

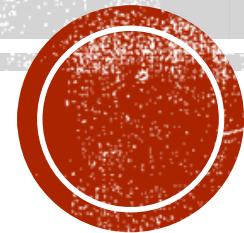
# WHY AWARDS MATTER

## Texas Association of Builders – Star Awards

Online entry opens January 18, 2019

Early bird deadline, February 8, 2019 (Entry fee \$125)

Entry deadline February 28, 2019 (Entry fee \$175)





# MARKETING 101

- Low cost of entry for a high return

Promote participation

- Finalists announced beginning of June
  - Blog about it
  - Post on Facebook
  - Add finalist logo to website
  - Link to press release
    - Company/project are mentioned
  - All finalist catalogs handed out during the awards presentation
- Star Awards Winners  
(Announced during the awards presentation at the Sunbelt Builders Show™ in August)
  - Receive award on stage
  - Post pictures of receiving the awards on Facebook, blogs or website
  - Link to winner press release where your company/project are mentioned



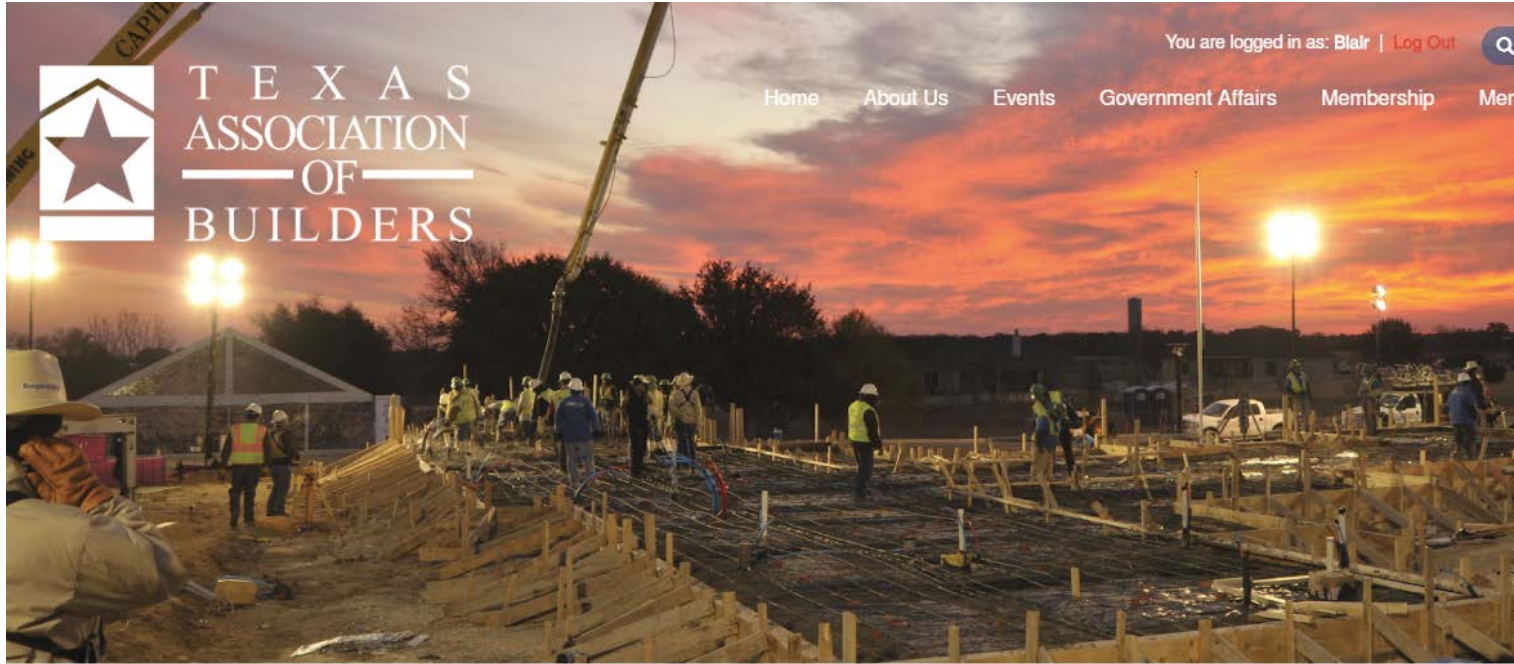


# CLIENT RELATIONS

- Potential clients traditionally compare companies
  - Awards can set your company apart from the competitors
- Bragging rights
  - For your company's winning project
- Word of mouth referrals
  - Purchase an additional trophy to present to homeowner whose project received the award
  - What better way to get future clients, from the bragging rights of previous clients
- Winning breeds confidence!







# CONVERSATION / CONTINUITY

- Increasing brand recognition - when you market awards it creates a positive buzz
- Puts your company name in the media – press releases, blogs, social media
- When you have a shelf full of awards it creates a history and the perception of stability
- Strong work morale – A Star Award is great validation for the team's hard work
- Attract future employees

## NEWS

- ★ Photo Galleries
- ★ Press Releases
  - What's New
  - Archive News
- ★ Social Media
- ★ Texas Builder Magazine

## 2018 STAR AWARDS WINNERS ANNOUNCED!

**DALLAS, Texas** – The Texas Association of Builders (TAB) announced and presented the 2018 Star Awards winner Thursday, Aug. 9 at the Hilton Anatole in Dallas, Texas. The highly-coveted Star Awards are given annually in conjunction with the Sunbelt Builders Show™ to recognize excellence in all areas of the home building industry. More than 1,000 entries were submitted for consideration for this year's awards. Entries were judged by industry experts from across the state including Aaron Crowe (Benton, Ark.), Mike Goodrich (Beaverton, Ore.), Gretchen Palmer (Scottsdale, Ariz.) and Tommie (Tacoma, Wash.).

In 1992, TAB launched the Star Awards – the only statewide tribute to excellence in the home building industry competition showcased the outstanding work of builders, remodelers, architects, designers, and sales, market construction professionals in Texas.

This year, the Texas Association of Builders is honored to introduce the Legacy Awards. The Shining Star, Brilliant



# IF YOU DON'T ENTER YOU CAN'T WIN!

## Recognition

Show Homes

Awards

Associations

Clients



# PHOTOGRAPHER TIPS



Tips provided by TAB member Cate Shuhart with [Cate Black Photography](#) at (512)-720-8236.



# EXAMPLES OF BLOGS FEATURING STAR AWARDS RECIPIENTS

- Check out On Point Custom Homes' blog [here](#) (or) "New Awards From the Texas Association of Builders", read about OnPoint Custom Homes [here](#)!
- Click [here](#) to view Business Wire's blog. (or) "SmartTouch® Interactive Wins Eight Star Awards at the Texas Association of Builders 25<sup>th</sup> Anniversary Ceremony," explore SmartTouch®'s wins [here](#)!
- Click [here](#) to view Benzinga's blog. (or) "Scott Felder Homes Snags 14<sup>th</sup> Texas Top Builder Accolade, Third In 2018," look over Scott Felder Homes 2018 Star Awards [here](#)!
- Click [here](#) to view Greater Houston Builders Association's blog. (or) "GHBA Congratulates Local TAB Star Award Winners," view GHBA's blog [here](#)!
- "2018 Texas Custom Builder of the Year," check out RisherMartin Fine Homes' win [here](#)!



# ENTER NOW

# TABSTARAWARDS.COM

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