



The MAX Awards were created by the Sales and Marketing Council of the Home Builders Association of Greater Austin in recognition of Sales and Marketing Excellence. The prestigious MAX Award is given to Builders, Developers, Remodelers, and Associate Members who made significant and creative contributions in residential marketing through specific achievements during 2023.

ELIGIBLE ENTRIES

Only those materials or products marketed or constructed within the Greater Austin region (which includes Travis, Williamson, Hays, Bastrop, Caldwell, Lee, and parts of Burnet Counties) during the calendar year of 2023 are eligible for competition. No entry will be judged without payment of entry fee. All entries must adhere to the exact entry requirements and judging criteria. Failure to comply with these specifications will result in disqualification of entry and forfeiture of the entry fees. Categories with fewer than three entries may be excluded from award consideration and entry fees refunded.

DEADLINES & DELIVERY

Entry Application and Materials are due no later than March 15, 2024. Midnight - NO EXCEPTIONS or EXTENSIONS

Where necessary, all physical entries must be submitted to

Stephanie Skokowski

Home Builders Association of Greater Austin

7800 Shoal Creek Blvd, #225E, Austin, TX 78757

Office: 512-454-5588

ENTRY FEES

Entry fees

- Early Bird pricing up to Feb 15 \$175 per entry
- Late Entry pricing Feb 16 to March 15 \$225 per entry

Companies may pay all entry fees with a check (payable to HBA of Greater Austin) or submit payment online

JUDGING

Judges are selected from across the nation, are among the most creative and successful individuals within the home building industry, and represent the many disciplines contributing to new home sales and marketing, as well as geographic diversity. Judges are ineligible for entry. Judges reserve the right to eliminate any category where the quality of work does not warrant a winner. All decisions of the judges are final.

CHANGES TO CATEGORIES OR ENTRIES

HBA staff reserves the right to combine or eliminate any category or categories due to insufficient entries. Additionally, the HBA reserves the right to create new categories should the MAX judges determine a situation warrants such action. Judges may also re-categorize any entry, if in their opinion, it has been entered into the wrong category, or if the entry is better suited to another category. Special awards may be presented at the judges' discretion.

TAKE YOUR ENTRIES TO NAHB'S NATIONALS FOR MORE EXPOSURE

To give you the maximum exposure and save you time and money, you can elect to "roll over" your entry materials to the National Association of Home Builders (NAHB) Nationals Awards.

A separate entry fee will be collected directly from The National Sales & Marketing Awards.

For more information, contact Lisa Parrish at Lisa@teampmp.com



PROMOTIONAL PARTNERS

The MAX Awards would not be possible without the support of our generous Promotional Partners. With multiple levels of partnership, there is one that fits every company and individual. Please take a closer look at the opportunities to support this annual event.

AWARDS PRESENTATION

Award winners will be announced and honored at the MAX Awards Gala on May 4, 2024. Don't miss the opportunity to participate in Austin's most exciting industry event.

PHOTOGRAPHS SUBMITTED

All photos submitted for the HBA's MAX Awards become the property of the HBA.

STEPS TO ENTER - NEW PROCESS

- Please complete [Entry Application](#) & pay entry fees no later than March 15, 2024
- Once submitted Entry system will generate your unique entry serial number(s) per entry.
- Your entry materials are due by March 15, 2024

NEW FOR 2024 - Complete entry form for your selected category and upload your required materials for your submission.

System will generate a confirmation of your submission for your records.

FORMS LINKED BELOW

[Professionalism Form](#)

[Marketing Professional Form](#)

[Sales Manager Form](#)

[Sales Professional Form](#)

[Team Project Form](#)

[Top Producer Sales Achievement Form](#)

Materials for all entries include:

- Form required for each category – see requirements
- Digital Files — site plan, floor plan, and photo images required.

If you have any questions during the process, please feel free to contact

Lisa Parrish | Administrator (909) 987-2758 - lisa@teampmp.com

IMAGES

Digital images saved at 300 dpi – sized to at 1800 pixels wide – saved at 300 dpi JPEG format ONLY. All plans should be saved as high resolution PDF – 8 ½" x 11"

Images should be named with your Category number, entry serial and sequence number or description.

PLEASE NOTE THE LABELING OF THE IMAGES IS AS FOLLOWS AND ANY IMAGES NOT NAMED IN THE PROPER MANNER WILL REQUIRE THE ENTRANT TO RESUBMIT IMAGES PROPERLY OR BE SUBJECT TO DISQUALIFICATION.

