**2014 MAX Award Winners**

**The Home Builders Association (HBA) of Greater Austin would like to congratulate the winners of the 2014 MAX Awards:**

**Individual Achievement Awards**

**On-Site Sales Person of the Year**

* Nick Easley, Standard Pacific Homes

**‘Rookie’ On-Site Sales Person of the Year**

* Chelsea Timmons, Pacesetter Homes

**Online Sales Person of the Year**

* Christina Poehler, Standard Pacific Homes

**Sales Manager of the Year – Builder**

* Greg Smith, Scott Felder Homes

**Marketing Professional of the Year – Volume Builder**

* Liz Don Carlos, Scott Felder Homes

**Marketing Professional of the Year – Associate**

* Julie Hatfield, Texas Gas Service

**Marketing Professional of the Year – Developer**

* Alyssa Douglass, Newland Communities

**Construction Manager of the Year – Volume Builder**

* Jake Glidewell, Grand Haven Homes

**Construction Manager of the Year – Custom Builder**

* Matt Carswell, Foursquare Builders

**Construction Superintendent of the Year – Volume Builder**

* Scott Dormangue, Grand Haven Homes

**Warranty Service Professional of the Year – Volume Builder**

* Jesse Rocha, Standard Pacific Homes

**Title Industry Professional of the Year**

* Connie Lincoln, Grand Haven Homes

**Mortgage Industry Professional of the Year**

* Sara Sterling, Standard Pacific Mortgage for Standard Pacific Homes

**REALTOR® of the Year**

* Jacquelyn Foreman, Coldwell Banker United, REALTORS for Scott Felder Homes

**Design Center Consultant of the Year**

* Jodi Baldwin, Scott Felder Homes

**Promotional Awards**

**Best Color Print Ad – Builder**

* Foursquare Builders, “2600”

**Best Color Print Ad – Developer**

* SmartTouch Interactive, “Austin Elegance”

**Best Color Print Ad – Associate**

* Luxury Home Magazine, “Posh Properties”

**Best Sales Brochure – Builder**

* Scott Felder Homes, “Greater Austin Communities”
	+ Advertising/PR Firm: Marketing Matters

**Best Sales Brochure – Developer**

* Rough Hollow Lakeway, “Sales Folder”
	+ Advertising/PR Firm: MOSAK Advertising & Insights

**Best Sales Brochure – Associate**

* Cody Pools, “Cody Sales Book”

**Best Direct Mail - Builder**

* Centerra Homes, “Feeling Cramped - Siena”
	+ Designer: Naomi Bludworth

**Best Direct Mail - Associate**

* Luxury Home Magazine, “Luxury Home Magazine Issue 1.1”

**Best Radio Ad – Builder**

* Taylor Morrison, “Winter Wonderland Radio Ad”

**Best Radio Ad – Developer**

* Wheelock Communities, “Sweetwater Radio Spot”

**Best Television Ad – Builder**

* Scott Felder Homes, “Breaking the Mold”
	+ Advertising Agency/PR Firm: Marketing Matters

**Best Television Ad – Developer**

* SmartTouch Interactive, “Spanish Oaks Community Video”

**Best Television Ad – Associate**

* Cody Pools, “Cody Pools Commercial”

**Best Website – Volume Builder**

* Grand Haven Homes, “Grand Haven Homes Website”

**Best Website – Custom Builder**

* Foursquare Builders, “Foursquare Builders Website”

**Best Website – Developer**

* Rough Hollow Lakeway, “Rough Hollow Lakeway Website”
	+ Advertising Agency/PR Firm: Wild Honey Social Media

**Best Website – Associate**

* Garage Monkeyz, “Garage Monkeyz Website”
	+ Advertising/PR Firm: Red Spot Design

**Best Online Ad – Volume Builder**

* SmartTouch Interactive, “Brohn Homes – Retargeting Campaign”

**Best Online Ad – Custom Builder**

* Foursquare Builders, “2600”

**Best Online Ad – Developer**

* SmartTouch Interactive, “Spanish Oaks”

**Best Email Message – Volume Builder**

* SmartTouch Interactive, “MileStone Community Builders Video Message”

**Best Email Message – Developer**

* SmartTouch Interactive, “Spanish Oaks”

**Best Billboard – Builder**

* Scott Felder Homes, “Hot Air Balloon”
	+ Advertising Agency/PR Firm: Marketing Matters

**Best Billboard – Developer**

* Brookfield Residential, “Blanco Vista”
	+ Advertising/PR Firm: Screamer Co.

