2017 Winners & Finalists

Marketing & Advertising Excellence Awards

Max Awards 2017
Special thanks to our  
WINNERS PROGRAM  
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2017

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Newland

Five Star Interiors

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ABOUT THE COMPANY
Since 1997, StrucSure Home Warranty has provided builders, remodelers, and others in the construction trades with third-party, insurance backed warranty products that not only protect their bottom line, but help add to it.

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Brookfield Residential

Stage Partner

Bryson
Crescent Communities

Parting Champs Partner

MLAW Engineers

Bar Partner

Trendmaker Homes
Where the upgrades are Standard.

Photobooth Partner

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Winner Photos Partner

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Setting a Higher Standard

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Special thanks to our
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Texas Associates Insurors

Entertainment Partners
Anderson Hanson Blanton
Reliable Cleaning Service
Texas Gas Service

Dessert Partners
Barron Custom Design, LLC
Builder Boost
DBM, Inc.
Georgetown Mortgage
Highland Homes
High-Tech Flooring Design, Inc.

Reserve your 2018 MAX Awards Promotional Partnership

The HBA Sales & Marketing Council’s MAX Awards is the premier awards show in the Greater Austin Homebuilding Industry. Create awareness of your brand and company’s products and services amongst the region’s top homebuilders, developers, remodelers, and associate members of the HBA of Greater Austin. The MAX Awards brings together the division presidents, marketing directors, sales managers, construction managers and industry company leaders that you will want your brand name in front of. Your sponsorship shows these leaders you support them and the industry.

For more information, email naomil@hbaaustin.com
BE SURE TO
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WHAT’S INCLUDED?

» OFFICIAL MAX AWARDS 2017 WINNER & FINALIST LOGOS
» LOGO GRAPHIC STANDARDS & GUIDELINES
» SAMPLE PRESS RELEASE
» TIPS FOR WORKING WITH THE MEDIA
» REGIONAL MEDIA CONTACT LIST

Contact
NAOMI BLUDWORTH
(512) 354-7099
NAOMI@HBAAUSTIN.COM
CONGRATULATIONS TO OUR
GRAND AWARD WINNERS

SCOTT FELDER HOMES
Volume Builder
of the year

Lake Travis Builders
Custom Builder
of the year

DAVID WILKES BUILDERS
Remodeler
of the year

SMART TOUCH INTERACTIVE
Associate
of the year

Cody Pools
Associate
of the year

ROUGH HOLLOW LAKEWAY
Master-Planned Community
of the year
CONGRATULATIONS TO OUR
INDIVIDUAL AWARD WINNERS

ON-SITE SALES PROFESSIONAL OF THE YEAR

Diane Hartman
Pacesetter Homes

Finalists
Richard Crow, Pacesetter Homes
James Castillo, Scott Felder Homes
Mike Miloch, Brookfield Residential

ROOKIE ON-SITE SALES PERSON OF THE YEAR

Alisha Battle
Pacesetter Homes

Finalists
Allie Wasilko, Scott Felder Homes
Kristin Butler, Pacesetter Homes

ONLINE SALES PERSON OF THE YEAR

Heather Fox
Taylor Morrison

Finalists
Paige Stockton, Brookfield Residential
Kelsey Danielson, Chesmar Homes
Kelsy Koval, SmartTouch Interactive

YOUNG PROFESSIONAL OF THE YEAR

Kandis Rushing
Crescent Communities

Finalists
Paige Stockton, Brookfield Residential
Kelsey Danielson, Chesmar Homes
Kelsy Koval, SmartTouch Interactive

SALES MANAGER OF THE YEAR

Dawn Bright
Taylor Morrison

Finalists
Chris Krueger, Scott Felder Homes
Josh Ford, Pacesetter Homes

MARKETING PROFESSIONAL OF THE YEAR - BUILDER

Stephanie Hopkinson
Brookfield Residential

Finalists
Kristin France, Taylor Morrison
Heather Wakefield, Lake Travis Builders
CONGRATULATIONS TO OUR
INDIVIDUAL AWARD
WINNERS