01-1005_1.jpg, 01-1005_2.jpg (thru 8 images), 01-1005_floorplan.pdf, 01-1005_siteplan.pdf, 01-100

ENTRY RESOURCES

[Tips and Tricks 2024 – VIDEO HERE](#)



MAX 2024 Awards Category List

ASSOCIATE AWARD CATEGORIES

PEOPLE

1. Charitable Project of the Year
2. Realtor of the Year - Individual
3. Realtor Team of the Year
4. Digital Marketing Specialist
5. Mortgage Specialist

PRODUCT

6. Outdoor Living Space – Associate Member Only
7. Interior Design - Under \$500,000 – Associate Member Only
8. Interior Design - OVER \$500,000 – Associate Member Only
9. Private Residence Interior Design - Primary Bathroom
10. Private Residence Interior Design - Primary Bedroom
11. Private Residence Interior Design - Family Room
12. Private Residence Interior Design - Specialty Room

PROMOTION

13. Ad - Associate
14. Sales Brochure - Associate
15. Website - Associate
16. Television/Video Promotion - Associate
17. Direct Mail Piece - Business to Business – Associate

CUSTOM HOME BUILDER AWARD CATEGORIES

PEOPLE

1. Charitable Project of the Year
18. Marketing Professional of the Year - Custom
19. Construction Superintendent of the Year - Custom
20. Sales Manager of the Year - Custom
21. Internet Salesperson - Custom
22. Design Center Associate - Custom
23. Warranty Service Professional of the Year- Custom
24. Skilled Trade Professional of the Year - Custom
25. Digital Marketing Specialist of the Year - Custom



- 26. REALTOR Relations Professional - Custom - Custom
- 27. Mortgage Specialist - Custom

PRODUCT

- 28. Custom Home Elevation - Under \$500K
- 29. Custom Home Elevation - \$500K - \$750K
- 30. Custom Home Elevation - \$750K - \$1M
- 31. Custom Home Elevation - \$1M - \$1.5M
- 32. Custom Home Elevation - \$1.5M - \$2M
- 33. Custom Home Elevation - \$2M-\$3.5M
- 34. Custom Home Elevation - \$3.5M-\$5M
- 35. Custom Home Elevation - Over \$5M
- 36. Custom Home Design - Under \$500K
- 37. Custom Home Design - \$500K - \$750K
- 38. Custom Home Design - \$750K - \$1M
- 39. Custom Home Design - \$1M - \$1.5M
- 40. Custom Home Design - \$1.5M - \$2.0M
- 41. Custom Home Design - \$2M-\$3.5M
- 42. Custom Home Design - \$3.5M-\$5M
- 43. Custom Home Design - Over \$5M
- 44. Custom Home Kitchen - Under \$500K
- 45. Custom Home Kitchen - \$500K - \$750K
- 46. Custom Home Kitchen - \$750K - \$1M
- 47. Custom Home Kitchen - \$1M +
- 48. Custom Home Bathroom - Under \$500K
- 49. Custom Home Bathroom - \$500K - \$1M
- 50. Custom Home Bathroom - Over \$1M
- 51. Custom Home Specialty Room - Under \$1M (IN-PERSON)
- 52. Custom Home Specialty Room - Over \$1M (IN-PERSON)
- 53. Custom Home Outdoor Living Space
- 54. Custom Garden Home/Patio Home
- 55. Accessory Dwelling Unit (ADU)
- 56. Urban Project of the Year Attached / Detached
- 57. Detached Home Under \$750K (Urban)
- 58. Detached Home – Over \$750K (Urban)



PROMOTION

59. Sales Brochure - Custom Builder
60. Billboard - Custom Builder
61. Internet Marketing Campaign - Builder
62. Marketing Campaign of the Year - Builder
63. Print Ad of the Year - Builder
64. Direct Mail Piece - Builder
65. Television/Video Promotion - Builder
66. Radio Commercial - Builder
67. Website of the Year - Custom Builder

VOLUME BUILDERS AWARD CATEGORIES

PEOPLE

1. Charitable Project of the Year - Business
68. Senior Marketing Professional of the Year - Volume Builder
69. Mortgage Specialist
70. Sales Manager of the Year - Builder
71. Salesperson - Rookie Onsite - Volume
72. Online Sales Professional of the Year - Builder
73. Junior Marketing Professional - Volume
74. Design Center Associate - Builder
75. Salesperson Onsite - Builder
76. Construction Superintendent of the Year - Volume
77. Warranty Service Professional of the Year
78. Lifestyle Director of the Year - Volume
79. Skilled Trade Professional of the Year
80. Digital Marketing Specialist of the Year - Volume
81. REALTOR Relations Professional

PRODUCT

82. Interior Merchandising of a Model Home - Under \$300K
83. Interior Merchandising of a Model Home - \$300K - \$350K
84. Interior Merchandising of a Model Home - \$350K - \$400K
85. Interior Merchandising of a Model Home - \$400K - \$500K
86. Interior Merchandising of a Model Home - \$500K - \$600K
87. Interior Merchandising of a Model Home - \$600K+
88. Volume Builder Product Design - Under \$300K
89. Volume Builder Product Design - \$300K - \$350K
90. Volume Builder Product Design - \$350K - \$400K



91. Volume Builder Product Design - \$400K - \$500K
92. Volume Builder Product Design - \$500K - \$600K
93. Volume Builder Product Design - \$600K +
94. Volume Builder Semi Custom Product Design - UNDER \$1M
95. Volume - Design Center
96. Volume Builder - Semi Custom - Front Elevation
97. Volume - Primary Bedroom
98. Volume - Family Room (ie Great Room or Living Room)
99. Volume - Kitchen
100. Volume - Primary Bathroom
101. Volume - Specialty Room
102. Volume - Outdoor Living Space – Under \$500K
103. Volume - Outdoor Living Space - \$500K +
104. High Performance Energy Efficient - Single Family Project
105. Garden Home/Patio Home of the Year - Volume
106. Volume Builder - 55 Plus Product Design
107. Volume Builder - 55 Plus Community of the Year
108. Builder Developed Community
109. In-Town/Urban Home Product Design - Volume

