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## Homer Award Nomination Packet

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The Homer Awards are the “Oscars” of the local home building industry. HBA builder members enter their finest homes to be judged by the consumer on excellence in design, workmanship and value.

### IMPORTANT DATES

- July 9** . . . . .Homer nominee deadline, 5 p.m.
- July** . . . . .Homer nominee coverage in the *St. Louis Post-Dispatch* and *Suburban Journals New Home Folio*
- July 28** . . . . .Single Family/Multifamily, Custom Home, Green Verified, Remodeling Projects, Site Plans and Recreational Facilities judging, 9 a.m. - 1:30 p.m.
- September** . . . .Homer winners coverage in the *St. Louis Post-Dispatch* and *Suburban Journals New Home Folio* and on the HBA Web site at [www.stlhba.com](http://www.stlhba.com)
- September 22** . .Super Sales Rally featuring SMC, Homer and Professional’s Choice Awards distribution, Sheraton Chalet, 8:15 a.m.-Registration, 9 a.m.-  
. . . . .Program

# HOMER RULES/DEADLINE

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This is the official 2010 Homer Awards Nomination Packet. The nomination form(s) are to be completed and returned to the Home Builders Association, 10104 Old Olive Street Road, St. Louis, MO 63141 by 5 p.m. on Friday, July 9, 2010.

Homer nominee lawn signs may be picked up upon delivery of application(s) to the HBA.

## Refund Policy

No refunds will be given after 5 p.m. on Monday, July 12, 2010.

## Eligibility

The Homer Awards are open only to builders, developers and remodelers who are members of the HBA.

## Nomination Requirements

Please submit the following:

1. Completed Homer nomination form(s). Include address of unit and specific directions. Nomination forms are available online at [www.stlhba.com/members/awards](http://www.stlhba.com/members/awards). Mark your nominee with an "x" on the appropriate locator map. Send your nomination form(s), locator map(s), nomination fee and photo(s) (or e-mail photo(s)) to the HBA.
2. A \$450\* check for each Homer nomination. Make checks payable to the Home Builders Association.

\*The architect may be listed on the application for an additional \$50. The architect must be an HBA member.

## Nominees

No more than a combination of 25 nominees from Homer, Professional's Choice or both will be accepted from any one builder.

The same model may not be nominated multiple times. If XYZ builder is building the ABC model at more than one community, the ABC model may only be nominated at one community, not multiple times.

## Photos

For Single Family, Multifamily and Custom Homes, send one color exterior photograph of each unit nominated labeled with model name, subdivision name and builder name.

Your nominee will not have a chance to appear in *St. Louis Post-Dispatch* and *Suburban Journals New Home Folio* if the photos are not submitted by deadline date. Even if you do not want photo publicity in *Folio*, photo submission is required. If photo is not submitted, "No Photo Available"

will appear on the HBA Web site and in press releases if the nominee wins.

For Remodeling Projects - REQUIRED: one color "before" and one color "after" photo for each nominee.

Photos may also be submitted electronically to [HoganJ@hbastl.com](mailto:HoganJ@hbastl.com) with these specifications: JPEG format, 200 dpi, 6 inches wide and in CMYK. Please include model name, subdivision name and builder name.

# HOMER AWARD CATEGORIES

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## Single Family

- A. Detached - an individual dwelling for one family located on a fee simple individual lot.
- B. Attached - a one-family dwelling connected to one or more dwellings by common walls or floors, which does not share with attached units the following: heating/air conditioning systems or interstructural public utilities such as water supply, power supply or sewage disposal lines. These units can be side-by-side, over-under or back-to-back. Examples include, but are not limited to, townhouses, duplexes, triplexes and quadruplexes.
- C. Single Family Detached Villa - an individual dwelling for one family located on a fee simple individual lot. Exterior and/or grounds maintenance is provided for a mandatory monthly fee. This type of product can also be referred to as a cottage home, freedom home, care-free home, etc.

## Multifamily

A residential structure containing dwelling units for two or more families and sharing common entrances, common basement/attic, stairways, hallways, heating/air conditioning systems or interstructural public utilities such as water supply, power supply or sewage disposal lines. Examples include, but may not be limited to, condominiums, garden apartments, stacked flats, midrises and highrises.

## Custom Home

- A. A custom home is "built by an entity that provides a service to construct a unique home or building that meets a specific client's needs and desires" (NAHB definition). This category does not include "customized" tract homes or luxury spec homes, which should be nominated for the Single Family category. A custom home is eligible for nomination within 14 months of being owner-occupied.
- B. When completing the nomination form, please exclude the cost of the developed lot from the price.
- C. A nomination by a builder of his/her own home will be judged as a single nominee.
- D. Nominations are to be submitted in the name of the

actual owners of the home with builder's name as a "byline" (e.g. The Johnson Residence by ABC Builders). If the homeowner does not want their name revealed, the nominee can be referred to by lot number and subdivision.

- E. Any builder nominating a residence of this nature must certify that the home conforms to the NAHB definition of a custom home and must obtain the signature of the homeowner attesting to the home's eligibility under this definition.

## **Green Verified**

Only homes that are successfully inspected by Laclede Gas Company on behalf of the HBA's Green Verification Program can be called a Green Verified home for this awards program. These finished homes must be built to the *Green Building Guidelines* established by NAHB and must have earned a Bronze, Silver or Gold designation at the local level. NOTE: Member applicants with LEED-H certified homes may also enter this category but must provide additional information (with this application) about the inspection process, certification criteria, certification protocols, etc.

