

MAX Awards General Criteria

MAX AWARDS 2018 — GENERAL INFORMATION ELIGIBILITY

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 2017.

ENTRY PROCESS

All entries will be submitted online at www.hbamaxawards.com. This process is designed to save you time and money. You won't need to make multiple copies of each entry, burn multiple CDs, submit everything in sealed envelopes, or make multiple trips to the supply store to put your entries together for submission. Instead, everything is right at your fingertips.

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 2017 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.

ENTRY DEADLINE

All entries, payments, and materials are due no later than 11:59pm on Monday, February 5, 2018. Where necessary, all physical entries must be submitted to the HBA Office no later than Monday, February 5, 2018, at 5:00pm. Send or bring entries to 8140 Exchange Drive, Austin, TX 78754, Attention: Naomi Bludworth.

ENTRY FEES

Entry fees are \$150 per entry for all categories. Companies may pay all entry fees with a check (payable to HBA of Greater Austin) or submit payment online at www.hbamaxawards.com.

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.

QUALIFYING FOR GRAND MAX AWARDS

Grand MAX “of the Year” Awards are not judged individually. Scores received in specific categories in the general and individual achievement awards judging are used in the tally for the GRAND MAX awards and are given to the Volume Builder, Custom Builder, Remodeler, Associate and Community who accumulates the highest overall point total in those specific categories.

To Qualify for Volume Builder, Custom Builder, or Remodeler “of the Year” awards, you must enter at least 1 category in each of the following areas – Promotional, Product, and Individual categories.

To Qualify for Best Community (non-master-planned) “of the Year”, you must enter the Best Unique Feature for a Community, Best Design for a Community, and Best Special Promotion for a Developer categories.

To Qualify for the Best Master-Planned Community “of the Year”, you must enter the Best Lifestyle, Best Unique Feature, Best Design for a Community and Best Clubhouse for a Community categories.

To Qualify for Best Associate “of the Year” Award, you must enter at least four categories of your choosing.

The Point System is as follows: 10 points for Gold/MAX Award, 5 points for Silver Award, 3 points for third Finalist Position, 2 points for 4th finalist position and 1 point per Entry.

OTHER “NON-JUDGED” AWARDS

The HBA will also present, in partnership with The Statesman, a “Best Online Curb Appeal” award to the company that earns the highest points using a third-party rating system that calculates the best online presence (includes responsive websites, social media, third-party reviews, etc.) All companies entering MAX will be judged – no entry fee required.

The HBA will recognize the company with the most MAX Spirit at the event with the MAX Spirit Award. Companies or individuals that show the “most spirit” during the awards gala will be recognized.

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.

ROLL OVER 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. To participate, simply select the appropriate choice when completing your entry form(s). A separate entry fee of \$175 will be collected directly from The National Sales & Marketing Awards. For more information contact Naomi Bludworth at naomi@hbaaustin.com.

The National's will now require you to go to <https://www.thenationals.com> and pay your entry fees before they will process your rolled over materials. Call for Entries for The Nationals open in July 2018; when HBA staff sends your materials, you will be notified so that you can proceed with entry payment accordingly.

TEXAS ASSOCIATION OF BUILDERS STAR AWARDS

If you would like to enter your 2018 MAX Awards entries into the 2018 Star Awards, [click here](#) for instructions on how to do so.

PROMOTIONAL PARTNERS

The MAX Awards would not be possible without the support of our generous Promotional Partners. With twenty-one 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 at the JW Marriott Austin located at 110 E 2nd St, Austin, Texas, on Saturday, April 7, 2018. Don't miss the opportunity to participate in Austin's most exciting industry event. Tickets may be purchased for \$100 each. You may also purchase a table for 10 people at the 2018 MAX Awards for \$900. Tickets may be [purchased here](#). Contact Naomi Bludworth at naomi@hbaaustin.com for details.

PHOTOGRAPHS SUBMITTED

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

CATEGORY DESCRIPTIONS & CRITERIA

PROMOTIONAL AWARDS

Best Print Ad – Builder/Remodeler

Builders and remodelers who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume and Custom Builders may enter the following category. Developers are not eligible.

Best Print Ad – Developer

Developer members of the Home Builders Association of Greater Austin are eligible for this category. Builders are eligible only if builder is responsible for developing of the community.

Best Print Ad – Associate

Associate members of the Home Builders Association of Greater Austin are eligible for the following category. Builders and Developers are not eligible.

Judging Criteria:

Entries will be judged on excellence of concept, copy, layout, overall design execution, communication of advertising objective and overall use of color (if applicable).

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Up to 2 digital photos of the Ad (*To be uploaded in the Image Gallery*)
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.
**Marketing Statements should be unique to each entry and should not be generic promotional statements. Each category should have a different marketing statement.*
4. Identify Target Market
5. Identify Marketing Time Frame
6. Identify the number of times the ad ran
7. Identify the amount of traffic generated by the ad
8. Provide the total cost of production (does not include media placement costs)

Please note - maximum file upload size for images is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Sales Brochure – Builder/Remodeler

Builders and remodelers who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume and Custom Builders may enter the following category. Developers are not eligible.

Best Sales Brochure – Developer

Developer members of the Home Builders Association of Greater Austin are eligible for this category. Builders are eligible only if builder is responsible for developing of the community.

Best Sales Brochure – Associate

Associate members of the Home Builders Association of Greater Austin are eligible for the following category. Builders and Developers are not eligible.

Judging Criteria:

Entries will be judged on best overall excellence of theme, graphic design, effective communication, value and appropriateness to the selling effort.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Hand delivered copy of the original brochure and all applicable inserts (floor plans, site plans, features, etc) submitted to the HBA.
2. Up to two digital picture(s) of the piece submitted online (*To be uploaded in the Image Gallery*)
3. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
4. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic promotional statements. Each category should have a different marketing statement.*

5. Identify Target Market
6. Identify Marketing Time Frame
7. Identify Cost per piece
8. Identify the number printed
9. Total cost of production (in \$dollars)

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Direct Mail – Builder

Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume and Custom Builders may enter the following category. Developers are not eligible.

Best Direct Mail – Developer

Developer members of the Home Builders Association of Greater Austin are eligible for this category. Builders are eligible only if builder is responsible for developing of the community.

Judging Criteria:

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

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Hand delivered copy of the original direct mail piece and all applicable inserts submitted to the HBA.
2. Up to two digital picture(s) of the piece submitted online (*To be uploaded in the Image Gallery*)
3. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
4. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.
**Marketing Statements should be unique to each entry and should not be generic promotional statements. Each category should have a different marketing statement.*
5. Identify Target Market
6. Identify Marketing Time Frame
7. Number Mailed
8. Sales Directly Related to Mailing
9. Traffic Generated by Entry
10. Cost Per Piece
11. Number Printed
12. Total Cost of Production (in dollars \$)

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Radio Ad – Builder

Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume and Custom Builders may enter the following category. Developers are not eligible.

Best Radio Ad – Developer

Developer members of the Home Builders Association of Greater Austin are eligible for this category. Builders are eligible only if builder is responsible for developing of the community.

Best Radio Ad – Associate

Associate members of the Home Builders Association of Greater Austin are eligible for this category. Builders and Developers are not eligible.

Judging Criteria:

Entries may be any length, and will be judged on effectiveness of meeting the communication objective, production technique, creativity and audience impact.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
2. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

****Marketing Statements should be unique to each entry and should not be generic promotional statements. Each category should have a different marketing statement.***

3. Community
4. Marketing Time Frame
5. Target Market
6. How many times did this ad run?
7. Traffic Generated by Ad
8. Total Cost of Production (in dollars \$)
9. Online upload of the radio spot, audio CD submitted to the HBA offices or URL link provided in entry.

Please note - Maximum file upload size is 3MB for images and audio files and 10MB for PDFs. Any files larger will not upload to the system.

Best Television or Video Ad – Builder

Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume and Custom Builders may enter the following category. Developers are not eligible.

Best Television or Video Ad - Developer

Developer members of the Home Builders Association of Greater Austin are eligible for this category. Builders are eligible only if builder is responsible for developing of the community.

Best Television or Video Ad – Associate

Associate members of the Home Builders Association of Greater Austin are eligible for this category. Builders and Developers are not eligible.

Judging Criteria:

Entries may be any length, and will be judged on effectiveness of meeting the communication objective, production technique, creativity and audience impact.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Two video stills of your choice to be uploaded online for awards presentation usage (*To be uploaded in the Image Gallery*)
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic promotional statements. Each category should have a different marketing statement.*

4. Community
5. Marketing Time Frame
6. Target Market
7. How many times did this ad run?
8. Traffic Generated by Ad
9. Total Cost of Production (in dollars \$)
10. DVD submitted to the HBA offices or URL link to Television or Video Ad provided in entry

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Website - Volume Builder

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

Best Website - Custom Builder

Custom Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume Builders, Associates and Developers are NOT eligible. Volume Builders are defined as those who build more than 50 homes per year.

Best Website – Developer

Developer members of the Home Builders Association of Greater Austin are eligible for this category. Builders are eligible only if builder is responsible for developing of the community.

Best Website - Associate

Associate members of the Home Builders Association of Greater Austin are eligible for this category. Builders and Developers are not eligible.

Judging Criteria:

Entries will be judged on functionality of technology in use, ease of navigation, visual design, mobile responsiveness, content (e.g. the content must be presented in an appealing and engaging way), interactivity (e.g. a site that allows the user to do something), originality, professionalism, effectiveness as it relates to the specific target market and the overall experience (e.g. does the user stay in the site, return to the site).

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital image of your home page and secondary page of choice to be uploaded online for awards presentation usage (*To be uploaded in the Image Gallery*)
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.
**Marketing Statements should be unique to each entry and should not be generic promotional statements. Each category should have a different marketing statement.*
4. Website will be judged online. Please submit website URL where the website can be found. Please enter http:// at the start of your web address.
5. Login or Additional Website Information (if needed)
6. Community
7. Target Market
8. Traffic Generated by Website

9. Total Leads Generated

10. Total Cost of Production (in dollars \$) - Include total cost to create the website initially + the cost of any upgrades done since then.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Digital Ad - Builder

Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume and Custom Builders may enter the following category. Developers are not eligible.