PROMOTION

110. Website - Volume
111. Event - Volume
112. Television/Video Promotion
113. Radio Commercial
114. Internet Marketing Campaign - Volume
115. Ad - Volume
116. Marketing Campaign of the Year - Volume
117. Direct Mail Piece - Business to Consumer - Volume
118. Direct Mail Piece - Business to Business - Volume Builder
119. Billboard - Volume Builder
120. Sales Brochure – Volume
121. Signage - Volume Builder



DEVELOPER AWARD CATEGORIES

PEOPLE

1. Charitable Project of the Year - Business

122. Senior Marketing Professional of the Year - Developer
123. Lifestyle Director of the Year - Developer
124. REALTOR Relations Professional - Developer
125. Digital Marketing Specialist of the Year - Developer
126. Junior Marketing Professional of the Year - Developer

PRODUCT

127. Community Entrance - Developer
128. Community of the Year - Developer
129. Landscape Design Master Planned Comm - Developer
130. Master Planned Community Entrance - Developer
131. Master Planned Community - Developer
132. Master Planned Comm. Recreation Center - Developer
133. Sales Information Center
134. Model Home Park Design - Developer
135. Signage - Developer
136. Community Amenity - Developer
137. Master Planned Community Amenity - Developer

PROMOTION

138. Website - Developer
139. Internet Marketing Campaign - Developer
140. Print Ad - Developer
141. Marketing Campaign - Developer
142. Sales Brochure - Developer
143. Event - Master Planned Community - Developer
144. Event - Community - Developer
145. Radio Commercial - Developer
146. Direct Mail Piece - Business to Consumer - Developer
147. Television/Video Promotion - Developer
148. Billboard Event/Promotion - Developer
149. Billboard Branding- Developer
150. Digital Community Tour Experience - Developer



REMODELER AWARD CATEGORIES

1.Charitable Project of the Year - Business (IN-PERSON)

PRODUCT

- 151. Remodeled Bathroom – Under \$50K
- 152. Remodeled Bathroom – \$50K - \$75K
- 153. Remodeled Bathroom – \$75-\$100K
- 154. Remodeled Bathroom – Over \$100K
- 155. Remodeled Kitchen – Over \$100K
- 156. Remodeled Outdoor Living Space
- 157. Remodeled Kitchen – Under \$50K
- 158. Remodeled Kitchen - \$50K - \$100K
- 159. Remodeled Specialty Room
- 160. Whole House Renovation - Under \$250K
- 161. Whole House Renovation - \$500K - 750K
- 162. Whole House Renovation - \$250K - \$500K
- 163. Whole House Renovation - \$500K - \$750K
- 164. Whole House Renovation - \$750K-\$1M
- 165. Whole House Renovation - Over \$1M
- 166. Home Addition Under \$150k
- 167. Home Addition Over \$150k

PROMOTION

- 168. Website - Remodeler
- 169. Television/Video Promotion – Remodeler

TOP PRODUCER – SALES ACHIEVEMENT AWARD

- 170. Top Producer – Million Dollar Sales Achievement Honors



ASSOCIATE AWARD CATEGORIES & REQUIREMENTS

These categories are for an Associate member only. To be entered by an Associate Member such as interior designers, staging companies, etc. May not be entered by a Builder or a Remodeler. The project must have been completed between January 1, 2023 and December 31, 2023.

PEOPLE

1. CHARITABLE PROJECT OF THE YEAR

Candidates may include a builder, developer, remodeler or associate HBA members.

Judging Criteria: Presented to the Company whose charitable efforts most impacted the community in 2023. Efforts can include fundraisers or donation of time, money, products or services.

Entry Requirements

- Team/ Information Form
- Up to six (6) images of ads that represent the project

2. REALTOR OF THE YEAR - INDIVIDUAL

3. REALTOR TEAM OF THE YEAR

Entries will be judged on the candidate(s) positive aspects and measurable work performance for the period of January 1, 2023 to December 31, 2023

Entry Requirements

- Completed Form containing written statement describing exemplary performance and achievement.
- REQUIRED – A color photo of candidate – **at least 500x500 pixels at 300dpi jpeg format**

4. DIGITAL MARKETING SPECIALIST

5. MORTGAGE SPECIALIST

Entry Requirements

- Completed Applicable Form containing written statement describing exemplary performance and achievement.
- REQUIRED – A color photo of candidate – **at least 500x500 pixels at 300dpi jpeg format**

PRODUCT

6. OUTDOOR LIVING SPACE – ASSOCIATE MEMBER ONLY

7. INTERIOR DESIGN - UNDER \$500,000 – ASSOCIATE MEMBER ONLY

8. INTERIOR DESIGN - OVER \$500,000 – ASSOCIATE MEMBER ONLY

9. PRIVATE RESIDENCE INTERIOR DESIGN - PRIMARY BATHROOM

10. PRIVATE RESIDENCE INTERIOR DESIGN - PRIMARY BEDROOM

11. PRIVATE RESIDENCE INTERIOR DESIGN - FAMILY ROOM



12. PRIVATE RESIDENCE INTERIOR DESIGN - SPECIALTY ROOM

Entries will be judged using photos depicting overall design, quality of construction, use of materials, cost/value relationship, innovation and creativity, attention to detail, function and style.

