



2017  
**SAM**  
**AWARDS**



**THURSDAY, JUNE 14, 2018**

**MANOR HOUSE**

7440 MASON MONTGOMERY RD • MASON 45040

6:00 PM, COCKTAILS  
7:00 PM, DINNER PROGRAM

**ENQUIRER MEDIA**  
PART OF THE USA TODAY NETWORK

RESERVATIONS  
NO LATER THAN  
JUNE 11

# 2017 SAM AWARDS

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*Entry Deadline – May 7*

# 2017 SAM AWARDS

## Entry Preparation Procedures

### Eligible Entries

Companies and individuals who are **members in good standing of the Home Builders Association of Greater Cincinnati and the Sales and Marketing Council in 2017 & 2018** may submit entries in any or all of the SAM Awards 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. **All sales in the Greater Cincinnati/Northern Kentucky/Dayton area will count towards your new home sales.**

Each company is allowed only two entries per category. Materials created, produced, or marketed **in the Greater Cincinnati/Northern Kentucky/Dayton area for HBA members during the calendar year 2016 for a successful on-going project are eligible for competition.**

Please make checks payable to the HBA.

Return entries to: HBA of Greater Cincinnati, 11260 Chester Road, Suite 800, Cincinnati, OH 45246 Attn: Brooke Stoops

### 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:

- ✓ Entry information sheet
- ✓ Entry fee
- ✓ All requirements pertaining to each category

### 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, 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.*

### Disclaimer

Eligibility for the annual SAM Awards program is limited to current members of the Sales & Marketing Council of Greater Cincinnati and is strictly voluntary. Entries, once submitted to the Home Builders Association of Greater Cincinnati, become the exclusive property of the Home Builders Association of Greater Cincinnati and will not be returned to the applicants. Entries will not be deemed eligible unless accompanied by the appropriate entry fees, which are non-refundable. Entries, including all supporting materials, must be the exclusive property of the applicant. All winning entries are determined at the sole discretion of independent judges, utilizing the awards criteria. All decisions of the judges are final and are not subject to review by applicants. The Home Builders Association of Greater Cincinnati is not responsible for inaccurate information that may be submitted by applicants, which may lead to disqualification for an award. Applicants agree to hold the Home Builders Association of Greater Cincinnati and its representatives harmless from any and all claims that may result from participation in the SAM Awards program. Applicants agree that information related to winning entries, including images, may be published at the sole discretion of the Home Builders Association of Greater Cincinnati.

# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Logo Design of the Year – Entry Fee \$125.00**

	Best Logo of the Year Small-Medium Volume Builder
	Best Logo of the Year Large Volume Builder
	Best Logo of the Year Developer
	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. Decisions of judges are final!

### **Entry Requirements**

Submit completed entry form 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.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

Name printed on award \_\_\_\_\_

# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Brochure of the Year – Entry Fee \$125.00**

	Corporate Brochure of the Year: Small-Medium Volume Builder
	Corporate Brochure of the Year: Large Volume Builder
	Corporate Brochure of the Year: Developer
	Corporate Brochure of the Year: Associate
	Product Sales Brochure of the Year for a Community, Product or Development: Small-Medium Volume Builder
	Product Sales Brochure of the Year for a Community, Product or Development: Large Volume Builder
	Product Sales Brochure of the Year for a Community, Product or Development: Developer
	Product 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 overall graphic design and copy.

### **Entry Requirements**

Submit completed entry form, two 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.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

Name printed on award \_\_\_\_\_

# 2017 SAM AWARDS

Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.

## Advertisements of the Year for Print or Electronic Media – Entry Fee \$125.00

	Best Black and White Ad (Corporate, Product or Development): Small-Medium Volume Builder
	Best Black and White Ad (Corporate, Product or Development): Large Volume Builder
	Best Black and White Ad (Corporate, Product or Development): Developer
	Best Black and White Ad (Corporate, Product or Development): Associate
	Best Color Ad (Corporate, Product or Development): Small-Medium Volume Builder
	Best Color Ad (Corporate, Product or Development): Large Volume Builder
	Best Color Ad (Corporate, Product or Development): Developer
	Best Color Ad (Corporate, Product or Development): Associate
	Best Radio Advertisement: Small-Medium Volume Builder
	Best Radio Advertisement: Large Volume Builder
	Best Radio Advertisement: Developer
	Best Radio Advertisement: Associate
	Best TV or YouTube Advertisement: Small-Medium Volume Builder
	Best TV or YouTube Advertisement: Large Volume Builder
	Best TV or YouTube Advertisement: Developer
	Best TV or YouTube Advertisement: Associate

### Judgment Criteria

Entries will be judged on its ability to reach a target audience, as well as its message and ability to communicate image or introduce a new product or new ideas.