**Best Billboard – Associate**

* Cody Pools, “Cody Pools”

**Best Sales Office**

* Standard Pacific Homes, “Northwoods at Avery Ranch”

**Best Design Center Over 1,000 Sq. Ft. – Builder**

* Scott Felder Homes
	+ Sales Environment Design & Fabrication: Quest Design & Fabrication

**Best Showroom – Associate**

* Legend Lighting
	+ Interior Merchandiser: Carol Neal and Kim Neal

**Best Special Sales Promotion – Builder**

* Standard Pacific Homes, “Williams Sonoma Culinary Event”

**Best Special Sales Promotion – Developer**

* Wheelock Communities, “Cash for College Promotion”

**Best Special Sales Promotion – Associate**

* Luxury Home Magazine, “Evening in Luxury Launch Event”

**Best Overall Ad Campaign – Builder**

* Foursquare Builders, “2600”

**Best Overall Ad Campaign – Developer**

* Rough Hollow Lakeway, “WOW Campaign”
	+ Advertising Agency/PR Firm: MOSAK Advertising & Insights

**Product Awards**

**Best Product Design – Volume Builder – $100,000 - $150,000**

* Pacesetter Homes, “The Kendall – Portico Collection”
	+ Architect: The Harder Organization
	+ Interior Merchandiser: Five Star Interiors, Inc.

**Best Product Design – Volume Builder – $150,000 - $230,000**

* Grand Haven Homes, “Cottages at Northwoods”
	+ Architect: Kipp Flores Architects

**Best Product Design – Volume Builder – $230,000 - $250,000**

* Brohn Homes, “Bellamy Circle”
	+ Architect: Kipp Flores Architects

**Best Product Design – Volume Builder – $250,000 - $300,000**

* Centerra Homes, “Falcon Pointe”
	+ Interior Merchandiser: Greene Hall Associates

**Best Product Design – Volume Builder – $300,000 - $350,000**

* Centerra Homes, “Teravista – Sutton Model”
	+ Interior Merchandiser: Greene Hall Associates

**Best Product Design – Volume Builder – $350,000 - $400,000**

* Scott Felder Homes, “Mendocino II Plan”
	+ Architect: Lavender Design Group

**Best Product Design – Volume Builder – $400,000 - $500,000**

* Scott Felder Homes, “Chesapeake Plan”
	+ Architect: Lavender Design Group

**Best Product Design – Volume Builder – $500,000 - $1,000,000**

* Brohn Homes, “Serene Hills”
	+ Architect: The ML Group

**Best Product Design – Volume Builder – Over $1,00,000**

* Scott Felder Homes, “13117 Villa Montana”
	+ Architect: Alberto Jauregui Designs, Inc.

**Best Product Design – Volume Builder – Specialty Product**

* Legacy DCS, “Cabins”
	+ Architect: INSITE Architecture, Inc.
	+ Interior Merchandiser: Brewer Design Solutions

**Best Product Design – Custom Builder – $250,000 - $300,000**

* Aubrey Homes, “The Moosmann Residence”
	+ Architect: M & M Designs – Draftsman

**Best Product Design – Custom Builder – $300,000 - $420,000**

* Casa Sereno Homes, “Briarcliff – 101”
	+ Architect: JDM Designs

**Best Product Design – Custom Builder – $420,000 - $500,000**

* Vogel Builders, “Custom Home – First View”
	+ Architect: Hobbs’ Ink

**Best Product Design – Custom Builder – Over $500,000**

* Joseph Fowler Homes, “2100 Hopi Trail”
	+ Architect: Images Of
	+ Interior Merchandiser: Blanche Gill

**Best Product Design – Custom Builder – Specialty Product**

* Foursquare Builders, “Tree House”

**Best Green Home**

* Solluna Builders, “Blissful Oaks”
	+ Architect: Select Home Design

**Best Urban Infill Project – Single Family/Detached Under 2,000 Sq. Ft.**

* Brohn Homes, “Skyway”
	+ Architect: Elliot H. Johnson

**Best Urban Infill Project – Single Family/Detached 2,001 – 3,000 Sq. Ft.**

* Olson Defendorf Custom Homes, “Bryker Woods Craftsman”
	+ Architect: Geschke Group Architects

