Smith</b>	<b>Joe Smith</b>		<b>\$100,000</b>	<b>\$100,000</b>	<b>1.00</b>
1. _____	_____	_____	_____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____	_____	_____	_____
6. _____	_____	_____	_____	_____	_____	_____	_____
7. _____	_____	_____	_____	_____	_____	_____	_____
8. _____	_____	_____	_____	_____	_____	_____	_____
9. _____	_____	_____	_____	_____	_____	_____	_____
10. _____	_____	_____	_____	_____	_____	_____	_____

	SINGLE FAMILY PRODUCT	ATTACHED PRODUCT	TOTAL PRODUCT
Number of Transactions	# _____	# _____	# _____
Dollar Volume (This Page)	\$ _____	\$ _____	\$ _____

**ENTRY FEE:**  
**\$40.00**  
**Paper Clip Here**

**Category 42**  
**Off-Site Realtor of the Year**  
**For New Homes**

Candidate: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Sales Manager or Broker: \_\_\_\_\_ Email Address: \_\_\_\_\_

**ALL ENTRIES SUBJECT TO AUDIT**

Project & Unit Address	Closing Date	Builder Listing Agent	Builder Selling Agent	Single Family	Sales Price	%Amount Claimed	Trans. Credit
<b>SAMPLE:</b>							
<b>A. (Shared) 1122 Awards Avenue</b>	<b>01-31-09</b>	<b>Joe Smith</b>	<b>Mary Johnson</b>		<b>\$100,000</b>	<b>\$50,000</b>	<b>.50</b>
<b>B. (Full) 1124 Awards Avenue</b>	<b>01-31-09</b>	<b>Joe Smith</b>	<b>Joe Smith</b>		<b>\$100,000</b>	<b>\$100,000</b>	<b>1.00</b>
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							

Dollar Volume (This Page)      \$ \_\_\_\_\_  
 Total Dollar Volume                \$ \_\_\_\_\_

Page \_\_\_\_ of \_\_\_\_

**ENTRY FEE:**  
**\$100.00**  
**Paper Clip Here**

**Category 44**  
**Lifetime Achievement Award**

Candidate \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Validated by \_\_\_\_\_

Email of individual completing this form \_\_\_\_\_ Phone \_\_\_\_\_

Phone \_\_\_\_\_  
\_\_\_\_\_

<b>YEAR</b>	<b>TOTAL SALES</b>
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

**TOTAL** \_\_\_\_\_