Entry Requirements:

- Completed Team/Project Statement
- Up to 8 images that represent entry
- Floor plan saved as PDF document

PROMOTION

13. AD – ASSOCIATE

Entry will be judged on concept, creativity, copy, layout, overall design, and execution and continuity.

Entry Requirements:

- Completed Team/Project Statement
- One (1) image of each ad submitted

An Agency/Marketing Company may submit a Promotion entry for a project they performed for their Client ONLY if the Client does not submit an entry for the same category (i.e. Best Sales Brochure). If both an Agency/Marketing Company and their Client submit entries in the same category, only the Client's entry will be judged and the Agency's/Marketing Company's entry fee will NOT be refunded.

14. SALES BROCHURE – ASSOCIATE

Entries are to be product-oriented brochures used by on-site personnel in the direct sales and marketing efforts for an associate between January 1, 2023 and December 31, 2023.

Entry will be judged on concept, creativity, copy, layout, overall design, readability.

Entry Requirements

- Team/ Information Form
- Image of Brochure in jpeg format.
- Sample brochure – delivered by HBA Austin by March 15

An Agency/Marketing Company may submit a Promotion entry for a project they performed for their Client ONLY if the Client does not submit an entry for the same category (i.e. Best Sales Brochure). If both an Agency/Marketing Company and their Client submit entries in the same category, only the Client's entry will be judged and the Agency's/Marketing Company's entry fee will NOT be refunded.

15. WEBSITE – ASSOCIATE

Entries will be judged on theme, graphic design, communication, user friendliness, navigation and cost effectiveness.

Entry Requirements:

- Completed Team/Project Statement
- Up to six (6) images that represent entry for Awards Show, Website and PR



- Link to Website – For Judging
Website Entries will be judged live online by judges.

An Agency/Marketing Company may submit a Promotion entry for a project they performed for their Client ONLY if the Client does not submit an entry for the same category (i.e. Best Sales Brochure). If both an Agency/Marketing Company and their Client submit entries in the same category, only the Client's entry will be judged and the Agency's/Marketing Company's entry fee will NOT be refunded.

16. TELEVISION/VIDEO PROMOTION – ASSOCIATE

Entry will be judged on originality, concept, and execution of the spot as it relates to specified target market and qualified traffic the ad generated.

Entry Requirements:

- Completed Team/Project Statement
- One video file (.mov or QuickTime file) of the TV spot
- 2 Images that represent entry in jpg format

An Agency/Marketing Company may submit a Promotion entry for a project they performed for their Client ONLY if the Client does not submit an entry for the same category (i.e. Best Sales Brochure). If both an Agency/Marketing Company and their Client submit entries in the same category, only the Client's entry will be judged and the Agency's/Marketing Company's entry fee will NOT be refunded.

17. DIRECT MAIL PIECE - BUSINESS TO BUSINESS – ASSOCIATE

Entries will be judged on strength of communications, design elements, impact, cost effectiveness and results.

Entries must have been mailed between January 1, 2023 and December 31, 2023.

CUSTOM HOME BUILDER AWARD CATEGORIES & REQUIREMENTS

Custom Builders who are members of the Home Builders Association of Greater Austin are eligible for the following categories. Volume Builders and Developers are not eligible. Volume Builders are defined as those who build more than 50 homes per year. Only Custom Builders are eligible for these categories.

Only builders without furnished models for viewing by general public are eligible for this award.

A previously built home being used as a model can be submitted as long as the plan is currently being built and available for sale.

PEOPLE

1. CHARITABLE PROJECT OF THE YEAR

Candidates may include a builder, developer, remodeler or associate HBA members.

Judging Criteria: Presented to the Company whose charitable efforts most impacted the community in 2023. Efforts can include fundraisers or donation of time, money, products or services.

Entry Requirements



- Team/ Information Form
- Up to six (6) images of ads that represent the project

- 18. MARKETING PROFESSIONAL OF THE YEAR - CUSTOM**
- 19. CONSTRUCTION SUPERINTENDENT OF THE YEAR - CUSTOM**
- 20. SALES MANAGER OF THE YEAR - CUSTOM**
- 21. INTERNET SALESPERSON - CUSTOM**
- 22. DESIGN CENTER ASSOCIATE - CUSTOM**
- 23. WARRANTY SERVICE PROFESSIONAL OF THE YEAR - - CUSTOM**
- 24. SKILLED TRADE PROFESSIONAL OF THE YEAR - BUILDER**
- 25. DIGITAL MARKETING SPECIALIST OF THE YEAR - CUSTOM**
- 26. REALTOR RELATIONS PROFESSIONAL - CUSTOM**
- 27. MORTGAGE SPECIALIST - CUSTOM**

PROFESSIONAL ACHIEVEMENT AWARDS

Professional Achievement Requirements

- Completed Applicable Form containing written statement describing exemplary performance and achievement.
- REQUIRED – A color photo of candidate – **at least 500x500 pixels at 300dpi jpeg format**

PRODUCT

- 28. CUSTOM HOME ELEVATION - UNDER \$500K**
- 29. CUSTOM HOME ELEVATION - \$500K - \$750K**
- 30. CUSTOM HOME ELEVATION - \$750K - \$1M**
- 31. CUSTOM HOME ELEVATION - \$1M - \$1.5M**
- 32. CUSTOM HOME ELEVATION - \$1.5M - \$2M**
- 33. CUSTOM HOME ELEVATION - \$2M-\$3.5M**
- 34. CUSTOM HOME ELEVATION - \$3.5M-\$5M**
- 35. CUSTOM HOME ELEVATION - OVER \$5M**

Judged on overall exterior architectural appeal.