Best Digital Ad – Developer

Developer members of the Home Builders Association of Greater Austin are eligible for this category. Builders are eligible only if builder is responsible for developing of the community.

Judging Criteria:

Entries will be judged on creativity, content, innovation, impact, visual design, copywriting, and use of the medium.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
2. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.
**Marketing Statements should be unique to each entry and should not be generic promotional statements. Each category should have a different marketing statement.*
3. Ad will be judged online. Please submit the URL where the ad can be found. If not available online, please submit up to two digital images of the ad (*To be uploaded in the Image Gallery*)
4. Community - Please indicate the name of the Community (if applicable) and how long it has been in existence.
5. Marketing Time Frame
6. Target Market
7. Traffic Generated by Ad
8. Total Cost of Production (in dollars \$)
9. Number of Impressions
10. Click Rate
11. Click to Lead
12. Lead Conversion

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Email Message - Builder

Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume and Custom Builders may enter the following category. Developers are not eligible.

Best Email Message – Developer

Developer members of the Home Builders Association of Greater Austin are eligible for this category. Builders are eligible only if builder is responsible for developing of the community.

Best Email Message – Associate

Associate members of the Home Builders Association of Greater Austin are eligible for this category. Builders and Developers are not eligible.

Judging Criteria:

Entries will be judged on content, visual design, use of graphics, purpose of campaign, response rate of target audience.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
2. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.
**Marketing Statements should be unique to each entry and should not be generic promotional statements. Each category should have a different marketing statement.*
3. Community
4. Marketing Time Frame
5. Target Market
6. Traffic Generated by Email
7. Total Cost of Production (in dollars \$)
8. Number Emailed
9. Open Rate
10. Response Rate
11. Campaign is best judged in electronic format. Online submission of message in either .jpeg or PDF format. (*.jpegs can be uploaded via the Image Gallery*)

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Social Media Branding Campaign – Builder

Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume and Custom Builders may enter the following category. Developers are not eligible.

Best Social Media Branding Campaign – Developer

Developer members of the Home Builders Association of Greater Austin are eligible for this category. Builders are eligible only if builder is responsible for developing of the community.

Best Social Media Branding Campaign – Associate

Associate members of the Home Builders Association of Greater Austin are eligible for this category.

Judging Criteria:

Entries for this category should be for an ongoing campaign to promote the brand overall.

Entries will be judged on content, overall message, best use of the medium, visual design, use of graphics, purpose of campaign, response rate and level of interaction by target audience.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
2. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic promotional statements. Each category should have a different marketing statement.*

3. Marketing Time Frame
4. Target Market
5. Total Cost of Production (in dollars \$)
6. Click-Through Rate (CTR)
7. Number of Interactions
8. Campaign is best judged in electronic format. Online submission of campaign in either .jpeg or pdf format upload. (If campaign was executed across multiple social media platforms, please submit screenshots from each platform.) *.jpegs can be uploaded via the Image Gallery.*

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Social Media Promotion Campaign – Builder

Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume and Custom Builders may enter the following category. Developers are not eligible.

Best Social Media Promotion Campaign – Developer

Developer members of the Home Builders Association of Greater Austin are eligible for this category. Builders are eligible only if builder is responsible for developing of the community.

Best Social Media Promotion Campaign – Associate

Associate members of the Home Builders Association of Greater Austin are eligible for this category. Builders and Developers are not eligible.

Judging Criteria:

Entries for this category should be a limited time promotion campaign.

Entries will be judged on content, overall message, best use of the medium, visual design, use of graphics, purpose of campaign, response rate and level of interaction by target audience.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
2. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic promotional statements. Each category should have a different marketing statement.*

3. Marketing Time Frame
4. Target Market
5. Total Cost of Production (in dollars \$)
6. Click-Through Rate (CTR)
7. Number of Interactions
8. Campaign is best judged in electronic format. Online submission of campaign in either .jpeg or pdf format upload. (If campaign was executed across multiple social media platforms, please submit screenshots from each platform) .jpegs can be uploaded via the Image Gallery.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Billboard – Builder

Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume and Custom Builders may enter the following category. Developers are not eligible.

Best Billboard – Developer

Developer members of the Home Builders Association of Greater Austin are eligible for this category. Builders are eligible only if builder is responsible for developing of the community.

Judging Criteria:

Entries will be judged on strategy, creativity, readability, impact and execution.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital image of the billboard submitted online (*To be uploaded in the Image Gallery*)
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.
**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Community
5. City
6. Marketing Time Frame
7. Target Market
8. Traffic Generated by Ad
9. Total Cost of Production (in dollars \$)

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Sales Office – Builder

Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume and Custom Builders may enter the following category. Developers are not eligible.

Judging Criteria:

Entries will be judged on points of purchase, merchandising, impact, overall design execution, use of graphics, displays and effectiveness in achieving overall objective.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Six digital images submitted online (*To be uploaded in the Image Gallery*)
 - a. Approach view
 - b. Exterior On-site signage
 - c. Sales office interior
 - d. Product display (if applicable)
 - e. View of Choice
 - f. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.
**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Project Address
5. Community
6. City
7. Marketing Time Frame
8. Target Market
9. Total Cost in \$Dollars (Construction & Merchandising)
10. Floor Plan (PDF Upload) - Any floorplans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Design Center — Builder

Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume and Custom Builders may enter the following category. Developers are not eligible.

Judging Criteria:

Entries will be judged on points of purchase, merchandising, impact, overall design execution, use of graphics, displays and effectiveness in achieving overall objective.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Six digital images submitted online (*To be uploaded in the Image Gallery*)
 - a. Approach view
 - b. Exterior On-site signage
 - c. Sales office interior
 - d. Product display (if applicable)
 - e. View of Choice
 - f. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.
**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Project Address
5. Community
6. City
7. Marketing Time Frame
8. Target Market
9. Total Cost (Construction & Merchandising) (in dollars \$)
10. Floor Plan (PDF Upload) - Any floorplans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Design Center/Showroom – Associate

Associate members of the Home Builders Association of Greater Austin are eligible for the following category. Builders and Developers are not eligible.

Judging Criteria:

Entries will be judged on points of purchase, merchandising, impact, overall design execution, use of graphics, displays and effectiveness in achieving overall objective.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Six digital images submitted online (*To be uploaded in the Image Gallery*)
 - a. Approach view
 - b. Exterior On-site signage
 - c. Sales office interior
 - d. Product display (if applicable)
 - e. View of Choice
 - f. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.
**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. City
5. Marketing Time Frame
6. Target Market
7. Total Cost (Construction & Merchandising) (in dollars \$)
8. Floor Plan (PDF Upload) - Any floorplans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Special Sales Promotion – Builder

Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume and Custom Builders may enter the following category. Developers are not eligible.

Judging Criteria:

Entries should be public relations promotions (i.e. grand openings, traffic builder promotion, Consumer/Realtor incentive programs, Builder Promotions, etc.) Consumer entries may be single-entry or campaigns and must have been exposed in at least one public medium other than or in addition to direct mail. Entries will be judged on effective communication, originality, cost effectiveness and ability to meet standard marketing objectives.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. May include all of the following image uploads, for a total of 6 images: Print Advertising, billboards etc. (other than or in addition to direct mail) *(To be uploaded in the Image Gallery)*
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.
**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Project Address
5. Community
6. Marketing Time Frame
7. Target Market
8. Traffic Generated by Ad
9. Total Cost of Production (in dollars \$)
10. Radio Promotion audio file upload (.mp3) if applicable
11. DVD submitted to the HBA office of TV ad spot or URL link provided in entry if applicable

Please note - Maximum file upload size is 3MB for images and audio files and 10MB for PDFs. Any files larger will not upload to the system.

Best Special Sales Promotion – Developer

Developer members of the Home Builders Association of Greater Austin are eligible for this category. Builders are eligible only if builder is responsible for developing of the community.

To qualify for **Non-Master Planned Community of the Year**, the entrant must enter at least one entry in each of the following community categories:

- i. **Best Design for a Community**
- ii. **Best Unique Feature for a Community**
- iii. **Best Special Sales Promotion for a Developer**

Judging Criteria:

Entries should be public relations promotions (i.e. grand openings, traffic builder promotion, Consumer/Realtor incentive programs, Builder Promotions, etc.) Consumer entries may be single-entry or campaigns and must have been exposed in at least one public medium other than or in addition to direct mail. Entries will be judged on effective communication, originality, cost effectiveness and ability to meet standard marketing objectives.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. May include all of the following image uploads, for a total of 6 images: Print Advertising, billboards etc. (other than or in addition to direct mail) *(To be uploaded in the Image Gallery)*
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.
**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Project Address
5. Community
6. How old (in years and/or months) is the community?
7. Marketing Time Frame
8. Target Market
9. Traffic Generated by Ad
10. Total Cost of Production (in dollars \$)
11. Radio Promotion audio file upload (.mp3) if applicable
12. DVD submitted to the HBA office of TV ad spot or URL link provided in entry if applicable

Please note - Maximum file upload size is 3MB for images and audio files and 10MB for PDFs. Any files larger will not upload to the system.

Best Special Sales Promotion – Associate

Associate members of the Home Builders Association of Greater Austin are eligible for the following category. Builders and Developers are not eligible.

Judging Criteria:

Entries should be public relations promotions (i.e. grand openings, traffic builder promotion, Consumer/Realtor incentive programs, Builder Promotions, etc.) Consumer entries may be single-entry or campaigns and must have been exposed in at least one public medium other than or in addition to direct mail. Entries will be judged on effective communication, originality, cost effectiveness and ability to meet standard marketing objectives.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. May include all of the following image uploads, for a total of 6 images: Print Advertising, billboards etc. (other than or in addition to direct mail) *(To be uploaded in the Image Gallery)*
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.
**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Project Address
5. Marketing Time Frame
6. Target Market
7. Traffic Generated by Ad
8. Total Cost of Production (in dollars \$)
9. Radio Promotion audio file upload (.mp3) if applicable
10. DVD submitted to the HBA office of TV ad spot or URL link provided in entry if applicable

Please note - Maximum file upload size is 3MB for images and audio files and 10MB for PDFs. Any files larger will not upload to the system.