Staci Wimbush
Legacy International

Haleigh Davis-Nabers
Danze & Davis Architects

Shawn Jeffcoat
Brookfield Residential

&

Jenna Edge
Ash Creek Homes

Co-Winners

Finalist
Tammy Schneider, Brookfield Residential

Finalist
Tanner Ross, SmartTouch Interactive

Finalists
Steve Alvarez, Wes Peoples Homes
Brian McLarty, Scott Felder Homes
Adrian Castilleja, Scott Felder Homes

Finalist
Leslie Castillo, David Wilkes Builders

Finalist
Craig Barth, Chesmar Homes
Trent Osborn, Scott Felder Homes
Bart Shryack, Taylor Morrison

Marketing Professional of the Year - Developer

Marketing Professional of the Year - Associate

Project Managers of the Year

Construction Manager of the Year

Construction Manager of the Year - Custom Builder

Construction Superintendent of the Year

Finalist
Project Managers of the Year

Finalist
Marketing Professional of the Year - Associate

Finalist
Construction Manager of the Year

Finalist
Construction Superintendent of the Year

Finalists
Construction Manager of the Year

Finalists
Construction Manager of the Year - Custom Builder

Finalists
Project Managers of the Year

Finalists
Marketing Professional of the Year - Developer

Finalists
Project Managers of the Year

Finalists
Construction Manager of the Year

Finalists
Construction Superintendent of the Year

Finalists
Marketing Professional of the Year - Associate

Finalists
Construction Manager of the Year

Finalists
Construction Superintendent of the Year
CONGRATULATIONS TO OUR
INDIVIDUAL AWARD
WINNERS

WARRANTY SERVICE PROFESSIONAL
OF THE YEAR - VOLUME BUILDER

JAMES THROGMORTON
SCOTT FELDER HOMES

FINALIST
Lisa Landry, Taylor Morrison

WARRANTY SERVICE PROFESSIONAL
OF THE YEAR - CUSTOM BUILDER

HUNTER STOLTE
DAVID WILKES BUILDERS

FINALIST
Linda Strickel, Bonded Builders Home Warranty

TITLE INDUSTRY PROFESSIONAL
OF THE YEAR

SHERI BROWN
AUSTIN TITLE

FINALISTS
Andrew Walls, Prosperity Title Company
Misha Kubena, Texas Title - Ceshker Group

MORTGAGE INDUSTRY PROFESSIONAL
OF THE YEAR

MISTY LYNCH
SOUTHERN LENDING
SERVICES, LTD.

FINALISTS
Larry Weisinger, SouthStar Bank, S.S.B.
Roan King, Envoy Mortgage
Erik Artiga, Taylor Morrison Home Funding

REALTOR
OF THE YEAR

SIJO VADAAKAN
TRINITY TEXAS REALTY

FINALISTS
Tammy Templin, Coldwell Banker United, Realtors
Clay Woodard, Move-Up America

DESIGN CENTER CONSULTANT
OF THE YEAR

JAMIE LAMPRECHT
PACESETTER HOMES

FINALISTS
Jodi Baldwin, Wisenbaker Builder Services, Inc.
Jennifer Lopez, Lake Travis Builders
CONGRATULATIONS TO OUR
PRODUCT AWARD WINNERS — VOLUME BUILDER

Heritage at Vizcaya
Taylor Morrison

Finalists
Bandera Plan, Scott Felder Homes
Trinity Plan, Scott Felder Homes
Veloway, Pacesetter Homes

Rockwood Plan
Scott Felder Homes

Finalists
The Colby at Kissing Tree, Brookfield Residential
Inwood II, Wilshire Homes
Frisco Plan, Scott Felder Homes

Michelle Plan
Chesmar Homes

Finalist
Faber, Pacesetter Homes
Peyton Plan, Chesmar Homes
Burkburnett II, Wilshire Homes

Caporina Plan
Scott Felder Homes

Finalists
The Carter III, Westin Homes
Laguna, Wilshire Homes
Pecanhill, Wilshire Homes