### Entry Requirements

For print or electronic media: submit one reproduction of the actual ad mounted on black matte board. Submit one color photo on CD with a black background and completed entry form, one per entry. Photos on CD must be JPEG or TIFF files that are PC compatible. For radio: submit one CD and two copies of the entry form per entry. CDs must be clearly marked with category number, builder/company name and project name. For television or YouTube: submit one image that represents entry on DVD and submit completed entry form, one per entry. DVDs must be clearly marked with category number, builder/company name and project name. Link to actual campaign, highly encouraged.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

Name printed on award \_\_\_\_\_

# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Direct Mail of the Year – Entry Fee \$125.00**

	Best Direct Mail: Small-Medium Volume Builder
	Best Direct Mail: Large Volume Builder
	Best Direct Mail: Developer
	Best Direct Mail: Associate

### **Judgment Criteria**

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

### **Entry Requirements**

Entries must be a single direct mail piece sent through USPS. Submit completed entry form, two 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.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

Name printed on award \_\_\_\_\_

# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Special Promotions of the Year – Entry Fee \$125.00**

	Best Special Promotion: Small-Medium Volume Builder
	Best Special Promotion: Large Volume Builder
	Best Special Promotion: Developer
	Best Special Promotion: Associate

### **Judgment Criteria**

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

### **Entry Requirements**

Submit completed entry form, two 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.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

Name printed on award \_\_\_\_\_



# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Internet Marketing Program of the Year – Entry Fee \$125.00**

	Internet Marketing Program: Small-Medium Volume Builder
	Internet Marketing Program: Large Volume Builder
	Internet Marketing Program: Developer
	Internet Marketing Program: Associate

### **Judgment Criteria**

Paid online marketing including: banners, and eblasts. All entries will be judged on the concept, creativity, copy, layout, and results of campaign.

### **Entry Requirements**

Submit completed entry form, 6 to 8 images that represent entry, marketing statement, and link to actual campaign. Photos on CD must be JPEG or TIFF files that are PC compatible.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

Name printed on award \_\_\_\_\_

# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Social Marketing Program of the Year – Entry Fee \$125.00**

	Social Marketing Program: Small-Medium Volume Builder
	Social Marketing Program: Large Volume Builder
	Social Marketing Program: Developer
	Social Marketing Program: Associate

### **Judgment Criteria**

Non-paid online marketing includes: social media, and blogs reputation management program. All entries will be judged on the concept, creativity, copy, layout, overall design, execution, and marketing results delivered to community.

### **Entry Requirements**

Submit completed entry form, marketing statement, 6 to 8 images that represent entry and link to actual campaign. Photos on CD must be JPEG or TIFF files that are PC compatible.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

Name printed on award \_\_\_\_\_

# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Best Website of the Year – Entry Fee \$125.00**

	Best Website: Small-Medium Volume Builder
	Best Website: Large Volume Builder
	Best Website: Developer
	Best Website: Associate

### **Judgment Criteria**

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

### **Entry Requirements**

Submit completed entry form, one print-out of website key pages (up to six pages, including home page) and one color photo of home page (no CD required).

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

Name printed on award \_\_\_\_\_

# 2017 SAM AWARDS

Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.

## **Advertising Campaign of the Year for Print or Electronic Media – Entry Fee \$125.00**

	Best Corporate, Product, or Development Print Media Campaign: Small-Medium Volume Builder
	Best Corporate, Product, or Development Print Media Campaign: Large Volume Builder
	Best Corporate, Product, or Development Print Media Campaign: Developer
	Best Corporate, Product, or Development Print Media Campaign: Associate
	Best Corporate, Product, or Development Multi-Media Campaign: Small-Medium Volume Builder
	Best Corporate, Product, or Development Multi-Media Campaign: Large Volume Builder
	Best Corporate, Product, or Development Multi-Media Campaign: Developer
	Best Corporate, Product, or Development Multi-Media Campaign: Associate