Best Logo Design

Builders, Developers, Remodelers, or Associates who are members of the Home Builders Association of Greater Austin are eligible for the following category.

Judging Criteria:

Entry will be judged on graphics, concept, overall design, readability, and execution.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. 6 to 8 Images that illustrate logo design must be submitted online for awards presentation usage. Images saved in .jpeg format. *(To be uploaded in the Image Gallery)*
2. Project Statement* Describe the logo concept, challenges overcome, why style decisions were made along with any other information relevant to the project Max. 1400 characters (approximately 200 words)
3. Consolidated Project Statement* — a consolidated version of the project statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.
**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
3. Community
4. Target Market
5. Total Cost of Production (in dollars \$) - Include total cost to create the logo initially + the cost of any upgrades done since then.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Special Event – Builder

Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume and Custom Builders may enter the following category. Developers are not eligible.

Best Special Event – Developer

Developers who are members of the Home Builders Association of Greater Austin are eligible for the following category.

Best Special Event – Associate

Associates who are members of the Home Builders Association of Greater Austin are eligible for the following category.

Judging Criteria:

Entry will be judged on theme, objective and how the objective was met, promotion (including print, online, email and broadcast), cohesiveness of theme onsite and promotion and overall response from the target audience.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. 6 to 8 Images that represent entry (*To be uploaded in the Image Gallery*)
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*

4. Name of Event
5. Purpose of Event
6. Target Audience
7. Total Budget
8. Location of Event
9. Number of Attendees
10. Explain any prizes or giveaways provided at event
11. Explain any event activities for attendees

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Overall Ad Campaign – Builder

Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume and Custom Builders may enter the following category. Developers are not eligible.

Best Overall Ad Campaign – Developer

Developer members of the Home Builders Association of Greater Austin are eligible for this category. Builders are eligible only if builder is responsible for developing of the community.

Best Overall Ad Campaign – Associate

Associate members of the Home Builders Association of Greater Austin are eligible for the following category. Builders and Developers are not eligible.

Judging Criteria:

Entries will be judged on copy and concept, overall design and execution of creative strategy, continuity of the theme across media, overall effectiveness as it relates to the specific target market, and qualified traffic and/or response the campaign generated. Entries must include a minimum of 2 mediums and may include any or all of the following: print advertising, direct mail, television or radio spots, billboards, interactive/digital, etc.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Note: A campaign shall be designated as any group of two or more distinctive but related advertisements for the same project, company or master planned community, which aired or ran in conjunction with each other over a given period of time as part of a coordinated media schedule.

Materials For Submission:

1. Up to six digital photos submitted online of ad campaign pieces (*To be uploaded in the Image Gallery*)
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*

4. If a corporate or umbrella campaign, how many were included?
5. Theme of Campaign
6. Community
7. City
8. Marketing Time Frame
9. Describe the Target Audience

10. Traffic Generated by Entry
11. Annual Promotional Marketing Budget (in dollars \$)
12. Total Cost of Production (in dollars \$)
13. Number of Related Advertisements Developed
14. Type of Campaign - If multi-media, please indicate all media used and the approximate percentage of the campaign budget devoted to each
 - a. Newspaper
 - b. Magazine
 - c. Radio
 - Radio Ad Upload (.mp3)
 - d. Television (URL)
 - Video Link (URL)
 - Additional Optional Video Link (URL)
 - DVD to HBA Office
 - e. Outdoor
 - f. Direct Mail
 - g. Company Website
 - h. Other Internet
 - i. Email Message Campaign
 - j. Online Banner Campaign
 - k. Other
15. When did the campaign begin?
16. How long did the campaign run?
17. Total Campaign Media Costs
18. Total Traffic Units
19. Online Traffic Per Week
20. Offsite Traffic Per Week
21. Total Gross Sales (units) During Campaign
22. Unit Sales Per Week
23. Total Sales Volume
24. Total Overall Ad Budget During Entry Period
25. Total Advertising Cost per Traffic Unit
26. Total Advertising Cost as a Percentage of Sales

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

PRODUCT AWARDS - \$150 per entry

Best Product Design - \$100,000 - \$199,999 - Volume Builder

Best Product Design - \$200,000 - \$299,999 - Volume Builder

Best Product Design - \$300,000 - \$399,999 - Volume Builder

Best Product Design - \$400,000 - \$499,999 - Volume Builder

Best Product Design - \$500,000 - \$599,999 - Volume Builder

Best Product Design - \$600,000 - \$699,999 - Volume Builder

Best Product Design - \$700,000 - \$799,999 - Volume Builder

Best Product Design - \$800,000 - \$899,999 - Volume Builder

Best Product Design - \$900,000 - \$999,999 - Volume Builder

Best Product Design - Over \$1 Million - Volume Builder

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.

Judging Criteria:

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

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital images of the following submitted online:
 - a. Exterior Elevation
 - b. Living Room
 - c. Dining Room
 - d. Kitchen
 - e. Master Bedroom
 - f. View of Choice
 - g. View of Choice
 - h. View of Choice
 - i. View of Choice
 - j. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards

and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*

4. Project Address
5. Community
6. City
7. Construction/Marketing Time Frame (Projects must be completed or marketed in 2017)
8. Target Market
9. Square Footage Air Conditioned
10. Sales Price of the Home
11. % of Your Company's Sales this plan represents in Austin Market
12. Construction Cost per Square Foot
13. Number of Total Units Closed in 2017
14. Floor Plan PDF Uploads (up to 3 total) - Any floorplans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Product Design - Specialty Product - Volume Builder

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.

Specialty Product - Any niche product designed specifically for a market (examples include infill product, cottages, garden homes, multi-family homes, etc.)

Lot price included.

Judging Criteria:

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

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital images of the following submitted online:
 - a. Exterior Elevation
 - b. Living Room
 - c. Dining Room
 - d. Kitchen
 - e. Master Bedroom
 - f. View of Choice
 - g. View of Choice
 - h. View of Choice
 - i. View of Choice
 - j. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Project Address
5. Community
6. City
7. Construction/Marketing Time Frame (Projects must be completed or marketed in 2017)
8. Target Market

9. Square Footage Air Conditioned
10. Sales Price of the Home
11. % of Your Company's Sales this plan represents in Austin Market
12. Construction Cost per Square Foot
13. Number of Total Units Closed in 2017
14. Floor Plan PDF Upload (up to 3) - Any floorplans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Product Design - Customized - Volume Builder

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.

Customized - Any product designed specifically for a customer

Lot price included.

Judging Criteria:

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

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital images of the following submitted online:
 - a. Exterior Elevation
 - b. Living Room
 - c. Dining Room
 - d. Kitchen
 - e. Master Bedroom
 - f. View of Choice
 - g. View of Choice
 - h. View of Choice
 - i. View of Choice
 - j. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Project Address
5. Community
6. City
7. Construction/Marketing Time Frame (Projects must be completed or marketed in 2017)
8. Target Market

9. Square Footage Air Conditioned
10. Sales Price of the Home
11. % of Your Company's Sales this plan represents in Austin Market
12. Construction Cost per Square Foot
13. Number of Total Units Closed in 2017
14. Floor Plan PDF Upload (up to 3) - Any floorplans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Custom Home Product Design - \$100,000 - \$249,999 - Custom Builder
Best Custom Home Product Design - \$250,000 - \$499,999 - Custom Builder
Best Custom Home Product Design - \$500,000 - \$749,999 - Custom Builder
Best Custom Home Product Design - \$750,000 - \$999,999 - Custom Builder
Best Custom Home Product Design - \$1,000,000 - \$1,499,999 - Custom Builder
Best Custom Home Product Design - \$1,500,000 - \$1,999,999 - Custom Builder
Best Custom Home Product Design - \$2,000,000 - \$2,499,999 - Custom Builder
Best Custom Home Product Design - \$2,500,000 and Over - Custom Builder

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

Lot price NOT included.

Judging Criteria:

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

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital images of the following submitted online:
 - a. Exterior Elevation
 - b. Living Room
 - c. Dining Room
 - d. Kitchen
 - e. Master Bedroom
 - f. View of Choice
 - g. View of Choice
 - h. View of Choice
 - i. View of Choice
 - j. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic brand statements.
Each category should have a different marketing statement.*

4. Project Address
5. Community
6. City
7. Construction Time Frame (Projects must be completed in 2017)
8. Buyer Profile
9. Square Footage Air Conditioned
10. Sales Price of the Home
11. % represented by Your Company's Sales in the Austin Market
12. Construction Cost per Square Foot
13. Floor Plan PDF Upload (up to 3) - Any floorplans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Green Home

Judging Criteria:

Entries will be judged on green building techniques, including lot preparation and design, resource efficiency (home design, framing techniques, material selection, waste management), energy efficiency (building envelope, mechanical systems, appliance, lighting), water efficiency/conservations, occupancy comfort and indoor environmental quality, plus operation and maintenance education for the homeowner. Judging will be based on information provided on green techniques used in the home along with photos depicting the overall design and incorporation of green products. House plans and orientation of home on site will also be used. EnergyStar, NAHB or C.O.A. Certified Green.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials Submission:

1. Digital Images uploaded of the following:
 - a. Exterior Elevation
 - b. Living Room
 - c. Dining Room
 - d. Kitchen
 - e. Master Bedroom
 - f. View of Choice
 - g. View of Choice
 - h. View of Choice
 - i. View of Choice
 - j. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Project Address
5. Community
6. City
7. Marketing Time Frame (Specs only - Between Jan. 1 - Dec. 31, 2017)
8. Construction Time Frame (Projects must be completed in 2017)
9. Target Market/Buyer Profile
10. Square Footage Air Conditioned
11. Sales Price of the Home
12. Percentage of Sales this plan represents in the Austin Market
13. Construction Cost per Square Foot

14. How does the building's design address climatic/site condition? (In regards to lot design, preparation and development)
15. Discuss sustainable products used & waste management technique. (In regards to resource efficiency)
16. Provide information on: insulation/wall system and sealing (In regards to resource efficiency)
17. Describe water conservation techniques used indoors and out. (In regards to water efficiency)
18. Describe steps taken to improve indoor air quality. (In regards to indoor environment)
19. Describe how you educated the new homeowners about the home. (In regards to operation and maintenance)
20. PDF online upload of floor plans (up to 2 allowed) - Any floor plans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.
21. PDF online upload of Green Certificate Upload - Please remove all company identifying information before uploading.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Urban Infill Project of the Year

Judging Criteria

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

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission

1. Digital images of the following, submitted online:
 - a. Exterior elevation
 - b. Living Room
 - c. Dining Room
 - d. Kitchen
 - e. Master Bedroom
 - f. Up to four (4) views of choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.
**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Project Address
5. Community Name and Age
6. City
7. PDF online upload of floor plans (up to 2 allowed) - Any floor plans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Custom Spec – Custom Builder

Custom Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume Builders and Developers are not eligible. Please note: Entries submitted in this category can not be entered into Best Custom Product Design for a Custom Builder.