Vassar
Brookfield Residential

Finalists
Paloma Lake, Wes Peoples Homes
Teravista, Wes Peoples Homes
Heritage Monarch, Taylor Morrison

Chesapeake Plan
Scott Felder Homes

Finalists
Design 2441, Coventry Homes
Burkett, Wilshire Homes

BEST PRODUCT DESIGN
$100,000 - $249,999

BEST PRODUCT DESIGN
$250,000 - $299,999

BEST PRODUCT DESIGN
$300,000 - $324,999

BEST PRODUCT DESIGN
$325,000 - $349,999

BEST PRODUCT DESIGN
$350,000 - $374,999

BEST PRODUCT DESIGN
$375,000 - $399,999
CONGRATULATIONS TO OUR
PRODUCT AWARD WINNERS — VOLUME BUILDER

BRYN MAWR
Brookfield Residential

Finalists
Mendocino Plan, Scott Felder Homes
Design 2552, Coventry Homes
The Julliard, Brookfield Residential

The Bard
Brookfield Residential

Finalists
Lindale Plan, Scott Felder Homes
Chesapeake Plan, Scott Felder Homes
Design 3454, Coventry Homes

Design 3719
Coventry Homes

Finalists
Cypress Plan, Scott Felder Homes
Montana Plan, Scott Felder Homes
Design 3563, Coventry Homes

La Ventana
Hill Country Artisan Homes

Finalists
Carrington Plan, Scott Felder Homes
Dolce Vita Plan, Scott Felder Homes

The Cottages Series
Brookfield Residential

Finalist
Hartford Plan, Scott Felder Homes

Lindale Plan
Scott Felder Homes

Finalists
The Laguna, Wilshire Homes
Bandera Plan, Scott Felder Homes
Frisco, Scott Felder Homes

Best Product Design
$400,000 - $449,999

Best Product Design
$450,000 - $499,999

Best Product Design
$500,000 - $599,999

Best Product Design
Over $600,000

Best Product Design
Specialty Product

Best Product Design
Newly Introduced Product
CONGRATULATIONS TO OUR
PRODUCT AWARD WINNERS — VOLUME BUILDER

**BEST INTERIOR MERCHANDISING**

$100,000 - $249,999

**Finalists**

- Trinity Plan, Scott Felder Homes
- Newport Plan, Scott Felder Homes

**BEST INTERIOR MERCHANDISING**

$250,000 - $325,999

**Finalists**

- The Wellesley, Brookfield Residential
- Cottage at Crystal Falls, Mary DeWalt Design Group
- Rockwood Plan, Scott Felder Homes

**BEST INTERIOR MERCHANDISING**

$326,000 - $375,999

**Finalists**

- Amherst Model, Mary DeWalt Design Group
- Teravista, Wes Peoples Homes
- Paloma Lake, Wes Peoples Homes

**BEST INTERIOR MERCHANDISING**

$326,000 - $375,999

**Finalists**

- The Bryant, Brookfield Residential
- Chesapeake Plan, Scott Felder Homes

**BEST INTERIOR MERCHANDISING**

$400,000 - $499,999

**Finalists**

- Greyrock Ridge, Mary DeWalt Design Group
- Chesapeake Plan, Scott Felder Homes
- The Carroll, Brookfield Residential

**BEST INTERIOR MERCHANDISING**

$500,000 - $749,999

**Finalists**

- CalAtlantic Sumara, Mary DeWalt Design Group
- CalAtlantic Overlook, Mary DeWalt Design Group
- Cordoba, Taylor Morrison
CONGRATULATIONS TO OUR
PRODUCT AWARD
WINNERS — VOLUME BUILDER

BEST INTERIOR MERCHANDISING
$750,000 - $999,999
Serene Hills
Ash Creek Homes, Inc.
Finalist
Dolce Vita Plan, Scott Felder Homes

BEST INTERIOR MERCHANDISING
Over $1 Million
La Ventana
Hill Country Artisan Homes
Finalists
Caliterra Parade Home, Lake Travis Builders