Entry Requirements

- Completed Team/Project Statement
- 4 images that represent entry
- Floor plan saved as PDF document

- 36. CUSTOM HOME DESIGN - UNDER \$500K**
- 37. CUSTOM HOME DESIGN - \$500K - \$750K**
- 38. CUSTOM HOME DESIGN - \$750K - \$1M**
- 39. CUSTOM HOME DESIGN - \$1M - \$1.5M**
- 40. CUSTOM HOME DESIGN - \$1.5M - \$2.0M**



- 41. CUSTOM HOME DESIGN - \$2M-\$3.5M**
- 42. CUSTOM HOME DESIGN - \$3.5M-\$5M**
- 43. CUSTOM HOME DESIGN - OVER \$5M**

Judged on overall exterior and interior architectural appeal, creative use of interior space and functionality of floor plan. Interior design is not part of judging criteria.

Entry Requirements

- Completed Team/Project Statement
- Up to 8 images that represent entry - Suggested: exterior, living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan saved as PDF document

- 44. CUSTOM HOME KITCHEN - UNDER \$500K**
- 45. CUSTOM HOME KITCHEN - \$500K - \$750K**
- 46. CUSTOM HOME KITCHEN - \$750K - \$1M**
- 47. CUSTOM HOME KITCHEN - \$1M +**

Entries will be judged on overall design, attention to detail, scale, balance, function, style and value.

Entry Requirements

- Completed Team/Project Statement
- 4 to 8 images that represent entry.
- Floor plan saved as PDF document

- 48. CUSTOM HOME BATHROOM - UNDER \$500K**
- 49. CUSTOM HOME BATHROOM - \$500K - \$1M**
- 50. CUSTOM HOME BATHROOM - OVER \$1M**

Entries will be judged on overall design, attention to detail, scale, balance, function, style and value.

Entry Requirements

- Completed Team/Project Statement
- 4 to 8 images that represent entry.
- Floor plan saved as PDF document

- 51. CUSTOM HOME SPECIALTY ROOM - UNDER \$1M**
- 52. CUSTOM HOME SPECIALTY ROOM - OVER \$1M**
- 53. CUSTOM HOME OUTDOOR LIVING SPACE**

Entries will be judged on overall design, attention to detail, scale, balance, function, style and value.

Entry Requirements



- Completed Team/Project Statement
- 4 to 8 images that represent entry.
- Floor plan saved as PDF document

54. CUSTOM GARDEN HOME/PATIO HOME

URBAN LIVING

Entries will be judged on overall design, attention to design detail, scale, balance, function, style, value and sales results. New product only – no remodels, no conversions, no part of the original house still part of the entry.

The infill area must be City of Austin addresses within these borders:

South to William Cannon

West to, and including, Tarrytown

North to, and including, Crestview (roughly Anderson Lane)

East to the Airport/Hwy. 71 corridor

55. ACCESSORY DWELLING UNIT (ADU)

56. URBAN PROJECT OF THE YEAR ATTACHED / DETACHED**

57. DETACHED HOME UNDER \$750K (URBAN)

58. DETACHED HOME – OVER \$750K (URBAN)

Judged on overall exterior and interior architectural appeal, creative use of interior space and functionality of floor plan. Interior design is not part of judging criteria.

Entry Requirements

- Completed Team/Project Statement
- 4 to 8 images that represent entry - Suggested: exterior, living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan saved as PDF document

****PROJECT OF THE YEAR - Candidates may be toured by the Judges to determine the overall winners in each category.**

PROMOTION

59. SALES BROCHURE - CUSTOM BUILDER

Entry will be judged on concept, creativity, copy, layout, overall design, readability.

Entry Requirements

- Team/ Information Form
- Image of Brochure in jpeg format.
- Sample brochure – delivered by HBA Austin by March 15

60. BILLBOARD - CUSTOM BUILDER

61. INTERNET MARKETING CAMPAIGN - BUILDER

62. MARKETING CAMPAIGN OF THE YEAR - BUILDER

63. PRINT AD OF THE YEAR – BUILDER

Entry will be judged on concept, creativity, copy, layout, overall design, and execution and continuity.



Entry Requirements:

- Completed Team/Project Statement
- One (1) image of each ad submitted

64. DIRECT MAIL PIECE – BUILDER

Entry will be judged on concept, creativity, copy, layout, overall design, readability.

Entry Requirements

- Team/ Information Form
- Image of Brochure in jpeg format.
- Sample brochure – delivered by HBA Austin by March 15

65. TELEVISION/VIDEO PROMOTION - BUILDER

66. RADIO COMMERCIAL – BUILDER

Entry will be judged on originality, concept, and execution of the spot as it relates to specified target market and qualified traffic the ad generated.