Lot Price Not Included

Judging Criteria:

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

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Images uploaded of the following:
 - a. Exterior Elevation
 - b. Living Room
 - c. Dining Room
 - d. Kitchen
 - e. Master Bedroom
 - f. View of Choice
 - g. View of Choice
 - h. View of Choice
 - i. View of Choice
 - j. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Project Address
5. Community
6. City
7. Marketing Time Frame
8. Construction Time Frame (Projects must be completed in 2017)
9. Target Market
10. Square Footage Air Conditioned

11. Sales Price of the Home
12. % of Your Company's Sales this plan represents in Austin Market
13. Construction Cost per Square Foot
14. PDF online upload of floor plans (up to 2 allowed) - Any floor plans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Kitchen Under \$75,000 - Custom Home

Best Kitchen Over \$75,000 - Custom Home

Custom Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume Builders and Developers are not eligible.

Lot Price Not Included

Judging Criteria:

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

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Images uploaded of the following:
 - a. View of Choice
 - b. View of Choice
 - c. View of Choice
 - d. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*

4. Project Address
5. Construction Time Frame (Projects must be completed in 2017)
6. Total Construction Cost of Kitchen
7. Buyer Profile
8. PDF online upload of floor plans (up to 2 allowed) - Any floor plans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Master Bath Under \$75,000 - Custom Home

Best Master Bath Over \$75,000 - Custom Home

Custom Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume Builders and Developers are not eligible.

Lot Price Not Included

Judging Criteria:

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

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Images uploaded of the following:
 - a. View of Choice
 - b. View of Choice
 - c. View of Choice
 - d. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*

4. Project Address
5. Construction Time Frame (Projects must be completed in 2017)
6. Total Construction Cost of Master Bath
7. Buyer Profile
8. PDF online upload of floor plans (up to 2 allowed) - Any floor plans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Specialty Room - Custom Home

Custom Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume Builders and Developers are not eligible.

Lot Price Not Included

Judging Criteria:

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

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Images uploaded of the following:
 - a. View of Choice
 - b. View of Choice
 - c. View of Choice
 - d. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.
**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Project Address
5. Construction Time Frame (Projects must be completed in 2017)
6. Total Construction Cost of Specialty Room
7. Buyer Profile
8. PDF online upload of floor plans (up to 2 allowed) - Any floor plans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Outdoor Living Space Under \$75,000 - Custom Home

Best Outdoor Living Space Over \$75,000 - Custom Home

Custom Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume Builders and Developers are not eligible.

Lot Price Not Included

Judging Criteria:

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

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Images uploaded of the following:
 - a. View of Choice
 - b. View of Choice
 - c. View of Choice
 - d. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*

4. Project Address
5. Construction Time Frame (Projects must be completed in 2017)
6. Total Construction Cost of Outdoor Living Area
7. Buyer Profile
8. PDF online upload of floor plans (up to 2 allowed) - Any floor plans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best One-of-a-Kind Home

Custom Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume Builders and Developers are not eligible.

Lot Price Not Included

Judging Criteria:

Entries will be judged on overall design, attention to detail, scale, balance, function, style and value. Has a feature or design that is rare or can not be duplicated.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Images uploaded of the following:
 - a. Exterior Elevation
 - b. Living Room
 - c. Dining Room
 - d. Kitchen
 - e. Master Bedroom
 - f. View of Choice
 - g. View of Choice
 - h. View of Choice
 - i. View of Choice
 - j. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Project Address
5. Community
6. City
7. Marketing Time Frame (Between Jan. 1 - Dec. 31, 2017)
8. Construction Time Frame (Projects must be completed in 2017)
9. Buyer Profile
10. Square Footage Air Conditioned
11. Sales Price of the Home
12. % of Your Company's Sales this plan represents in Austin Market
13. Construction Cost per Square Foot

14. PDF online upload of floor plans (up to 2 allowed) - Any floor plans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Interior Merchandising for a Model Home - \$100,000 - \$199,999

Best Interior Merchandising for a Model Home - \$200,000 - \$299,999

Best Interior Merchandising for a Model Home - \$300,000 - \$399,999

Best Interior Merchandising for a Model Home - \$400,000 - \$499,999

Best Interior Merchandising for a Model Home - \$500,000 - \$599,999

Best Interior Merchandising for a Model Home - \$600,000 - \$699,999

Best Interior Merchandising for a Model Home - \$700,000 - \$799,999

Best Interior Merchandising for a Model Home - \$800,000 - \$899,999

Best Interior Merchandising for a Model Home - \$900,000 - \$999,999

Best Interior Merchandising for a Model Home - Over \$1 Million

Best Interior Design for a Parade of Homes or Showcase Home

Both Volume and Custom Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Associate Members of the Home Builders Association of Greater Austin may also enter projects done for builder clients.

Judging Criteria:

Entries will be judged on use of color, texture, interior space, furniture, accessories, window and wall treatments, and appeal to the product's specific target market in most cost effective manner.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Images uploaded of the following:
 - a. Living Room Area
 - b. Dining Area
 - c. Master Bedroom
 - d. Kitchen
 - e. View of Choice
 - f. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Project Address
5. Community
6. City

7. Marketing Time Frame (Between Jan. 1 - Dec. 31, 2017)
8. Target Market/Buyer Profile
9. Sales Price of Home
10. Merchandising Cost Per Square Footage
11. Was any of the merchandising recycled from another model?
 - a. If so what percent?
12. PDF online upload of furniture layout or space plans (up to 2 allowed) - Any floor plans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Remodeled Project - Under \$200,000

Best Remodeled Project - Over \$200,000

Best Kitchen Remodel - Under \$75,000

Best Kitchen Remodel - Over \$75,000

Best Master Bath Remodel

Best Outdoor Living Remodel

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

Judging Criteria:

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.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital images uploaded of the following:
 - a. Before Photo
 - b. Before Photo
 - c. Before Photo
 - d. After Photo
 - e. After Photo
 - f. After Photo
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Project Address
5. City
6. Construction Time Frame (Projects must be completed in 2017)
7. How much existing square footage was renovated/remodeled?
8. How much new square footage was added?
9. Six exceptional features of this project
10. Total Square Footage of Final Residential Structure
11. Contract Price (\$)
12. PDF upload of the following floor plans*:
 - a. Before Remodel

b. After Remodel

**Any floor plans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.*

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Lifestyle for a Master-Planned Community

Developers who are members of the Home Builders Association of Greater Austin are eligible for the following category. Only developers of master-planned communities are eligible for this category.

Judging Criteria:

Only communities available by December 31, 2017 are eligible. Entries will be judged on overall community design as it relates to the target market, amenities, entry and common area landscaping and signage. Builders are eligible only if they developed the community.

To qualify for **Master-Planned Community of the Year**, the entrant must enter at least one entry in each of the following community categories:

- i. **Best Lifestyle for a Master-Planned Community**
- ii. **Best Design for a Community**
- iii. **Best Unique Feature for a Community**
- iv. **Best Clubhouse for a Community**

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital photo upload of images depicting:
 - a. Community Entry
 - b. Recreation Area / Amenity Center
 - c. View of Choice
 - d. View of Choice
 - e. View of Choice
 - f. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.
**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Community/Subdivision Name
5. Community Address
6. City
7. How old (in years and/or months) is the community?
8. How many (number) units are in the community?
9. How many (number) acres are in the community?

10. Marketing Time Frame (Between Jan. 1 - Dec. 31, 2017)
11. Target Market of Community?
12. Price Range of Homes
13. List and Describe Community Amenities
14. Describe the community's recreation program(s) for residents
15. List the schools situated within the community's "limits"
16. On-site Contact Name - *Community categories are judged on-site. The person indicated will be notified of the date and 3-hour arrival time window.*
17. On-site Contact Phone Number
18. On-site Contact Email
19. PDF upload of up to 2 floorplans outlining community site plan (any floorplans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded)
20. Community Brochure - Deliver 5 Copies to HBA Office
21. Community Map - Deliver 5 Copies to HBA Office

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Design for a Community

Developers who are members of the Home Builders Association of Greater Austin are eligible for the following category.

Judging Criteria:

Only communities available by December 31, 2017 are eligible. Entries will be judged on overall community design as it relates to the target market, amenities, entry and common area landscaping and signage. Builders are eligible only if they developed the community.