BEST INTERIOR MERCHANDISING
For a Parade Home
Caliterra Parade Home
Lake Travis Builders
Finalists
Santa Barbara Home, Arbogast Custom Homes

— CUSTOM BUILDER

BEST PRODUCT DESIGN
$250,000 - $499,999
Hill Country Custom
Vogel Builders
Finalists
Woman-Centric, Aubrey Homes, Inc.
Happy Cottage, Barron Custom Design, LLC

BEST PRODUCT DESIGN
$500,000 - $749,999
Dripping Springs Mid Century Modern
Zach Savage Custom Homes
Finalists
Hill Country Contemporary, Danze & Davis Architects, Inc.
809 South Center, Wes Peoples Homes
4500 DePew Avenue, Wes Peoples Homes

BEST PRODUCT DESIGN
$750,000 - $999,999
Scott
Lake Travis Builders
Finalists
Heathcliff Hilltop, Hobbs’ Ink, LLC
Custom Modern Fuhrman, Venture Four Architects
Janice Jewel, Tofka, Inc.
CONGRATULATIONS TO OUR 
PRODUCT AWARD 
WINNERS — CUSTOM BUILDER

BEST PRODUCT DESIGN 
$1,000,000 - $1,499,999
Caliterra Parade Home 
Lake Travis Builders

Finalists
DeMarco, Lake Travis Builders
Hillside Panoramic Custom, Vogel Builders
3400 Hancock, Wes Peoples Homes

BEST PRODUCT DESIGN 
$1,500,000 - $1,999,999
Caliterra Parade Home 
Lake Travis Builders

Finalists
DeMarco, Lake Travis Builders
Lynn, Lake Travis Builders

BEST PRODUCT DESIGN 
Specialty Product
Caliterra Parade Home 
Lake Travis Builders

Finalists
DeMarco, Lake Travis Builders
Lynn, Lake Travis Builders

BEST GREEN HOME
Heathcliff Hilltop 
Hobbs’ Ink, LLC

Finalist
Bonora Retreat on Lake Travis, Legacy DCS

BEST URBAN INFILL PROJECT OF THE TEAR
Borth Residence 
Joseph Fowler Homes

Finalists
Bouldin Townhomes, Legacy DCS
Highland Cityhomes, The Cobalt Companies
3400 Hancock, Wes Peoples Homes

BEST CUSTOM SPEC
Caliterra Parade Home 
Lake Travis Builders

Finalists
Hillside Panoramic, Vogel Builders
Santa Barbara Parade Home, Arbogast Custom Homes
CONGRATULATIONS TO OUR
PRODUCT AWARD WINNERS —Custom Builder

BEST KITCHEN
UNDER $60,999

3400 Hancock
Wes Peoples Homes

Finalists
Heathcliff Hilltop, Hobbs’ Ink, LLC
Santa Barbara Parade Home, Arbogast Custom Homes
Happy Estate Kitchen, Barron Custom Design, LLC

BEST KITCHEN
$61,000 – $74,999

Scott
Lake Travis Builders

Finalists
DS Mid Century Modern, Zach Savage Custom Homes
DeMarco, Lake Travis Builders
Thomas, Lake Travis Builders

BEST KITCHEN
OVER $75,000

Orange Theory
David Wilkes Builders

Finalists
Janice Jewel, Tofka, Inc.
Caliterra Parade Home, Lake Travis Builders
Vacation Home, Silverton Custom Homes

BEST MASTER BATH
UNDER $50,000

Dripping Springs Mid
Century Modern
Zach Savage Custom Homes

Finalists
3400 Hancock, Wes Peoples Homes
Happy Estate, Barron Custom Design, LLC
Heathcliff Hilltop, Hobbs’ Ink, LLC

BEST MASTER BATH
$50,000 – $75,000

Vacation Home
Silverton Custom Homes

Finalists
Santa Barbara Parade, Arbogast Custom Homes
Scott, Lake Travis Builders
Parade, Lake Travis Builders