### **Judgment Criteria**

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

### **Entry Requirements**

For print or electronic media campaign: submit completed entry form and two samples of magazine and/or newspaper ads with a maximum of eight items. For each item, submit one print mount on black matte board. Submit one color photo, per entry, on CD with a black background. Photos on CD must be JPEG or TIFF files that are PC compatible. For multi-media campaign: submit completed 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, per entry, on CD with a black background. Photos on CD must be JPEG or TIFF files that are PC compatible. For radio-submit one cassette tape or CD per entry. CDs must be clearly marked with category number, builder/company name and project name. For television-submit one DVD clearly marked with the category number, builder/company name and project name. For multiple entries, please allow approximately three 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.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

Name printed on award \_\_\_\_\_

# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Sign Program of the Year – Entry Fee \$125.00**

	Best Sign Program for Corporate, Product or Development Campaign: Small-Medium Volume Builder
	Best Sign Program for Corporate, Product or Development Campaign: Large Volume Builder
	Best Sign Program for Corporate, Product or Development Campaign: Developer

### **Judgment Criteria**

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

### **Entry Requirements**

Submit completed entry form and one photo on CD from four of the following six areas: billboard sign, directional sign, entry sign, model identification, general information sign, or interior sign. 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.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

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

Name printed on award \_\_\_\_\_

# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Best Outdoor Living Space of the Year – Entry Fee \$125.00**

	Best Outdoor Living Space of the Year: Small-Medium Volume Builder
	Best Outdoor Living Space of the Year: Large Volume Builder

### **Judgment Criteria**

Not under cover of the home featuring landscape and design features. Judged on overall; space, design, architectural appeal and creative use of space and functionality. Project must have been completed within the calendar year of 2017.

### **Entry Requirements**

Submit completed entry form plus 6 to 8 images that represent entry. 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.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

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

Name printed on award \_\_\_\_\_

# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Best Amenity of the Year – Entry Fee \$125.00**

	Best Amenity of the Year: Small-Medium Volume Builder
	Best Amenity of the Year: Large Volume Builder

### **Judgment Criteria**

All entries will be judged on overall concept, continuity within the community, design and livability. Amenity must have been marketed within the calendar year of 2017.

### **Entry Requirements**

Submit completed entry form 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.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

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

Name printed on award \_\_\_\_\_

# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Best Entrance of the Year – Entry Fee \$125.00**

	Best Entrance into a Community: Developer
	Best Entrance into a Neighborhood within a Community: Developer

### **Judgment Criteria**

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

### **Entry Requirements**

Submit completed entry form 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.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

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

Name printed on award \_\_\_\_\_



# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Community of the Year – Entry Fee \$125.00**

	Best Land Planned Community Developer
	Best Land Planned Neighborhood within a Community Developer

### **Judgment Criteria**

All 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**

Submit completed entry form and one set of six photos on a clearly marked CD. 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.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

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

Name printed on award \_\_\_\_\_

# 2017 SAM AWARDS

**Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.**

## **Green Home of the Year – Entry Fee \$125.00**

<input type="checkbox"/>	Best Green Home of the Year: Small-Medium Volume Builder
<input type="checkbox"/>	Best Green Home of the Year: Large Volume Builder

### **Judgment Criteria**

All entries will be judged on overall exterior and interior architectural appeal as it relates to overall “green” features of the home, as well as 3<sup>rd</sup> party verification score.

### **Entry Requirements**

Homes must have been completed in the calendar year of 2017. Entrants must be EnergyStar certified or enrolled in the NAHB building certification program or any other accredited Green Building Program. This may be a single family detached, attached or custom home. Any price range is welcome in this category. Submit completed entry form and 6-8 images that represent entry – suggested: front exterior, living room, dining room, master bedroom, kitchen/family room area or other unique spaces. Submit a copy of the floor plan and copy of verification certificate i.e., Energy Star, or NAHB Green Building Program. Photos on CD must be JPEG or TIFF files that are PC compatible.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

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

Name printed on award \_\_\_\_\_

# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Best Interior Merchandising of a Model of the Year – Entry Fee \$125.00**