To qualify for **Master-Planned Community of the Year**, the entrant must enter at least one entry in each of the following community categories:

- i. **Best Lifestyle for a Master-Planned Community**
- ii. **Best Design for a Community**
- iii. **Best Unique Feature for a Community**
- iv. **Best Clubhouse for a Community**

To qualify for **Non-Master Planned Community of the Year**, the entrant must enter at least one entry in each of the following community categories:

- i. **Best Design for a Community**
- ii. **Best Unique Feature for a Community**
- iii. **Best Special Sales Promotion for a Developer**

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital photo upload of images depicting:
 - a. Community Entry
 - b. View of Choice
 - c. View of Choice
 - d. View of Choice
 - e. View of Choice
 - f. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*

4. Community/Subdivision Name
5. Community Address
6. City
7. How old (in years and/or months) is the community?
8. How many (number) units are in the community?
9. How many (number) acres are in the community?
10. Marketing Time Frame (Between Jan. 1 - Dec. 31, 2017)
11. Target Market of Community?
12. Describe Landscaping and Signage
13. Describe the community layout and describe how it serves the community and its residents
14. On-site Contact Name - *Community categories are judged on-site; the person indicated will be notified of the date and 3-hour arrival time window.*
15. On-site Contact Phone Number
16. On-site Contact Email
17. PDF upload of up to 2 floorplans outlining community site plan (any floorplans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded)
18. Community Brochure - Deliver 5 Copies to HBA Office
19. Community Map - Deliver 5 Copies to HBA Office

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Unique Feature for a Community

Developers who are members of the Home Builders Association of Greater Austin are eligible for the following category.

Judging Criteria:

Only communities available by December 31, 2017 are eligible. Entries will be judged on overall community design as it relates to the target market, amenities, entry and common area landscaping and signage. Builders are eligible only if they developed the community.

To qualify for **Master-Planned Community of the Year**, the entrant must enter at least one entry in each of the following community categories:

- i. **Best Lifestyle for a Master-Planned Community**
- ii. **Best Design for a Community**
- iii. **Best Unique Feature for a Community**
- iv. **Best Clubhouse for a Community**

To qualify for **Non-Master Planned Community of the Year**, the entrant must enter at least one entry in each of the following community categories:

- i. **Best Design for a Community**
- ii. **Best Unique Feature for a Community**
- iii. **Best Special Sales Promotion for a Developer**

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital photo upload of images depicting:
 - a. Unique Feature
 - b. View of Choice
 - c. View of Choice
 - d. View of Choice
 - e. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*

4. Community/Subdivision Name
5. Community Address
6. City
7. How old (in years and/or months) is the community?
8. How many (number) units are in the community?
9. How many (number) acres are in the community?
10. Marketing Time Frame (Between Jan. 1 - Dec. 31, 2017)
11. Target Market of Community?
12. Describe the unique feature of this community
13. On-site Contact Name - *Community categories are judged on-site; the person indicated will be notified of the date and 3-hour arrival time window.*
14. On-site Contact Phone Number
15. On-site Contact Email
16. Community Brochure - Deliver 5 Copies to HBA Office
17. Community Map - Deliver 5 Copies to HBA Office

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Clubhouse for a Community

Developers who are members of the Home Builders Association of Greater Austin are eligible for the following category.

Judging Criteria:

Only communities available by December 31, 2017 are eligible. Entries will be judged on theme, function, display concept, creativity, and design used in the office. Builders are eligible only if they developed the community.

To qualify for **Master-Planned Community of the Year**, the entrant must enter at least one entry in each of the following community categories:

- i. **Best Lifestyle for a Master-Planned Community**
- ii. **Best Design for a Community**
- iii. **Best Unique Feature for a Community**
- iv. **Best Clubhouse for a Community**

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital photo upload of minimum of 6 and up to 8 images depicting:
 - a. Community Clubhouse
 - b. View of Choice
 - c. View of Choice
 - d. View of Choice
 - e. View of Choice
 - f. View of Choice
 - g. View of Choice
 - h. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Community/Subdivision Name
5. Community Address
6. City
7. How old (in years and/or months) is the community?

8. How many (number) units are in the community?
9. How many (number) acres are in the community?
10. Marketing Time Frame (Between Jan. 1 - Dec. 31, 2017)
11. Target Market of Community?
12. Describe the clubhouse of this community
13. On-site Contact Name - *Community categories are judged on-site. The person indicated will be notified of the date and 3-hour arrival time window.*
14. On-site Contact Phone Number
15. On-site Contact Email
16. PDF upload of floorplan - (Any floorplans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded)
17. Community Brochure - Deliver 5 Copies to HBA Office
18. Community Map - Deliver 5 Copies to HBA Office

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best New Community - Developer

Developers who are members of the Home Builders Association of Greater Austin are eligible for the following category.

Judging Criteria:

Only communities available by December 31, 2017 are eligible and the neighborhood/community must be less than two years old. Entries will be judged on overall community design as it relates to the target market, amenities, entry and common area landscaping and signage. Builders are eligible only if they developed the community.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital photo upload of images depicting:
 - a. Community Entry
 - b. Recreation Area (if applicable)
 - c. View of Choice
 - d. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.
**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Community/Subdivision Name
5. Community Address
6. City
7. How old (in years and/or months) is the community?
8. How many (number) units are in the community?
9. How many (number) acres are in the community?
10. What length of time was this entry marketed during 2017? (Between Jan. 1 - Dec. 31, 2017)
11. Target Market of Community?
12. Discuss how community is marketed
13. List Builders in Community
14. Price Range of Homes
15. Lot Costs
16. Total Number of Lots
17. Lot Sizes
18. List Community Amenities

19. Describe Landscaping and Signage
20. Number of sales generated during time period
21. On-site Contact Name - *Community categories are judged on-site. The person indicated will be notified of the date and 3-hour arrival time window.*
22. On-site Contact Phone Number
23. On-site Contact Email
24. PDF upload of up to 2 floorplans outlining community site plan - (Any floorplans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.)
25. Community Brochure - Deliver 5 Copies to HBA Office
26. Community Map - Deliver 5 Copies to HBA Office

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Poolscape – Associate/Builder

Associate or Builder members of the Home Builders Association of Greater Austin are eligible for the following category.

Judging Criteria:

Entries will be judged on the installation itself and adjacent deck area as to the quality of workmanship, soundness of design practicality and safety. Attention will be given to the surrounding landscape area with regard to how well it harmonizes with installation.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital images uploaded depicting:
 - a. Pool
 - b. Area Landscaping
 - c. View of Choice
 - d. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.
**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Project Address
5. Marketing Time Frame (Between Jan. 1 - Dec. 31, 2017)
6. Target Market/Buyer Profile
7. PDF blue print upload outlining poolscape's project plan and site plan. Full sets of blue prints will not be accepted. Any blue print uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Poolscape for a Community — Developer

Developer members of the Home Builders Association of Greater Austin are eligible for the following category.

Judging Criteria:

Entries will be judged on the installation itself and adjacent deck area as to the quality of workmanship, soundness of design practicality and safety. Attention will be given to the surrounding landscape area with regard to how well it harmonizes with installation.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital images uploaded depicting:
 - a. Pool
 - b. Area Landscaping
 - c. View of Choice
 - d. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.
**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Project Address
5. Marketing Time Frame (Between Jan. 1 - Dec. 31, 2017)
6. Target Market/Buyer Profile
7. PDF blue print upload outlining poolscape's project plan and site plan. Full sets of blue prints will not be accepted. Any blue print uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Best Townhome or Condo

Builders who are members of the Home Builders Association of Greater Austin are eligible for the following category. Volume and Custom Builders may enter the following category. Developers are not eligible.

Lot Price Not Included

Judging Criteria:

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

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Images uploaded of the following:
 - a. Exterior Elevation
 - b. Living Room
 - c. Dining Room
 - d. Kitchen
 - e. Master Bedroom
 - f. View of Choice
 - g. View of Choice
 - h. View of Choice
 - i. View of Choice
 - j. View of Choice
2. Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted. Max. 700 characters (approximately 100 words)
3. Consolidated Marketing Statement* — a consolidated version of the marketing statement entered above - Max. 325 characters (approximately 50 words). This statement is for use at the MAX Awards and Gala and will be read in the event this entry is selected as winner. No company names may be submitted.

**Marketing Statements should be unique to each entry and should not be generic brand statements. Each category should have a different marketing statement.*
4. Project Address
5. Community
6. City
7. Marketing Time Frame (Between Jan. 1 - Dec. 31, 2017)
8. Buyer Profile
9. Square Footage Air Conditioned
10. Sales Price of the Home
11. Percentage of Sales this plan represents in the Austin Market
12. Construction Cost per Square Foot

13. PDF upload of up to 2 floorplans - (Any floorplans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.)

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

INDIVIDUAL AWARDS

On-Site Sales Person of the Year

Sales persons representing a builder who is a member of the Home Builders Association of Greater Austin and built homes in the Austin Market are eligible for the following category.

Judging Criteria:

Candidates will be judged on professional approach to sales, selling techniques, sales volume, philosophies, ability to overcome market obstacles.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Upload of Headshot of Candidate (upload in Image Gallery)
2. List Your Key Accomplishments in 2017 - Max. 1400 characters (approximately 200 words)
 - a. Include bullet points of # of homes sold, dollar volume of homes sold, community challenges that were overcome, cycle time improvements for home construction, improvements to customer satisfaction survey results, etc. Refrain from providing "fluff."
3. Tell Us About Your Community Involvement (Such as associations, charities, and other volunteer opportunities) Max. 700 characters (approximately 100 words)
4. Title
5. Name of Supervisor
6. Type of Business Submitting Entry
7. Number of Communities worked during that time period
8. Location of Communities
9. Average Weekly Traffic
10. Date started in new home industry sales
11. Number of Homes/\$Volume Closed in Time Period/Average Price
12. Number of Homes/\$Volume Sold in Time Period/Average Price
13. Number of Homes/\$Volume Cancelled in Time Period/Average Price
14. PDF List of all Homes Closed between Jan. 1- Dec. 31, 2017 (List should include builder, address, city, sales price)
15. PDF upload of a letter from candidate's supervisor (one-page maximum) stating his/her assessment of candidates effectiveness in customer satisfaction, customer follow-up and contribution to the company's growth.
16. PDF upload of a signed sales affidavit with the following information included:
Candidates Name and Title, Company Name, Nominated By, Total Closed Sales Volume (\$) that is stated is true and accurate, Company President's Signature and Date. **PDF download can be found [HERE](#)**
17. PDF upload of letter of recommendation from up to 3 buyers. Each letter must be signed by the buyer.
18. PDF upload of Personal Resume

**Note: You will be interviewed in person by the judge(s) as part of the entry process. Interviews will take place the week of February 19, 2018. You will be contacted by HBA Staff or a MAX Awards Committee member to schedule your 15-minute interview. Please be sure to provide your best contact number and email address when prompted.*

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Sales Person of the Year – Associate

Full time employee representing an associate who is a member of the Home Builders Association of Greater Austin.