BEST SPECIALTY ROOM

Thomas Butler Pantry
Lake Travis Builders

Finalists
Parade Wine Room, Lake Travis Builders
Lynn Raquetball, Lake Travis Builders
CONGRATULATIONS TO OUR
PRODUCT AWARD
WINNERS — Custom Builder

BEST OUTDOOR LIVING SPACE
Hillside Panoramic
Vogel Builders

BEST ONE-OF-A-KIND HOME
Whimsical Architecture
David Wilkes Builders

BEST REMODELED PROJECT
$200,000 - $400,000
Uptown Home
David Wilkes Builders

Hillside Panoramic
Vogel Builders

Whimsical Architecture
David Wilkes Builders

Uptown Home
David Wilkes Builders

Finalists
DeMarco Courtyard, Lake Travis Builders
Canyon View Custom, Vogel Builders
Caliterra Parade Home, Lake Travis Builders

Finalists
Caliterra Parade Home, Lake Travis Builders
Scott, Lake Travis Builders
Vacation Home, Silverton Custom Homes

Finalists
North Hills, LECASA Homes & Renovations
Henly Remodel, Duffin Custom Homes
Hyde Park Bungalow, Zach Savage Custom Homes

BEST REMODELED PROJECT
Over $400,000
Stratford Hillside
Barron Custom Design, LLC

BEST KITCHEN REMODEL
Under $75,000
North Hills
LECASA Homes & Renovations

BEST KITCHEN REMODEL
Over $75,000
Nantucket Breeze
David Wilkes Builders

Finalists
Belvedere Beauty, RRS Design + Build
Nantucket Breeze, David Wilkes Builders

Finalists
Uptown Home, David Wilkes Builders
South 5th Modern, Zach Savage Custom Homes

Finalist
Kitchen with Heart, David Wilkes Builders
CONGRATULATIONS TO OUR
PRODUCT AWARD WINNERS — CUSTOM BUILDER

BEST MASTER BATH REMODEL
North Hills
LECASA Homes & Renovations

Penner Poolscape
Cody Pools

Finalists
Walden, Lake Travis Builders
Belvedere Beauty, RRS Design + Build

Best One-of-a-Kind Townhome
Wes Peoples Homes

Finalists
Elliott Poolscape, Cody Pools
Polnaszek Poolscape, Cody Pools
Boggus Poolscape, Cody Pools

— COMMUNITY AWARDS

BEST LIFESTYLE FOR A MASTER-PLANNED COMMUNITY
Rough Hollow Lakeway

Finalists
The Reserve at Lake Travis, McCombs Properties
Rancho Sienna, Newland Communities
Tuscan Village Lakeway

BEST DESIGN FOR A COMMUNITY
Rough Hollow Lakeway

Finalists
The Reserve at Lake Travis, McCombs Properties
Rancho Sienna, Newland Communities
Santa Rita Ranch

BEST UNIQUE FEATURE FOR A COMMUNITY
Rough Hollow Lakeway

Finalists
Tuscan Village Lakeway
Santa Rita Ranch
Rancho Sienna, Newland Communities
CONGRATULATIONS TO OUR
PRODUCT & PROMOTIONAL
AWARD WINNERS
— COMMUNITY

BEST NEW COMMUNITY

Canyonside at Falconhead West
Ash Creek Homes, Inc.

Finalist
Caliterra, Allegiant Realty Partners

BEST POOLSCAPE - COMMUNITY

Rough Hollow Lakeway
Finalist
Santa Rita Ranch

— BUILDER

COLOR PRINT AD

ARCHITECTURAL INSPIRATION
David Wilkes Builders

Finalists
Ornamental Timber Dining, David Wilkes Builders
Lake Travis Builders
Scott Felder Homes

BEST SALES BROCHURE

Brookfield Residential

Finalists
Condo Brochure, David Wilkes Builders
Lake Travis Builders
Wes Peoples Homes