Entry Requirements:

- Completed Team/Project Statement
- Video and radio submissions should be sent as Audio Files (mp3) file and Video file (.mov or QuickTime file)
- 2 Images that represent entry

67. WEBSITE OF THE YEAR - CUSTOM BUILDER

Entry will be judged on design, effectiveness, use of best practices, and user experience.

Entry Requirements:

- Completed Team/Project Statement
- Up to six (6) images that represent entry for Awards Show, Website and PR
- Link to Website – For Judging

Website Entries will be judged live online by judges – website should be fully updated by May 2, 2022

VOLUME BUILDERS AWARD CATEGORIES

These categories are for production homes entries only. No custom product will be accepted.

Volume Builders who are members of the Home Builders Association of Greater Austin are eligible for this category. Volume Builders are defined as those who build more than 50 homes per year. Only Volume Builders are eligible for this category. Lot price included.

PEOPLE

1. CHARITABLE PROJECT OF THE YEAR

Candidates may include a builder, developer, remodeler or associate HBA members.

Judging Criteria: Presented to the Company whose charitable efforts most impacted the community in 2023. Efforts can include fundraisers or donation of time, money, products or services.



Entry Requirements

- Team/ Information Form
- Up to six (6) images of ads that represent the project

PEOPLE

- 68. SENIOR MARKETING PROFESSIONAL OF THE YEAR - VOLUME BUILDER
- 69. MORTGAGE SPECIALIST - VOLUME BUILDER
- 70. SALES MANAGER OF THE YEAR - VOLUME BUILDER
- 71. SALESPERSON - ROOKIE ONSITE - VOLUME BUILDER
- 72. ONLINE SALES PROFESSIONAL OF THE YEAR - VOLUME BUILDER
- 73. JUNIOR MARKETING PROFESSIONAL - VOLUME BUILDER
- 74. DESIGN CENTER ASSOCIATE - VOLUME BUILDER
- 75. SALESPERSON ONSITE - VOLUME BUILDER
- 76. CONSTRUCTION SUPERINTENDENT OF THE YEAR - VOLUME BUILDER
- 77. WARRANTY SERVICE PROFESSIONAL OF THE YEAR - VOLUME BUILDER
- 78. LIFESTYLE DIRECTOR OF THE YEAR - VOLUME BUILDER
- 79. SKILLED TRADE PROFESSIONAL OF THE YEAR - VOLUME BUILDER
- 80. DIGITAL MARKETING SPECIALIST OF THE YEAR - VOLUME BUILDER
- 81. REALTOR RELATIONS PROFESSIONAL - VOLUME BUILDER

PROFESSIONAL ACHIEVEMENT AWARDS

Professional Achievement Requirements

- Completed Applicable Form containing written statement describing exemplary performance and achievement.
- REQUIRED – A color photo of candidate – at least 500x500 pixels at 300dpi jpeg format

PRODUCT

- 82. INTERIOR MERCHANDISING OF A MODEL HOME - UNDER \$300K
- 83. INTERIOR MERCHANDISING OF A MODEL HOME - \$300K - \$350K
- 84. INTERIOR MERCHANDISING OF A MODEL HOME - \$350K - \$400K
- 85. INTERIOR MERCHANDISING OF A MODEL HOME - \$400K - \$500K
- 86. INTERIOR MERCHANDISING OF A MODEL HOME - \$500K - \$600K
- 87. INTERIOR MERCHANDISING OF A MODEL HOME - \$600K+

Entry will be judged on concept, creativity, impact of furniture and accessories as it relates to its intended target market and sales success.

Entry Requirements

- Completed Team/Project Statement
- Up to 8 images that represent entry
- Floor plan saved as PDF document

- 88. VOLUME BUILDER PRODUCT DESIGN - UNDER \$300K



- 89. VOLUME BUILDER PRODUCT DESIGN - \$300K - \$350K**
- 90. VOLUME BUILDER PRODUCT DESIGN - \$350K - \$400K**
- 91. VOLUME BUILDER PRODUCT DESIGN - \$400K - \$500K**
- 92. VOLUME BUILDER PRODUCT DESIGN - \$500K - \$600K**
- 93. VOLUME BUILDER PRODUCT DESIGN - \$600K +**
- 94. VOLUME BUILDER SEMI CUSTOM PRODUCT DESIGN - UNDER \$1M**

Entry will be judged on overall exterior and interior architecture, design appeal, function, and creative use of interior space and creative integration of plan design as it relates to its target market and sales success.

Entry Requirements

- Completed Team/Project Statement
- Up to 8 images that represent entry
- Floor plan saved as PDF document or JPEG

95. VOLUME - DESIGN CENTER

Entry will be judged on theme, function, display concept, creativity, and design used in the office.

Entry Requirements:

- Completed Team/Project Statement
- Up to 8 images that represent entry
- Floor plan saved as PDF document

- 96. VOLUME BUILDER - SEMI CUSTOM - FRONT ELEVATION**
- 97. VOLUME - PRIMARY BEDROOM**
- 98. VOLUME - FAMILY ROOM (IE GREAT ROOM OR LIVING ROOM)**
- 99. VOLUME – KITCHEN**
- 100. VOLUME - PRIMARY BATHROOM**
- 101. VOLUME - SPECIALTY ROOM**
- 102. VOLUME - OUTDOOR LIVING SPACE – UNDER \$500K**
- 103. VOLUME - OUTDOOR LIVING SPACE - \$500K +**

Entries will be judged on overall design, attention to detail, scale, balance, function, style and value.