Judging Criteria:

Candidate will be judged on professional approach to sales, selling techniques, sales volume, philosophies, ability to overcome market.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Upload of Digital Color Headshot of Candidate (upload in Image Gallery)
2. List Your Key Accomplishments In 2017 (Include bullet points of # of homes sold, dollar volume of homes sold, community challenges that were overcome, cycle time improvements for home construction, improvements to customer satisfaction survey results, etc. Refrain from providing "fluff.") Max. 1400 characters (approximately 200 words)
3. Tell Us About Your Community Involvement (Such as associations, charities, and other volunteer opportunities) Max. 700 characters (approximately 100 words)
4. Title
5. Name of Supervisor
6. Type of Business Submitting Entry
7. Average Weekly Traffic
8. Date started in new home industry sales
9. Number of Products Sold in Time Period/Average Price
10. PDF upload of a signed sales affidavit with the following information included: Candidates Name and Title, Company Name, Nominated By, Total Closed Sales Volume (\$) that is stated is true and accurate, Company President's Signature and Date. **PDF download can be found [HERE](#).**
11. PDF of Personal Resume
12. PDF upload of signed testimonial letter from a homebuyer who purchased a home using the candidate's services during this entry period.

**Note: You will be interviewed in person by the judge(s) as part of the entry process. Interviews will take place the week of February 19, 2018. You will be contacted by HBA Staff or a MAX Awards Committee member to schedule your 15-minute interview. Please be sure to provide your best contact number and email address when prompted.*

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Rookie On-Site Sales Person of the Year

Sales persons representing a builder who is a member of the Home Builders Association of Greater Austin and built homes in the Austin Market are eligible for the following category.

For sales person having 12 months or less experience in new homes sales and representing a builder who built more than 50 homes in the Austin Market.

Judging Criteria:

Candidates will be judged on professional approach to sales, selling techniques, sales volume, philosophies, ability to overcome market obstacles.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Upload of Headshot of Candidate (upload in Image Gallery)
2. List Your Key Accomplishments in 2017 - Max. 1400 characters (approximately 200 words)
 - a. Include bullet points of # of homes sold, dollar volume of homes sold, community challenges that were overcome, cycle time improvements for home construction, improvements to customer satisfaction survey results, etc. Refrain from providing "fluff."
3. Tell Us About Your Community Involvement (Such as associations, charities, and other volunteer opportunities) Max. 700 characters (approximately 100 words)
4. Title
5. Name of Supervisor
6. Type of Business Submitting Entry
7. Number of Communities worked during that time period
8. Location of Communities
9. Average Weekly Traffic
10. Date started in new home industry sales
11. Number of Homes/\$Volume Closed in Time Period/Average Price
12. Number of Homes/\$Volume Sold in Time Period/Average Price
13. Number of Homes/\$Volume Cancelled in Time Period/Average Price
14. PDF List of all Homes Closed between Jan. 1-Dec. 31, 2017 (List should include builder, address, city, sales price)
15. PDF upload of a letter from candidate's supervisor (one-page maximum) stating his/her assessment of candidates effectiveness in customer satisfaction, customer follow-up and contribution to the company's growth.
16. PDF upload of a signed sales affidavit with the following information included:
Candidates Name and Title, Company Name, Nominated By, Total Closed Sales Volume (\$) that is stated is true and accurate, Company President's Signature and Date. **PDF download can be found [HERE](#)**
17. PDF upload of letter of recommendation from up to 3 buyers. Each letter must be signed by the buyer.
18. PDF upload of Personal Resume

**Note: You will be interviewed in person by the judge(s) as part of the entry process. Interviews will take place the week of February 19, 2018. You will be contacted by HBA Staff or a MAX Awards Committee member to schedule your 15-minute interview. Please be sure to provide your best contact number and email address when prompted.*

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Online Sales Person of the Year

Full time employee representing a builder who is a member of the Home Builders Association of Greater Austin.

Judging Criteria:

Candidate will be judged on professional approach to sales, selling techniques, sales volume, philosophies, ability to overcome market.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Upload of Digital Color Headshot of Candidate (upload in Image Gallery)
2. List Your Key Accomplishments In 2017 (Include bullet points of # of homes sold, dollar volume of homes sold, community challenges that were overcome, cycle time improvements for home construction, improvements to customer satisfaction survey results, etc. Refrain from providing "fluff.") Max. 1400 characters (approximately 200 words)
3. Tell Us About Your Community Involvement (Such as associations, charities, and other volunteer opportunities) Max. 700 characters (approximately 100 words)
4. Title
5. Name of Supervisor
6. Type of Business Submitting Entry
7. Number of Communities worked during that time period
8. Location of Communities
9. Average Weekly Traffic
10. Date started in new home industry sales
11. Number of Homes/\$Volume Closed in Time Period/Average Price
12. Number of Homes/\$Volume Sold in Time Period/Average Price
13. Number of Homes/\$Volume Cancelled in Time Period/Average Price
14. PDF of Personal Resume
15. PDF upload of letter from candidate's supervisor (one page maximum) stating his/her assessment of candidate's effectiveness in customer satisfaction, customer follow-up and contribution to the company's growth.
16. PDF upload of a signed sales affidavit with the following information included: Candidates Name and Title, Company Name, Nominated By, Total Closed Sales Volume (\$) that is stated is true and accurate, Company President's Signature and Date. **PDF download can be found [HERE](#).**

**Note: You will be interviewed in person by the judge(s) as part of the entry process. Interviews will take place the week of February 19, 2018. You will be contacted by HBA Staff or a MAX Awards Committee member to schedule your 15-minute interview. Please be sure to provide your best contact number and email address when prompted.*

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Young Professional of the Year

The Young Professional Award recognizes Associate and Builder Members under the age of 45 who have committed their time, efforts and careers to the home building industry. The award is designed to acknowledge the following:

- **Hard work and successes**
- **Performance and dedication**
- **Potential as leaders of the industry**

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Photo Upload of Color Headshot (upload in Image Gallery)
2. List Your Key Accomplishments In 2017 (Include bullet points of # of homes sold, dollar volume of homes sold, community challenges that were overcome, cycle time improvements for home construction, improvements to customer satisfaction survey results, etc. Refrain from providing "fluff.") Max. 1400 characters (approximately 200 words)
3. Tell Us About Your Community Involvement (Such as associations, charities, and other volunteer opportunities) Max. 700 characters (approximately 100 words)
4. Title
5. Name of Supervisor
6. Type of Business Submitting Entry
7. PDF upload of Personal Resume
8. Letter of Recommendation (PDF)

**Note: You will be interviewed in person by the judge(s) as part of the entry process. Interviews will take place the week of February 19, 2018. You will be contacted by HBA Staff or a MAX Awards Committee member to schedule your 15-minute interview. Please be sure to provide your best contact number and email address when prompted.*

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Sales Manager of the Year – Builder

For full-time sales managers responsible for the maintenance and performance of a sales staff and administration of all sales management duties. Candidate who enters this category is not eligible for Marketing Professional of the Year. Candidate must represent a Builder who is a member of the Home Builders Association of Greater Austin.

Judging Criteria:

Candidates will be judged on quality and innovativeness of sales training and motivational programs, success in overcoming obstacles, improving sales performance, achieving company sales goals and industry and community involvement.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Photo Upload of Color Headshot (upload in Image Gallery)
2. List Your Key Accomplishments In 2017 (Include bullet points of # of homes sold, dollar volume of homes sold, community challenges that were overcome, cycle time improvements for home construction, improvements to customer satisfaction survey results, etc. Refrain from providing "fluff".) Max. 1400 characters (approximately 200 words)
3. Tell Us About Your Community Involvement (Such as associations, charities, and other volunteer opportunities) Max. 700 characters (approximately 100 words)
4. Title
5. Name of Supervisor
6. Type of Business Submitting Entry
7. Number of Active Communities
8. Marketing Cost per Traffic Unit
9. Sales People in Time Period
10. Overall Product Type
11. Price Range
12. Annual Traffic/Customer Count
13. Conversion Ratio
14. Number of Homes/\$Volume Closed in Time Period/Average Price
15. Number of Homes/\$Volume Sold in Time Period/Average Price
16. Number of Homes/\$Volume Cancelled in Time Period/Average Price
17. Total Marketing Budget
18. PDF upload of Personal Resume
19. PDF upload of a signed sales affidavit with the following information included: Candidates Name and Title, Company Name, Nominated By, Total Closed Sales Volume (\$) that is stated is true and accurate, Company President's Signature and Date. **PDF download can be found [HERE](#).**
20. PDF upload of letter from candidate's supervisor (one page maximum) stating his/her assessment of candidate's effectiveness in customer satisfaction, customer follow-up and contribution to the company's growth.

**Note: You will be interviewed in person by the judge(s) as part of the entry process. Interviews will take place the week of February 19, 2018. You will be contacted by HBA Staff or a MAX Awards Committee member to schedule your 15-minute interview. Please be sure to provide your best contact number and email address when prompted.*

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Sales Manager of the Year – Associate

For full-time sales managers responsible for the maintenance and performance of a sales staff and administration of all sales management duties. Candidate who enters this category is not eligible for Marketing Professional of the Year. Candidate must represent an Associate who is a member of the Home Builders Association of Greater Austin.