BEST DIRECT MAIL

Brookfield Residential

Finalists
Drama in the Details, David Wilkes Builders
Vintage Gone Mod, David Wilkes Builders
Scott Felder Homes
CONGRATULATIONS TO OUR
PROMOTIONAL AWARD
WINNERS — Builder

Scott Felder Homes

BEST RADIO AD

Scott Felder Homes

BEST TELEVISION OR VIDEO AD

Scott Felder Homes

BEST WEBSITE

Scott Felder Homes

Finalists
Heritage at Vizcaya, Taylor Morrison
Alpine, Wes Peoples Homes
Edgewick, Wes Peoples Homes

Finalists
Brookfield Residential
Zach Savage Custom Homes
Lake Travis Builders

Lock’em & Hook’em

New Condo Homes
Minutes from UT.
URBAN HOMES
BY WES PEOPLES

BEST DIGITAL AD

The Alpine
Wes Peoples Homes

Finalists
Scott Felder Homes, SmartTouch Interactive
Scott Felder Homes

Parade E-Flyer
Lake Travis Builders

Finalists
Scott Felder Homes
Brookfield Residential
Buffington Homes, SmartTouch Interactive

Best Email Message

Best Social Media Campaign

Scott Felder Homes
SmartTouch Interactive

Finalists
Scott Felder Homes
Lake Travis Builders
CONGRATULATIONS TO OUR
PROMOTIONAL AWARD
WINNERS — BUILDER

BEST BILLBOARD
Hot Air Balloon
Scott Felder Homes
Finalist
100 Reasons to Live in Steiner Ranch,
Taylor Morrison

BEST SALES OFFICE
Brookfield Residential
Rough Hollow
Finalists
Belterra, Scott Felder Homes
Chesmar Homes

BEST DESIGN CENTER
Austin
Scott Felder Homes
Finalist
Chesmar Homes

BEST SPECIAL SALES PROMOTION
Hot Air Balloon
Scott Felder Homes
Finalists
The Cottages Grand Opening, Brookfield Residential
Birthday 10 Sales Event, Brookfield Residential
Selling a Custom Home MCE Class, Lake Travis Builders

BEST COLOR AD
MorningStar
Anderson Hanson Blanton
Finalists
Caliterra, Allegiant Realty Partners
Santa Rita Ranch
Kissing Tree, Brookfield Residential

— DEVELOPER
CONGRATULATIONS TO OUR
PROMOTIONAL AWARD
WINNERS — DEVEELOPER

THE SANTA RITA TEAM IS EXCITED TO ANNOUNCE A NEW MEMBER OF THE FAMILY — HAPPY THE COW IS PREGNANT!

OUR NEW CALF FAMILY MEMBER WILL BE JOINING US THIS HOLIDAY SEASON SO STAY TUNED FOR THE LATEST UPDATES FROM OUR COMMUNITY MASCOT AND NEW MAMA TO BE.

M O O V E L O U S N E W S!

WE HAVE SEEN MORE OF HAPPY’S PHOTO SHOOT SANT A R ITA R ANCH S.T I N .C O M

BEST SALES BROCHURE

Easton Park
Brookfield Residential

Finalists
Santa Rita Ranch
Kissing Tree, Brookfield Residential
Caliterra, Allegiant Realty Partners

BEST DIRECT MAIL

The Peninsula at Rough Hollow

Finalist
Right-Sizing, Tuscan Village Lakeway

BEST RADIO AD

Spring Radio Promotion
Santa Rita Ranch

Finalists
Kissing Tree, Brookfield Residential
MorningStar, Anderson Hanson Blanton
October Radio Promotion, Santa Rita Ranch

BEST WEBSITE

Easton Park
Brookfield Residential

Finalists
Kissing Tree, Brookfield Residential
Santa Rita Ranch
Caliterra, Allegiant Realty Partners

BEST DIGITAL AD

It’s a Pretty Rough Life
Rough Hollow Lakeway

Finalists
MorningStar, Anderson Hanson Blanton
Caliterra, Allegiant Realty Partners
The Peninsula at Rough Hollow