	Best Interior Merchandising Detached Single Family Home with a Sales Price up to \$249,999: Small-Medium Volume Builder
	Best Interior Merchandising Detached Single Family Home with a Sales Price up to \$249,999: Large Volume Builder
	Best Interior Merchandising Detached Single Family Home with a Sales Price of \$250,000-\$499,999: Small-Medium Volume Builder
	Best Interior Merchandising Detached Single Family Home with a Sales Price of \$250,000-\$499,999: Large Volume Builder
	Best Interior Merchandising Detached Single Family Home with a Sales Price of \$500,000-over: Small-Medium Volume Builder
	Best Interior Merchandising Detached Single Family Home with a Sales Price of \$500,000-over: Large Volume Builder
	Best Interior Merchandising Attached Single Family Home with a Sales Price up to \$249,999: Small-Medium Volume Builder
	Best Interior Merchandising Attached Single Family Home with a Sales Price up to \$249,999: Large Volume Builder
	Best Interior Merchandising Attached Single Family Home with a Sales Price of \$250,000-over: Small-Medium Volume Builder
	Best Interior Merchandising Attached Single Family Home with a Sales Price of \$250,000-over: Large Volume Builder

### **Judgment Criteria**

All 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**

For each home entry, submit completed entry form and two copies of the floor plan on 8 ½" by 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 categories.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

Model name \_\_\_\_\_

Exact price of home \_\_\_\_\_

Name printed on award \_\_\_\_\_

# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Best Floor Plan of the Year – Entry Fee \$125.00**

	Best Detached Single-Family Home Floor Plan with an Average Sales Price up to \$249,999: Small-Medium Volume Builder
	Best Detached Single-Family Home Floor Plan with an Average Sales Price up to \$249,999: Large Volume Builder
	Best Detached Single-Family Home Floor Plan with an Average Sales Price of \$250,000-\$499,999: Small-Medium Volume Builder
	Best Detached Single-Family Home Floor Plan with an Average Sales Price of \$250,000-\$499,999: Large Volume Builder
	Best Detached Single-Family Home Floor Plan with an Average Sales Price of \$500,000-over: Small-Medium Volume Builder
	Best Detached Single-Family Home Floor Plan with an Average Sales Price of \$500,000-over: Large Volume Builder
	Best Attached Single-Family Home Floor Plan with an Average Sales Price up to \$249,999: Small-Medium Volume Builder
	Best Attached Single-Family Home Floor Plan with an Average Sales Price up to \$249,999: Large Volume Builder
	Best Attached Single-Family Home Floor Plan with an Average Sales Price of \$250,000-over: Small-Medium Volume Builder
	Best Attached Single-Family Home Floor Plan with an Average Sales Price of \$250,000-over: Large Volume Builder

### **Judgment Criteria**

All 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**

For each home entry, submit completed entry form and one set of five photos on CD including one exterior photo and at least one photo each of the main living area, master suite, kitchen and one room of your choice. Submit five copies of the floor plan on 8 ½" by 11" paper. Photos must be marked according to entry preparation procedures. 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 categories.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

Model name \_\_\_\_\_

Exact price of home \_\_\_\_\_

Name printed on award \_\_\_\_\_

# 2017 SAM AWARDS

Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.

## **Best Remodeling Project of the Year – Entry Fee \$125.00**

	Kitchen: \$49,999 and UNDER
	Kitchen: \$50,000 and OVER
	Bath: \$49,999 and UNDER
	Bath: \$50,000 and OVER
	Addition: \$99,999 and UNDER
	Addition: \$100,000 and OVER
	Best Renovation: \$149,999 and UNDER
	Best Renovation: \$150,000 and OVER
	Lower Level Remodel: \$49,999 and UNDER
	Lower Level Remodel: \$50,000 and OVER
	Outdoor Living: \$29,999 and UNDER
	Outdoor Living: \$30,000 and OVER

### **Judgment Criteria**

All entries will be judged based on 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 by December 31, 2017.

### **Entry Requirements**

Submit completed entry form, five photos before renovation took place (please write “before” on the first CD), five photos after renovation took place (please write “after” on the second CD). Note: the “before” photos must show the identical views/features as the “after” photos (if “before” photos are not available, describe details of structure including sketches or design plans), two photocopies of the original floor plan, two photocopies of the revised floor plan, and two copies of the itemized bid (this is mandatory). Clearly mark all items on CD. Photos must be marked according to entry preparation procedures. 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 categories.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

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 *on separate page!* \_\_\_\_\_

# 2017 SAM AWARDS

**Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.**

## **Rookie of the Year – Entry Fee \$125.00**

	On-Site Builder Rookie of the Year: Ohio (Employed by a Builder)
	Off-Site Realtor Rookie of the Year: Ohio (Employed by a Broker)
	On-Site Builder Rookie of the Year: Kentucky (Employed by a Builder)
	Off-Site Realtor Rookie of the Year: Kentucky (Employed by a Broker)

### **Judgment Criteria**

All entries will be judged on the person’s individual approach to selling, ability to overcome any market obstacles and sales performance, as well as involvement in the industry.