**Best Urban Infill Project – Single Family/Detached Over 3,000 Sq. Ft.**

* Olson Defendorf Custom Homes, “Travis Heights Contemporary”
	+ Architect: Garwood Architecture

**Best Product Design – Custom Home – Under $1,000,000**

* Brohn Homes, “6504 Guildford Cove”
	+ Architect: Elliot H. Johnson

**Best Product Design – Custom Home – Over $1,000,000**

* Legacy DCS, “Weiss Custom Residence”
	+ Architect: Cornerstone Group Architects
	+ Interior Merchandiser: Lois Simon Interior Design

**Best Custom Spec Home**

* Integrity Builders, “Belvedere Spec”
	+ Architect: Design Visions of Austin

**Best Kitchen – Custom Home**

* Foursquare Builders, “Arroyo Canyon”
	+ Architect: Burton Baldridge Architects

**Best Master Bath – Custom Home**

* Integrity Builders, “Belvedere Spec”
	+ Architect: Design Visions of Austin
	+ Interior Merchandiser: Terri Ballard

**Best Outdoor Living Space – Custom Home**

* Seven Custom Homes, “Rogers Residence”
	+ Architect: Design Visions of Austin

**Best One-Of-A-Kind Home**

* Foursquare Builders, “Arroyo Canyon”
	+ Architect: Burton Baldridge Architects

**Best One-Of-A-Kind Townhome**

* Novak Brothers, “The Texas Brownstones”
	+ Architect: BWM
	+ Interior Merchandiser: Gayla Talley Interiors

**Best Interior Merchandising for a Model Home – $200,000 - $250,000**

* Wes Peoples Homes, “Edgewick – Model”
	+ Interior Merchandiser: Mary DeWalt Design Group

**Best Interior Merchandising for a Model Home – $250,000 - $300,000**

* Wes Peoples Homes, “Teravista 1-Story”
	+ Interior Merchandiser: Mary DeWalt Design Group

**Best Interior Merchandising for a Model Home – $300,000 - $350,000**

* Wes Peoples Homes, “Teravista 57’ Lot”
	+ Interior Merchandiser: Mary DeWalt Design Group

**Best Interior Merchandising for a Model Home – $350,000 - $400,000**

* Scott Felder Homes, “Tustin Plan”
	+ Interior Merchandiser: Linfield Design Associates

**Best Interior Merchandising for a Model Home – $400,000 - $450,000**

* Scott Felder Homes, “Chesapeake Plan”
	+ Interior Merchandiser: Linfield Design Associates

**Best Interior Merchandising for a Model Home – $450,000 - $500,000**

* Standard Pacific Homes, “Northwoods at Avery Ranch”
	+ Interior Merchandiser: Mary DeWalt Design Group

**Best Interior Merchandising for a Model Home – Over $500,000**

* Mary DeWalt Design Group, “Jimmy Jacobs Homes – Boyl Model”

**Best Remodeled Project Under $200,000**

* PGM Design+Build ,”Kinney Retro”

**Best Remodeled Project Over $200,000**

* David Wilkes Builders, “Downtown Hi-Rise Sophisticate”
	+ Architect: Mark Cravotta Studios

**Best Kitchen Remodel Under $75,000**

* David Wilkes Builders, “Modern Traditional Kitchen”

**Best Kitchen Remodel Over $75,000**

* David Wilkes Builders, “Transitional Kitchen”
	+ Architect: Hello Kitchen

**Best Master Bath Remodel**

* David Wilkes Builders, “Hyde Park Master Bath”

**Best Outdoor Living Remodel**

* David Wilkes Builders, “Rustic Outdoor Kitchen”

**Best Overall Community for a Developer – Under 100 Units**

* Ash Creek Homes, “The Grove at Falconhead”

**Best Overall Community for a Developer – 101 – 300 Units**

* Brookfield Residential, “Blanco Vista”

**Best Overall Community for a Developer – Over 300 Units**

* Wheelock Communities, “Sweetwater”

**Best Poolscape – Associate or Builder**

* Cody Pools, “Carroll”

**Grand MAX Remodeler of the Year**

David Wilkes Builders

**Grand MAX Custom Builder of the Year**

**F**oursquare Builders

**Grand MAX Volume Builder of the Year**

Scott Felder Homes