Entry Requirements

- Completed Team/Project Statement
- 4 to 8 images that represent entry.
- Floor plan saved as PDF document

- 104. HIGH PERFORMANCE ENERGY EFFICIENT - SINGLE FAMILY PROJECT**
- 105. GARDEN HOME/PATIO HOME OF THE YEAR - VOLUME**

Judged on overall exterior and interior architectural appeal, creative use of interior space and functionality of floor plan.

Entry Requirements



- Completed Team/Project Statement
- Up to 8 images that represent entry - Suggested: exterior, living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan saved as PDF document

- 106. VOLUME BUILDER - 55 PLUS PRODUCT DESIGN**
- 107. VOLUME BUILDER - 55 PLUS COMMUNITY OF THE YEAR****
- 108. BUILDER DEVELOPED COMMUNITY****

***COMMUNITY OF THE YEAR - Candidates may be toured by the Judges to determine the overall winners in each category.**

URBAN LIVING

Entries will be judged on overall design, attention to design detail, scale, balance, function, style, value and sales results. New product only – no remodels, no conversions, no part of the original house still part of the entry. The infill area must be City of Austin addresses within these borders:
South to William Cannon
West to, and including, Tarrytown
North to, and including, Crestview (roughly Anderson Lane)
East to the Airport/Hwy. 71 corridor

109. IN-TOWN/URBAN HOME PRODUCT DESIGN - VOLUME

Judged on overall exterior and interior architectural appeal, creative use of interior space and functionality of floor plan. Interior design is not part of judging criteria.

Entry Requirements

- Completed Team/Project Statement
- Up to 8 images that represent entry
- Floor plan saved as PDF document

PROMOTION

- 110. WEBSITE - VOLUME**
- 111. EVENT - VOLUME**
- 112. TELEVISION/VIDEO PROMOTION**
- 113. RADIO COMMERCIAL**
- 114. INTERNET MARKETING CAMPAIGN - VOLUME**
- 115. AD - VOLUME**
- 116. MARKETING CAMPAIGN OF THE YEAR – VOLUME**

Entry will be judged on creativity, design, and success of materials developed to gain product interest.

Entry Requirements:

- Completed Team/Project Statement
- Up to six (6) digital images of promotion (photos of events are suggested)



- Up to six (6) images of ads that represent the campaign. May include any or all of the following: print advertising, direct mail, television and radio spots, billboards
- Video and radio submissions should be sent as Audio Files (mp3) file and Video file (.mov or QuickTime file)

- 117. DIRECT MAIL PIECE - BUSINESS TO CONSUMER - VOLUME**
- 118. DIRECT MAIL PIECE - BUSINESS TO BUSINESS - VOLUME BUILDER**
- 119. BILLBOARD - VOLUME BUILDER**
- 120. SALES BROCHURE – VOLUME**
- 121. SIGNAGE - VOLUME BUILDER**

Entry will be judged on concept, creativity, copy, layout, overall design, readability.

Entry Requirements

- Team/ Information Form
- Image of Brochure in jpeg format.
- Sample brochure – delivered by HBA Austin by March 15
- One (1) image of each ad submitted
- Signage – up to 8 images that represent entry

DEVELOPER AWARD CATEGORIES

PEOPLE

1. CHARITABLE PROJECT OF THE YEAR

Candidates may include a builder, developer, remodeler or associate HBA members.

Judging Criteria: Presented to the Company whose charitable efforts most impacted the community in 2023. Efforts can include fundraisers or donation of time, money, products or services.

Entry Requirements

- Team/ Information Form
- Up to six (6) images of ads that represent the project

- 122. SENIOR MARKETING PROFESSIONAL OF THE YEAR - DEVELOPER**
- 123. LIFESTYLE DIRECTOR OF THE YEAR - DEVELOPER**
- 124. REALTOR RELATIONS PROFESSIONAL - DEVELOPER**
- 125. DIGITAL MARKETING SPECIALIST OF THE YEAR - DEVELOPER**
- 126. JUNIOR MARKETING PROFESSIONAL OF THE YEAR - DEVELOPER**

Professional Achievement Requirements

- Completed Professional Achievement Form containing written statement describing exemplary performance and achievement.



- REQUIRED – A color photo of candidate – at least 500x500 pixels at 300dpi jpeg format

PRODUCT

- 127. COMMUNITY ENTRANCE - DEVELOPER
- 128. COMMUNITY OF THE YEAR - DEVELOPER
- 129. LANDSCAPE DESIGN MASTER PLANNED COMM - DEVELOPER
- 130. MASTER PLANNED COMMUNITY ENTRANCE - DEVELOPER
- 131. MASTER PLANNED COMMUNITY - DEVELOPER **
- 132. MASTER PLANNED COMM. RECREATION CENTER - DEVELOPER
- 133. SALES INFORMATION CENTER
- 134. MODEL HOME PARK DESIGN - DEVELOPER
- 135. SIGNAGE - DEVELOPER
- 136. COMMUNITY AMENITY - DEVELOPER
- 137. MASTER PLANNED COMMUNITY AMENITY - DEVELOPER

Entry will be judged on overall exterior and interior architecture, design appeal, function, and creative use of interior space and creative integration of plan design as it relates to its target market and sales success.