### **Entry Requirements**

Candidate must be a first-year sales person whose primary function and responsibility is selling in the Greater Cincinnati/Northern Kentucky/Dayton area (previous selling experience in other industries excluded). The candidate must have originated and closed all sales. Submit a photo of the candidate on CD (close-up, head and shoulder format preferred), clearly labeled with the person’s first and last name. Submit completed entry form, which must be by the employer or supervisor, and include documented results of individual achievement within the Greater Cincinnati/Northern Kentucky/Dayton area. Companies are encouraged to enter candidates. Photos must be marked according to entry preparation procedures. Photos on CD must be JPEG or TIFF files that are PC compatible.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

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

Title \_\_\_\_\_

2017 total company sales volume \_\_\_\_\_

2017 candidate’s sale volume \_\_\_\_\_

Number of 2017 company sales \_\_\_\_\_

Number of 2017 candidate sales \_\_\_\_\_

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

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 2017 validated by supervisor.

# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Sales Team of the Year – Entry Fee \$125.00**

	Sales Team of the Year: (Employed by a Builder)
	Sales Team of the Year: (Employed by a Broker)

### **Judgment Criteria**

All entries will be judged on professional approach to sales, selling techniques used, and personal contribution and involvement in the industry. Entrant may not be a sales or marketing director, advertising manager, vice president of marketing, sales or company president.

### **Entry Requirements**

Submit entry form completed by supervisor, and written statement (200 words or less) describing performance & achievement. Digital photo of candidate. Photos on CD must be JPEG or TIFF files that are PC compatible.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

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

Title \_\_\_\_\_

Total company 2017 sales volume \_\_\_\_\_

Total company 2017 sales \_\_\_\_\_

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

2017 dollar sales volume \_\_\_\_\_

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

2017 closing volume \_\_\_\_\_

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

# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Sales Manager of the Year – Entry Fee \$125.00**

Sales Manager of the Year
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### **Judgment Criteria**

All entries 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/Northern Kentucky area.

### **Entry Requirements**

Candidate must be employed by a builder with responsibility for management of at least two sales people other than themselves in the Greater Cincinnati/Northern Kentucky/Dayton area. Submit a photo of the candidate on CD (close-up, head and shoulder format preferred), clearly labeled with the person's first and last name. Submit five copies of the entry form, which must be typewritten and validated by the employer or supervisor and include documented results of individual achievement within the Greater Cincinnati/Northern Kentucky/Dayton area. Companies are encouraged to enter candidates. Photos must be marked according to entry preparation procedures. Photos on CD must be JPEG or TIFF files that are PC compatible.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

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

Title \_\_\_\_\_

Total company 2017 sales volume \_\_\_\_\_

Total company 2017 sales \_\_\_\_\_

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

2017 dollar sales volume \_\_\_\_\_

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

2017 closing volume \_\_\_\_\_

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

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

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

\_\_\_\_\_



# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Marketer of the Year – Entry Fee \$125.00**

Marketer of the Year
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### **Judgment Criteria**

All entries 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/Northern Kentucky area.

### **Entry Requirements**

Candidate must be responsible for marketing research and direction, product development, and advertising activities in the Greater Cincinnati/Northern Kentucky/Dayton area. Submit a photo of the candidate on CD (close-up, head and shoulder format preferred), clearly labeled with the person's first and last name. Submit one portfolio of all the SAM Awards entries submitted (must enter a minimum of five marketing categories). Photos must be marked according to entry preparation procedures. Photos on CD must be JPEG or TIFF files that are PC compatible.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

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

Title \_\_\_\_\_

Number of homes sold in 2017 \_\_\_\_\_

Dollar volume of homes sold in 2017 \_\_\_\_\_

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

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

Traffic count in 2017 \_\_\_\_\_

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

Cancellation rate (percentage) \_\_\_\_\_

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

On a separate page, 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.

# 2017 SAM AWARDS

Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.

## Outstanding Sales Performance in New Home Products of the Year – Entry Fee \$100.00

	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
	Greatest Number of Transactions for Attached Product
	Greatest Number of Transactions for Detached Single Family
	President's Award for Top Producer for Attached Product
	President's Award for Top Producer for Detached Single Family

### Judgment Criteria

This award honors **on-site builder employees only**, whose primary function and responsibility is selling. No Realtors or Brokers will qualify.