BEST EMAIL MESSAGE

Santa Rita Ranch

Finalists
Kissing Tree, Brookfield Residential
Santa Rita Ranch
Easton Park, Brookfield Residential
CONGRATULATIONS TO OUR
PROMOTIONAL AWARD
WINNERS — DEVELOPER

— ASSOCIATE

BEST SOCIAL MEDIA CAMPAIGN

Bryson
Crescent Communities

Finalists
Happy the Cow Pregnancy Campaign, Santa Rita Ranch
Video Lifestyle Campaign, Santa Rita Ranch
Caliterra, Allegiant Realty Partners

BEST BILLBOARD

Lips + Tree = Fun
Brookfield Residential

Finalists
In-Laws Out-Laws, Brookfield Residential
Caliterra, Anderson Hanson Blanton
Easton Park, Brookfield Residential

BEST SPECIAL SALES PROMOTION

Homes for Heroes
Crescent Communities

Finalists
Easton Park, Brookfield Residential
Caliterra, Anderson Hanson Blanton

BEST COLOR PRINT AD

Cambria

BEST SALES BROCHURE

Cody Pools

BEST WEBSITE

Cambria

Finalists
Cody Pools
Ironwood Connection – Your Stair & Railing Co.
SmartTouch Interactive
CONGRATULATIONS TO OUR
PROMOTIONAL AWARD
WINNERS — ASSOCIATE

BEST EMAIL MESSAGE

SmartTouch Interactive

BEST SOCIAL MEDIA CAMPAIGN

Ironwood Connection

Finalist
Cambria

BEST DESIGN CENTER

The Frog Pad

— ALL MEMBER TYPES

BEST TELEVISION OR VIDEO AD
NON-BUILDER

Bryson
Crescent Communities

Finalists
Cody Pools
Kissing Tree, Brookfield Residential
Easton Park, Brookfield Residential

BEST OVERALL AD CAMPAIGN

Kissing Tree
Brookfield Residential

Finalists
MorningStar, Anderson Hanson Blanton
Bryson, Crescent Communities
Santa Rita Ranch

STATESMAN HOMES
BEST ONLINE CURB APPEAL

Wilshire Homes

Finalists
Ash Creek Homes
Scott Felder Homes
Pacesetter Homes
Our esteemed judges are selected from a national circuit of professionals in the home building industry. Professionals with expertise in a variety of areas covered in the MAX Awards categories ensure the highest degree of critique of entries submitted.
Special thanks to our
MAX AWARDS COMMITTEE

HomeTeam Pest Defense
SMC Chair
MAX Awards Co-Chair
Liz Don Carlos
Scott Felder Homes
Amber Collins
DBM, Inc.
Mary DeWalt
Mary DeWalt Design Group
Maggie Dotson
Newland Communities
Chelsea Finch
Brookfield Residential
Melissa Hager
Brookfield Residential

Crescent Communities
HBA 2017 Vice President
of Communications
Dhivya Jairam
SmartTouch Interactive
Danielle Lipari-Mareth
Pacesetter Homes
Terri MacLennan
Georgetown Mortgage
Taylor Metcalf
Sitterle Homes
Caryn Pollock
Brookfield Residential
Connor Shanklin
Brookfield Residential

Legacy Mutual Mortgage
MAX Awards Co-Chair
Tim Sharp
Executive Signs
Regina Spurlock
Santa Rita Ranch
Jimmy Ta
Legal Shield
Chelsea Timmons
Pacesetter Homes
Daniel Valdez
Horizon Printing

Join the Sales & Marketing Council

The Sales and Marketing Council is under the umbrella of the Home Builders Association of Greater Austin, and part of the National Sales and Marketing Council under the National Association of Home Builders. The Council consists of HBA members who are dedicated to the professional sales and marketing related disciplines of the industry, including new home sales and those who support the activity of new home sales. The SMC includes employees of home builders, developers and associate members.

hbaaustin.com/members/councils/sales-marketing-council/join-smc/