Judging Criteria:

Candidates will be judged on quality and innovativeness of sales training and motivational programs, success in overcoming obstacles, improving sales performance, achieving company sales goals and industry and community involvement.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Photo Upload of Color Headshot (upload in Image Gallery)
2. List Your Key Accomplishments In 2017 (Include bullet points of # of homes sold, dollar volume of homes sold, community challenges that were overcome, cycle time improvements for home construction, improvements to customer satisfaction survey results, etc. Refrain from providing "fluff".) Max. 1400 characters (approximately 200 words)
3. Tell Us About Your Community Involvement (Such as associations, charities, and other volunteer opportunities Max. 700 characters (approximately 100 words)
4. Title
5. Name of Supervisor
6. Type of Business Submitting Entry
7. Number of Active Accounts
8. Marketing Cost per Traffic Unit
9. Sales People in Time Period
10. Overall Product Type
11. Price Range
12. Annual Traffic/Customer Count
13. Conversion Ratio
14. Number of Homes/\$Volume Closed in Time Period/Average Price
15. Number of Homes/\$Volume Sold in Time Period/Average Price
16. Number of Homes/\$Volume Cancelled in Time Period/Average Price
17. Total Marketing Budget
18. PDF upload of Personal Resume
19. PDF upload of a signed sales affidavit with the following information included: Candidates Name and Title, Company Name, Nominated By, Total Closed Sales Volume (\$) that is stated is true and accurate, Company President's Signature and Date. **PDF download can be found [HERE](#).**
20. PDF upload of letter from candidate's supervisor (one page maximum) stating his/her assessment of candidate's effectiveness in customer satisfaction, customer follow-up and contribution to the company's growth.

**Note: You will be interviewed in person by the judge(s) as part of the entry process. Interviews will take place the week of February 19, 2018. You will be contacted by HBA Staff or a MAX Awards Committee member to schedule your 15-minute interview. Please be sure to provide your best contact number and email address when prompted.*

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Marketing Professional of the Year - Builder

For full-time marketing professional representing a builder in the Austin market and who made significant contributions to the marketing efforts of the builder during that time period. Candidate who enters this category may not enter Sales Manager of the Year and must represent a builder who is a member of the Home Builders Association of Greater Austin.

Judging Criteria:

Candidates will be judged on professional and innovative approach in developing marketing plans, productivity, solutions to marketing obstacles, achievement of marketing goals through product development, sales advertising, market research, public relations and industry and community involvement.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Photo Upload of Color Headshot (upload in Image Gallery)
2. List Your Key Accomplishments In 2017 (Include bullet points of # of homes sold, dollar volume of homes sold, community challenges that were overcome, cycle time improvements for home construction, improvements to customer satisfaction survey results, etc. Refrain from providing "fluff.") Max. 1400 characters (approximately 200 words)
3. Tell Us About Your Community Involvement (Such as associations, charities, and other volunteer opportunities) Max. 700 characters (approximately 100 words)
4. Title
5. Name of Supervisor
6. Number of Active Communities
7. Overall Product Type
8. Total Marketing Budget
9. PDF upload of Personal Resume
10. PDF upload of letter from candidate's supervisor (one page maximum) stating his/her assessment of candidate's effectiveness and performance and contribution to the company's growth.

**Note: You will be interviewed in person by the judge(s) as part of the entry process. Interviews will take place the week of February 19, 2018. You will be contacted by HBA Staff or a MAX Awards Committee member to schedule your 15-minute interview. Please be sure to provide your best contact number and email address when prompted.*

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Marketing Professional of the Year – Associate

For full-time employee who made significant contributions to the marketing efforts of the employer. Candidate must represent an associate who is a member of the Home Builders Association of Greater Austin.

Judging Criteria:

Candidates will be judged on professional and innovative approach in developing marketing plans, productivity, solutions to marketing obstacles, achievement of marketing goals through product development, sales advertising, market research, public relations and industry and community involvement.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Photo Upload of Color Headshot (upload in Image Gallery)
2. List Your Key Accomplishments In 2017 (Include bullet points of # of homes sold, dollar volume of homes sold, community challenges that were overcome, cycle time improvements for home construction, improvements to customer satisfaction survey results, etc. Refrain from providing "fluff.") Max. 1400 characters (approximately 200 words)
3. Tell Us About Your Community Involvement (Such as associations, charities, and other volunteer opportunities) Max. 700 characters (approximately 100 words)
4. Title
5. Name of Supervisor
6. Type of Business Submitting Entry
7. Number of Active Accounts
8. Overall Product Type
9. Total Marketing Budget
10. PDF upload of Personal Resume
11. PDF upload of letter from candidate's supervisor (one page maximum) stating his/her assessment of candidate's effectiveness and performance and contribution to the company's growth.

**Note: You will be interviewed in person by the judge(s) as part of the entry process. Interviews will take place the week of February 19, 2018. You will be contacted by HBA Staff or a MAX Awards Committee member to schedule your 15-minute interview. Please be sure to provide your best contact number and email address when prompted.*

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Marketing Professional of the Year – Developer

For full-time employee who made significant contributions to the marketing efforts of the employer. Candidate must represent a developer who is a member of the Home Builders Association of Greater Austin.

Judging Criteria:

Candidates will be judged on professional and innovative approach in developing marketing plans, productivity, solutions to marketing obstacles, achievement of marketing goals through product development, sales advertising, market research, public relations and industry and community involvement.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Photo Upload of Color Headshot (upload in Image Gallery)
2. List Your Key Accomplishments In 2017 (Include bullet points of # of homes sold, dollar volume of homes sold, community challenges that were overcome, cycle time improvements for home construction, improvements to customer satisfaction survey results, etc. Refrain from providing "fluff.") Max. 1400 characters (approximately 200 words)
3. Tell Us About Your Community Involvement (Such as associations, charities, and other volunteer opportunities) Max. 700 characters (approximately 100 words)
4. Title
5. Name of Supervisor
6. Number of Active Communities
7. Overall Product Type
8. Total Marketing Budget
9. PDF upload of Personal Resume
10. PDF upload of letter from candidate's supervisor (one page maximum) stating his/her assessment of candidate's effectiveness and performance and contribution to the company's growth

**Note: You will be interviewed in person by the judge(s) as part of the entry process. Interviews will take place the week of February 19, 2018. You will be contacted by HBA Staff or a MAX Awards Committee member to schedule your 15-minute interview. Please be sure to provide your best contact number and email address when prompted.*

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Project Manager of the Year - Developer

For full-time employee of a Developer responsible for day-to-day management, technical direction, supervision, and coordination of construction activities while representing the company's interest in all assigned projects. Candidate must represent a developer who is a member of the Home Builders Association of Greater Austin.

Judging Criteria:

Candidates will be judged on history of construction experience, system for supervising and maintaining contractors and professional services, budget management, overall philosophy of residential development and industry and community involvement.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Photo Upload of Color Headshot (upload in Image Gallery)
2. List Your Key Accomplishments in 2017 (Include bullet points of # of homes sold, dollar volume of homes sold, community challenges that were overcome, cycle time improvements for home construction, improvements to customer satisfaction survey results, etc. Refrain from providing "fluff.") Max. 1400 characters (approximately 200 words)
3. Tell Us About Your Community Involvement (Such as associations, charities, and other volunteer opportunities) Max. 700 characters (approximately 100 words)
4. Company Name (Please enter company name if you're using a third party company for your construction services)
5. Title
6. Name of Supervisor
7. PDF upload of signed letter from candidate's supervisor stating an assessment of candidate's effectiveness in quality of construction, budgetary control, customer relations and contribution to company's growth.
8. PDF upload of Personal Resume

**Note: You will be interviewed in person by the judge(s) as part of the entry process. Interviews will take place the week of February 19, 2018. You will be contacted by HBA Staff or a MAX Awards Committee member to schedule your 15-minute interview. Please be sure to provide your best contact number and email address when prompted.*

Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Construction Manager of the Year - Volume Builder

For full-time employee of a builder responsible for maintenance and performance of a construction staff and administration of all construction management duties - representing a builder who built more than 50 homes in the Austin Market. Candidate must represent a builder who is a member of the Home Builders Association of Greater Austin.

Judging Criteria:

Candidates will be judged on history of construction experience, system for supervising and maintaining trades, customer relations before and after sale, overall philosophy of home building and industry and community involvement.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

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3. Tell Us About Your Community Involvement (Such as associations, charities, and other volunteer opportunities) Max. 700 characters (approximately 100 words)
4. Company Name (Please enter company name if you're using a third party company for your construction services.)
5. List of all homes closed between Jan. 1 - Dec. 31, 2017
6. Title
7. Name of Supervisor
8. Number of Homes/\$Volume Closed in Time Period/Average Price
9. PDF upload of signed letter from candidate's supervisor stating an assessment of candidate's effectiveness in quality of construction, budgetary control, customer relations and contribution to company's growth.
10. PDF upload of signed testimonial letter from a homebuyer who purchased a home during this entry period.
11. PDF upload of Personal Resume

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Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Construction Manager of the Year - Custom Builder

For full-time employee of a builder responsible for maintenance and performance of a construction staff and administration of all construction management duties - representing a builder who built less than 50 homes in the Austin Market. Candidate must represent a builder who is a member of the Home Builders Association of Greater Austin.

Judging Criteria:

Candidates will be judged on history of construction experience, system for supervising and maintaining trades, customer relations before and after sale, overall philosophy of home building and industry and community involvement.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

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3. Tell Us About Your Community Involvement (Such as associations, charities, and other volunteer opportunities) Max. 700 characters (approximately 100 words)
4. Company Name (Please enter company name if you're using a third party company for your construction services.)
5. List of all homes closed between Jan. 1 - Dec. 31, 2017
6. Title
7. Name of Supervisor
8. Number of Homes/\$Volume Closed in Time Period/Average Price
9. PDF upload of signed letter from candidate's supervisor stating an assessment of candidate's effectiveness in quality of construction, budgetary control, customer relations and contribution to company's growth.
10. PDF upload of signed testimonial letter from a homebuyer who purchased a home during this entry period.
11. PDF upload of Personal Resume

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Construction Superintendent of the Year- Builder

For full-time employee of a builder responsible for the day-to-day management of sub-contractors and vendors involved in the construction process Candidate must represent a builder who is a member of the Home Builders Association of Greater Austin.