### Entry Requirements

Candidate must have been an SMC member prior to December 31, 2017. Submit a photo of candidate on CD (close-up, head and shoulders format preferred) clearly labeled with individual's first name and last name. Individual entry form must be typewritten and validated by the employer or supervisor and include documented results of individual achievement within the Greater Cincinnati/Northern Kentucky/Dayton area. Photos must be marked according to entry preparation procedures. Photos on CD must be JPEG or TIFF files that are PC compatible.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

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

Title \_\_\_\_\_

# 2017 SAM AWARDS

## ALL ENTRIES SUBJECT TO AUDIT

(Trans. Credit) Project & Unit Address	Closing Date	Builder Listing Agent	Builder Selling Agent	Sale Price
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<b>SAMPLE:</b>				
<b>12 Award Ave.</b>	<b>01-31-17</b>	<b>Joe Smith</b>	<b>Joe Smith</b>	<b>\$100,000</b>
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				

	SINGLE FAMILY PRODUCT	ATTACHED PRODUCT	TOTAL PRODUCT
Number of Transactions	#	#	#
Dollar Volume (this page)	\$	\$	\$

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

# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Off-Site Realtor of the Year for New Homes – Entry Fee \$100.00**

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

### **Judgment Criteria**

Transactions must be validated by builders or office managers. Both single family and attached product, closed in the 2017 calendar year (January 1, 2017 through December 31, 2017), qualify. **This award honors Realtors only.**

### **Entry Requirements**

Candidate must have been an SMC member prior to December 31, 2017. Candidate must have sold new homes for a single builder or multiple builders. Submit a photo of candidate on CD (close-up, head and shoulders format preferred) clearly labeled with individual's first name and last name. Individual entry form must be typewritten, validated by employer or supervisor and include documented results of individual achievement in the Greater Cincinnati/Northern Kentucky/Dayton area. Photos must be marked according to entry preparation procedures. Photos on CD must be JPEG or TIFF files that are PC compatible.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

Sales Manager or Broker Address \_\_\_\_\_

# 2017 SAM AWARDS

## ALL ENTRIES SUBJECT TO AUDIT

(Trans. Credit) Project & Unit Address	Closing Date	Builder Listing Agent	Builder Selling Agent	Sale Price
---	-----------------	-----------------------	-----------------------	---------------

<b>SAMPLE:</b>				
12 Award Ave.	01-31-17	Joe Smith	Joe Smith	\$100,000
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				

Dollar Volume (this page)	\$
Total Dollar Volume	\$

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

# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Lifetime Achievement Award – Entry Fee \$125.00**

	Excalibur Award for Lifetime Achievement
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**Judgment Criteria**

None

**Entry Requirements**

Candidate must have been an SMC member prior to December 31, 2017. Candidate must have received at least the 5 Million Dollar Gold Award for five consecutive years including 2017. Submit a photo of candidate on CD (close-up, head and shoulders format preferred) clearly labeled with individual’s first name and last name. Individual entry form must be typewritten. Photos must be marked according to entry preparation procedures. Photos on CD must be JPEG or TIFF files that are PC compatible.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

Name printed on award \_\_\_\_\_

<u>Year</u>	<u>Total Sales</u>
1.	
2.	
3.	
4.	
5.	
	<b><u>TOTAL:</u></b>

# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Orville Brown Award for Small/Medium & Large Volume Builders**

	The Orville Brown Award for the Builder/Marketer of the Year
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### **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 categories. Candidates must submit at least one entry in each of the following five categories: Best Brochure, Black and White or Color Ad, Best Sign Program, Best Interior Merchandising, and Best Floor Plan. Only one entry per category will be used for judging.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

Name printed on award \_\_\_\_\_

# 2017 SAM AWARDS

*Please indicate the category for which you will be submitting an entry, or entries, and then complete the information below.*

## **Developer of the Year Award**

	The Developer of the Year Award
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### **Judgment Criteria**

The recipient of this Award will be chosen by our panel of judges based on the entries submitted in the four required categories. Candidates must submit at least one entry in each of the following four categories: Best Brochure, Black and White or Color Ad, Best Sign Program, Best Land Planned Community and two categories of your choice (optional). Only one entry per category will be used for judging.

Candidate \_\_\_\_\_

Company \_\_\_\_\_

E-mail of individual completing this form \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

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

Name printed on award \_\_\_\_\_