Entry Requirements

- Completed Team/Project Statement
- Up to 8 images that represent entry
- Floor plan saved as PDF document or JPEG

****MASTER PLANNED COMMUNITY OF THE YEAR - Candidates may be toured by the Judges to determine the overall winners in each category.**

PROMOTION

- 138. WEBSITE - DEVELOPER
- 139. INTERNET MARKETING CAMPAIGN - DEVELOPER
- 140. PRINT AD - DEVELOPER
- 141. MARKETING CAMPAIGN - DEVELOPER
- 142. SALES BROCHURE - DEVELOPER
- 143. EVENT - MASTER PLANNED COMMUNITY - DEVELOPER
- 144. EVENT - COMMUNITY - DEVELOPER
- 145. RADIO COMMERCIAL - DEVELOPER
- 146. DIRECT MAIL PIECE - BUSINESS TO CONSUMER - DEVELOPER
- 147. TELEVISION/VIDEO PROMOTION - DEVELOPER
- 148. BILLBOARD EVENT/PROMOTION - DEVELOPER



- 149. BILLBOARD BRANDING- DEVELOPER
- 150. DIGITAL COMMUNITY TOUR EXPERIENCE - DEVELOPER

Entry will be judged on concept, creativity, copy, layout, overall design, readability.

Entry Requirements

- Team/ Information Form
- Image of Brochure in jpeg format.
- Sample brochure – delivered by HBA Austin by March 15
- One (1) image of each ad submitted
- Signage – up to 8 images that represent entry

REMODELER AWARD CATEGORIES

Builders and Remodelers who are members of the Home Builders Association of Greater Austin are eligible for the following categories.

PEOPLE

1. CHARITABLE PROJECT OF THE YEAR

Candidates may include a builder, developer, remodeler or associate HBA members.

Judging Criteria: Presented to the Company whose charitable efforts most impacted the community in 2023. Efforts can include fundraisers or donation of time, money, products or services.

Entry Requirements

- Team/ Information Form
- Up to six (6) images of ads that represent the project

PRODUCT

- 151. REMODELED BATHROOM – UNDER \$50K
- 152. REMODELED BATHROOM – \$50K - \$75K
- 153. REMODELED BATHROOM – \$75-\$100K
- 154. REMODELED BATHROOM – OVER \$100K
- 155. REMODELED KITCHEN – OVER \$100K
- 156. REMODELED OUTDOOR LIVING SPACE
- 157. REMODELED KITCHEN – UNDER \$50K
- 158. REMODELED KITCHEN - \$50K - \$100K
- 159. REMODELED SPECIALTY ROOM

Entries will be judged using photos depicting overall design, quality of construction, use of materials, cost/value relationship, innovation and creativity, attention to detail, function and style.

Entry Requirements:

- Completed Team/Project Statement
- 2 to 4 BEFORE images that represent entry
- 6 to 8 AFTER images that represent entry
- Floor plan saved as PDF document



- 160. WHOLE HOUSE RENOVATION - UNDER \$250K
- 161. WHOLE HOUSE RENOVATION - \$500K - 750K
- 162. WHOLE HOUSE RENOVATION - \$250K - \$500K
- 163. WHOLE HOUSE RENOVATION - \$500K - \$750K
- 164. WHOLE HOUSE RENOVATION - \$750K-\$1M
- 165. WHOLE HOUSE RENOVATION - OVER \$1M
- 166. HOME ADDITION UNDER \$150K
- 167. HOME ADDITION OVER \$150K

Entries will be judged using photos depicting overall design, quality of construction, use of materials, cost/value relationship, innovation and creativity, attention to detail, function and style.

Entry Requirements:

- Completed Team/Project Statement
- 2 to 4 BEFORE images that represent entry
- 6 to 8 AFTER images that represent entry
- Floor plan saved as PDF document

PROMOTION

- 168. WEBSITE - REMODELER
- 169. TELEVISION/VIDEO PROMOTION – REMODELER

Entry will be judged on concept, creativity, copy, layout, overall design, readability.

Entry Requirements

- Team/ Information Form
- Image of Brochure in jpeg format.
- Sample brochure – delivered to HBA
- One (1) image of each ad submitted
- Signage – up to 8 images that represent entry

TOP PRODUCER – SALES ACHIEVEMENT AWARD

170. TOP PRODUCER – MILLION DOLLAR SALES ACHIEVEMENT HONORS

Volume based recognition for Sales Professionals - Million Dollar Sales Awards

Total dollar & unit volume for 12 month period

Awards Presented for the Following

- Up to \$5 Million
- \$5 to \$8 Million
- \$8 to \$10 Million
- \$10 to \$15 Million
- Over \$15 Million



Volume based recognition based on # of units closed

Entry Requirements:

- Completed Top Producers form
including total closed units for the period of January 1, 2023 thru December 31, 2023
- **REQUIRED** – A color photo of candidate – **at least 500x500 pixels at 300 dpi jpeg format**