

Announcing the 2017 Star Award Categories

DEVELOPER CATEGORIES

INDIVIDUAL ACHIEVEMENT

Construction Manager of the Year
Construction Superintendent of the Year
Project Manager of the Year
Marketing Professional of the Year
Mortgage Industry Professional of the Year
Realtor of the Year
Rookie Sales Professional of the Year
Sales Manager of the Year
*On-site Sales Person of the Year**
Title Industry Professional of the Year
Warranty Service Professional of the Year
*Associate/Trade Partner of the Year**

GENERAL CATEGORIES FOR ALL

MEMBER TYPES

Associate – Custom Builder – Volume
Builder – Remodeler – Developer

*Pool scape individual residence**
*Pool scape for a community**
Special Project – non Primary Residence
*Landscape Design**
*Billboard**

ASSOCIATE CATEGORIES

Direct Mail Piece
Email Message
Online Ad
Print Ad
Sales Brochure
Showroom / Sales Center
Web site
*Social Media Marketing Program**
*Promotional Video**



CUSTOM BUILDER CATEGORIES

Architectural Design
Kitchen
Master Bathroom
Master Bedroom
New Custom Home
Outdoor Living Space
Specialty Room
Overall Interior Design
*Architectural Design for attached home**
*Overall Interior Design for attached home**
*Overall Tiny House**
*2016 Parade of Homes™ Winner***
Grand Award - Custom Builder of the Year

POMOTION

Direct Mail Piece
Email Message
Online Ad
Print Ad
Sales Brochure
Showroom / Sales Center
Special Promotion
Web site
*Social Media Marketing Program**
*Promotional Video**

MULTIFAMILY CATEGORIES

Architectural Design
*Overall Interior Design of a Model Unit**
*Overall Interior Design for Community space**
*Multifamily Complex**
*Mixed-Use Community**
*Multifamily Community Site Plan**

REMODELER CATEGORIES

Best Addition
Bathroom Renovation
Kitchen Renovation
Outdoor Living Space
Specialty Room
Whole House Renovation
*Whole House Renovation Attached Home**
*Historic Renovation**
*Historically Sensitive Renovations**
Grand Award - Remodeler of the Year

PROMOTION

Email Message
Online Ad
Web site
*Social Media Marketing Program**
*Promotional Video**

VOLUME BUILDER CATEGORIES

Custom Home
Interior Merchandising
Product Design
Grand Award - Volume Builder of the Year

PROMOTION

Direct Mail Piece
Email Message
Online Ad
Print Ad
Radio Commercial
Sales Brochure
Showroom / Sales Center
Special Promotion
Television Commercial
Web site
*Social Media Marketing Program**
*Promotional Video**

Overall Community up to 20 acres
Overall Community more than 20 acres
*Community Club House**
*Community Amenities**
*Grand Award - Developer of the Year**

PROMOTION

Direct Mail Piece
Email Message
Online Ad
Print Ad
Radio Commercial
Sales Brochure
Showroom / Sales Center
Special Promotion
Television Commercial
Web site
*Social Media Marketing Program**
*Promotional Video**

ENTRY INFORMATION

January 19 - Call for Entries Opens
March 6 – Early Bird Deadline
March 20 - Call for Entries Closes
June 7 – Finalist Announced
Award Celebration - August 3, 2017

Projects must have been completed
between Jan. 1, 2016 - March 20, 2017.

Judging is by a panel of out of state
industry experts.

For more information, visit:
<http://www.texasbuilders.org>

Questions, please contact Sloan Landre
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