



# Announcing the 2018 Star Award 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  
 Warranty Service Professional of the Year  
 Associate/Trade Professional of the Year

## GENERAL CATEGORIES FOR ALL

### MEMBER TYPES

Associate – Custom Builder – Volume Builder  
 Remodeler – Developer

Poolscape Individual Residence  
 Poolscape for a Community  
 Special Project – non-Primary Residence  
 Landscape Design Individual Residence  
 Billboard  
 Television Commercial  
 Radio Commercial  
 Showroom/Sales Center

## ASSOCIATE CATEGORIES

Direct Mail Piece  
 Email Message  
 Online Ad  
 Print Ad  
 Sales Brochure  
 Website  
 Social Media Marketing Plan  
 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  
 2017 Parade of Homes™/Showcase Home\*

### PROMOTION

Direct Mail Piece  
 Email Message  
 Online Ad  
 Print Ad  
 Sales Brochure  
 Special Promotion  
 Website  
 Social Media Marketing Plan  
 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  
 Front Elevation  
 Whole House Renovation Attached Home  
 Historic Renovation  
 Historically Sensitive Renovations

### PROMOTION

Email Message  
 Online Ad  
 Website  
 Social Media Marketing Plan  
 Promotional Video

## VOLUME BUILDER CATEGORIES

Custom Home  
 Interior Merchandising  
 Product Design  
 Specialty Feature/Room

### PROMOTION

Direct Mail Piece  
 Email Message  
 Online Ad  
 Print Ad  
 Sales Brochure  
 Special Promotion  
 Website  
 Social Media Marketing Plan  
 Promotional Video

## DEVELOPER CATEGORIES

Overall Community up to 20 acres  
 Overall Community more than 20 acres  
 Community Club House  
 Community Amenities

### PROMOTION

Direct Mail Piece  
 Email Message  
 Online Ad  
 Print Ad  
 Sales Brochure  
 Special Promotion  
 Website  
 Social Media Marketing Plan  
 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  
 Awards Celebration - August 9, 2018

Projects must have been completed between  
 January 1, 2017 - March 20, 2018.

Cost of Entry \$175.00  
 Early Bird Discount Entry Price \$125.00

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

For more information, visit: [TexasBuilders.org](http://TexasBuilders.org)

Enter online: [TABStarAwards.com](http://TABStarAwards.com)

Questions, please contact Sloan Landre at  
[Sloan@TexasBuilders.org](mailto:Sloan@TexasBuilders.org) or at 512-476-6346.



**New for 2018 – Grand Awards will be awarded for the following areas**  
**Custom Builder - Remodeler - Volume Builder – Developer**  
 They will no longer require a separate entry. Companies that meet the requirements  
 outlined for the Grand Awards will automatically be included for consideration.

Category names subject to change until call for entries open.  
 \*Entries for this category have been verified.