Judging Criteria:

Candidates will be judged on history of construction experience, system for supervising and maintaining trades, customer relations before and after sale, overall philosophy of home building and industry and community involvement.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Photo Upload of Color Headshot (upload in Image Gallery)
2. List Your Key Accomplishments In 2017 (Include bullet points of # of homes sold, dollar volume of homes sold, community challenges that were overcome, cycle time improvements for home construction, improvements to customer satisfaction survey results, etc. Refrain from providing "fluff.") Max. 1400 characters (approximately 200 words)
3. Tell Us About Your Community Involvement (Such as associations, charities, and other volunteer opportunities) Max. 700 characters (approximately 100 words)
4. Company Name (Please enter company name if you're using a third party company for your construction services.)
5. List of all homes closed between Jan. 1 - Dec. 31, 2017
6. Title
7. Name of Supervisor
8. Number of Homes/\$Volume Closed in Time Period/Average Price
9. PDF upload of signed letter from candidate's supervisor stating an assessment of candidate's effectiveness in quality of construction, budgetary control, customer relations and contribution to company's growth.
10. PDF upload of signed testimonial letter from a homebuyer who purchased a home during this entry period.
11. PDF upload of Personal Resume

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Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Warranty Service Professional of the Year - Volume Builder

For full-time employee of a builder responsible for performing and/or scheduling all warranty service work - representing a builder who built more than 50 homes in the Austin Market. Candidate must represent a builder who is a member of the Home Builders Association of Greater Austin.

Judging Criteria:

Candidates will be judged on history of construction experience, system for supervising and maintaining trades, customer relations before and after sale, overall philosophy of home building and industry and community involvement. Please note: Entrant must be the one receiving and handling warranty calls from homeowner.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Photo Upload of Color Headshot (upload in Image Gallery)
2. List Your Key Accomplishments in 2017 (Include bullet points of # of homes sold, dollar volume of homes sold, community challenges that were overcome, cycle time improvements for home construction, improvements to customer satisfaction survey results, etc. Refrain from providing "fluff.") Max. 1400 characters (approximately 200 words)
3. Tell Us About Your Community Involvement (Such as associations, charities, and other volunteer opportunities) Max. 700 characters (approximately 100 words)
4. Company Name (Please enter company name if you're using a third party company for your warranty services.)
5. Title
6. Name of Supervisor
7. Number of Warranty Problems
 - What % of closings does above represent? (Please enter the percentage of the number of warranty problems out of the number of homes closed.)
8. Number Resolved
9. Number of Homes/\$Volume Closed in Time Period/Average Price
10. List of all homes closed between Jan. 1 - Dec. 31, 2017 (PDF)
11. PDF upload of signed letter from candidate's supervisor stating an assessment of candidate's effectiveness in budgetary control, customer relations and contribution to company's growth.
12. PDF upload of signed testimonial letter from a homebuyer who purchased a home during this entry period.
13. PDF upload of Personal Resume

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Please note - Maximum file upload size is 3MB for images and 10MB for PDFs. Any files larger will not upload to the system.

Warranty Service Professional of the Year - Custom Builder

For full-time employee of a builder responsible for performing and/or scheduling all warranty service work - representing a builder who built less than 50 homes in the Austin Market. Candidate must represent a builder who is a member of the Home Builders Association of Greater Austin.

Judging Criteria:

Candidates will be judged on history of construction experience, system for supervising and maintaining trades, customer relations before and after sale, overall philosophy of home building and industry and community involvement. Please note: Entrant must be the one receiving and handling warranty calls from homeowner.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Photo Upload of Color Headshot (upload in Image Gallery)
2. List Your Key Accomplishments in 2017 (Include bullet points of # of homes sold, dollar volume of homes sold, community challenges that were overcome, cycle time improvements for home construction, improvements to customer satisfaction survey results, etc. Refrain from providing "fluff.") Max. 1400 characters (approximately 200 words)
3. Tell Us About Your Community Involvement (Such as associations, charities, and other volunteer opportunities) Max. 700 characters (approximately 100 words)
4. Company Name (Please enter company name if you're using a third party company for your warranty services.)
5. Title
6. Name of Supervisor
7. Number of Warranty Problems
 - What % of closings does above represent? (Please enter the percentage of the number of warranty problems out of the number of homes closed.)
8. Number Resolved
9. Number of Homes/\$Volume Closed in Time Period/Average Price
10. List of all homes closed between Jan. 1 - Dec. 31, 2017 (PDF)
11. PDF upload of signed letter from candidate's supervisor stating an assessment of candidate's effectiveness in budgetary control, customer relations and contribution to company's growth.
12. PDF upload of signed testimonial letter from a homebuyer who purchased a home during this entry period.
13. PDF upload of Personal Resume

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Title Industry Professional of the Year

Mortgage Industry Professional of the Year

For a full-time employee representing a company pertaining to single family new home sales transactions in the Austin Market. Candidate must represent a firm who is a member of the Home Builders Association of Greater Austin.

Judging Criteria:

Candidates will be judged on how well they accomplish the goals and responsibilities as identified by their job description, customer sales and/or follow-up, philosophies and industry and community involvement.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Image upload of Color Headshot (upload in Image Gallery)
2. List Your Key Accomplishments In 2017 (Include bullet points of # of homes sold, dollar volume of homes sold, community challenges that were overcome, cycle time improvements for home construction, improvements to customer satisfaction survey results, etc. Refrain from providing "fluff.") Max. 1400 characters (approximately 200 words)
3. Tell Us About Your Community Involvement (Such as associations, charities, and other volunteer opportunities) Max. 700 characters (approximately 100 words)
4. Company Name (Please enter company name if you're using a third party company for your mortgage/title services.)
5. Title
6. Name of Supervisor
7. PDF upload of letter from candidate's supervisor (one page maximum) stating his/her assessment of candidate's effectiveness in customer satisfaction, customer follow-up and contribution to the company's growth.
8. PDF upload of Personal Resume

**Note: You will be interviewed in person by the judge(s) as part of the entry process. Interviews will take place the week of February 19, 2018. You will be contacted by HBA Staff or a MAX Awards Committee member to schedule your 15-minute interview. Please be sure to provide your best contact number and email address when prompted.*

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Realtor of the Year

For a Realtor or Team employed by a licensed Real Estate Broker or broker whose primary function is the listing and selling of new and resale homes and worked in the Austin market between January 1, 2017 and December 31, 2017. Candidate cannot be an on-site sales agent for a builder or developer. Candidate has to be a member of the Home Builders Association of Greater Austin.

Judging Criteria:

Candidates will be judged on selling techniques, philosophies, industry and community involvement and results.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission:

1. Digital Image upload of Color Headshot (upload in Image Gallery)
2. List Your Key Accomplishments In 2017 (Include bullet points of # of homes sold, dollar volume of homes sold, community challenges that were overcome, cycle time improvements for home construction, improvements to customer satisfaction survey results, etc. Refrain from providing "fluff.") Max. 1400 characters (approximately 200 words)
3. Tell Us About Your Community Involvement (Such as associations, charities, and other volunteer opportunities) Max. 700 characters (approximately 100 words)
4. Title
5. Name of Supervisor
6. Type of Business Submitting Entry
7. Number of New Homes/\$Volume Closed in Time Period
8. Number of New Homes/\$Volume Sold in Time Period
9. Number of New Homes/\$Volume Cancelled in Time Period
10. PDF upload of a signed sales affidavit with the following information included: Candidates Name and Title, Company Name, Nominated By, Total Closed Sales Volume (\$) that is stated is true and accurate, Company President's Signature and Date. **PDF download can be found [HERE](#).**
11. PDF upload of letter from candidate's broker or HBA builder member who is nominating them (one-page maximum) stating his/her assessment of candidates effectiveness in customer satisfaction, customer follow-up and contribution to the company's growth.
12. PDF upload of signed testimonial letter from a homebuyer who purchased a home using the candidate's services during this entry period.
13. PDF upload of personal resume

**Note: You will be interviewed in person by the judge(s) as part of the entry process. Interviews will take place the week of February 19, 2018. You will be contacted by HBA Staff or a MAX Awards Committee member to schedule your 15-minute interview. Please be sure to provide your best contact number and email address when prompted.*

Design Center Consultant of the Year

Design Center Consultant of the Year – for full-time Design Center Consultant representing a builder that built more than 50 homes in the Austin market.

All fields must be filled out to completion in order for your entry to be considered. Please enter 'N/A' in fields where applicable. Please note your entry submission is not complete until payment has been received by the HBA. Entries that have not been paid for by the time the call for entries closes will not be submitted for judging.

Materials for Submission

1. Candidate's headshot, submitted online (upload in Image Gallery)
2. List Your Key Accomplishments In 2017 (Include bullet points of # of homes sold, dollar volume of homes sold, community challenges that were overcome, cycle time improvements for home construction, improvements to customer satisfaction survey results, etc. Refrain from providing "fluff.") Max. 1400 characters (approximately 200 words)
3. Tell Us About Your Community Involvement (Such as associations, charities, and other volunteer opportunities) Max. 700 characters (approximately 100 words)
4. Title
5. Name of Supervisor
6. Type of Business Submitting Entry
7. Number of Active Communities
8. Sales people in time period
9. Overall Product Type
10. Price Range
11. Annual Traffic/Customer Count
12. PDF upload of a signed sales affidavit, submitted online, with the following information included: Candidate's name and title, Company name, Name of person nominating candidate, Total sales volume (\$) that is true and accurate, Company President's signature and date. **PDF can be downloaded [HERE](#).**
13. PDF upload of signed letter from candidate's supervisor stating an assessment of candidate's effectiveness in quality of construction, budgetary control, customer relations and contribution to company's growth.
14. PDF upload of personal resume

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Lifestyle Director of the Year

Intended to recognize those amazing team members who are curating the activities of the communities in the Austin market and recognize the professional responsible for programming annual lifestyle events for a new community. Candidate must represent a developer who is a member of the Home Builders Association of Greater Austin.

Judging Criteria:

Candidates will be judged on how they interact with homeowners, their professional and innovative approach in developing community events, the number of events curated, achievement of marketing goals through events, and why they are awesome.

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Materials for Submission:

1. Digital Image upload of Color Headshot (upload in Image Gallery)
2. Statement (Please provide a statement that includes information on your responsibilities, events/programs planned (may include your calendar), your role as community liaison, any accomplishments, innovations or items of merit you wish the judges to be made aware.) Max. 1400 characters (approximately 200 words)
3. Number of Events
4. Please describe how the candidate interacts with homeowners.

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