A Green Verified home is eligible for nomination within 14 months of being owner-occupied.

## **Remodeling Projects**

Remodeling Projects must reflect residential living. Commercial buildings, marketing centers and display or sales offices may not be nominated. The HBA reserves the right to reject any nomination that does not fall within the parameters of residential living.

## **Site Plans and Recreational Facilities**

Site Plans and Recreational Facilities must reflect residential living. Commercial buildings, marketing centers and display or sales offices may not be nominated. The HBA reserves the right to reject any nomination that does not fall within the parameters of residential living. For Site Plan nominations, please do not submit copies of site plan; instead, have a few copies available for viewing on judging day.

# **OTHER DETAILS**

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## **Single Nominees**

Every attempt to establish fair competition within categories is made. If a nominee has no legitimate price competition (within 10% of price up to \$499,999 in that county; 5% of price of \$499,999-\$699,999 in that county; or 3% of price of \$699,999 or more in that county), it is labeled a single nominee and will require a minimum num-

ber of points to win. That minimum is determined by averaging the score of all 2009 and 2010 Homer winning nominees.

## **Locations**

Homer nominees may be submitted for the following locations in Missouri: City of St. Louis, St. Louis County, North St. Louis County, South St. Louis County, Southwest St. Louis County, West St. Louis County, St. Charles County, Franklin County, Jefferson County, Lincoln County, Montgomery County, Pike County, Warren County and Washington County.

In Illinois, Homer nominees may be submitted for the following locations: Clinton County, Jersey County, Madison County, Monroe County and St. Clair County.

See the enclosed maps for specific boundaries.

## **Square Footage = Floor Area**

The square footage of each level is the sum of finished areas on that level measured at floor level to the exterior finished face of the outside walls. This includes area of stair treads and landings proceeding to the floor below, as well as finished lower levels.

PLEASE NOTE: Volume (vaulted and two-story spaces), porches, balconies, decks, bay windows, fireplaces and garages are not included. This definition applies only to single family attached or detached units.

## **Judging**

Single Family/Multifamily, Custom Home, Green Verified, Remodeling Projects, Site Plans and Recreational Facilities judging is Wednesday, July 28, 2010, from 9 a.m. to 1:30 p.m. A representative must be present to show the nominee. If a representative is not present within five minutes after the arrival of the judging team, the driver shall make note and declare the nominee automatically eliminated. No specific times will be given by HBA staff, per the direction of the HBA Board of Directors.

Every attempt will be made to secure out-of-town judges for these categories. All other judges are lay citizens who reflect the general potential buying public. Judges are required to sign a "no conflict of interest" statement. The HBA does not knowingly accept as a judge anyone who has preconceived favorable or unfavorable opinions of any builder. The HBA strives to secure unbiased, independent judges by contracting with various community organizations that provide judges in exchange for a donation. On Homer judging day, judges are briefed on responsibilities and receive judging routes and score sheets.

Homer Award score sheets are confidential and will not be released.

## Premium Gifts for Judges

By the action of the HBA Board of Directors, no premium gifts are to be given to Homer judges at any time.

Premium gifts include, but are not limited to:

- Alcoholic beverages
- Candy/Chocolate with company name
- Cash
- Flowers
- Food to be taken off the premises
- Mugs/T-shirts/Lighters/Caps/Sweatshirts
- Any other specialty items

## Alcoholic Beverages & Food

On judging day, the serving of alcoholic beverages is strictly prohibited. Food and non-alcoholic beverages to be consumed on the premises are allowed.

## Accidents

The HBA shall bear no responsibility should an injury occur to any person while on the premises of a Homer nominee.

## HOMER ADVERTISING POLICY AND RULES

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1. The model(s) nominated on the attached nomination form(s) may be advertised as a "2010 Homer Nominee" from the date of nomination through September 22, 2010.
2. A winning nominee may be advertised as a "2010 Homer Award Winner" after September 22, 2010. Winners agree to advertise with year of award stated.
3. The price for the nominated model(s) ("Homer nominee price") listed on the nomination form(s) must be maintained through September 22, 2010.
4. Any allegations from any source of a rules violation shall be treated seriously by the HBA and will be investigated. All nominees in the Homer competition are hereby notified that the HBA reserves the right to investigate alleged rules violations and determine penalties for rules violations which could include revoking and reclaiming Homer Awards and barring entrants from future Homer Awards competitions. Any such allegations shall be subject to the officially adopted HBA Policy on Homer and Professional's Choice Rules Violation Allegations.
5. Builders have the opportunity to draw more traffic to their Homer nominations while still maintaining the long-term integrity of the Homer Awards and reinforcing public perception of quality, craftsmanship and design by offering special promotional giveaway packages (i.e.; furniture, appliances, etc.) or special financ-

ing options for consumers who purchase a Homer Award nominated house. Builders are encouraged to promote the Homer Awards in all advertising including press releases, print and radio advertising, Realtor® communications and their Web site during these dates. Builders are also encouraged to direct the public to the HBA Web site ([www.stlhba.com](http://www.stlhba.com)) where consumers can learn more about the Homer Awards and view all Homer nominees.

6. No nominee shall undercut or use discount pricing on their products because of or in behalf of the Homer Award process. In the event any individual firm or corporation should violate this rule at any time during the period from July 12 through September 22, 2010, the builder will receive one warning to cease the promotion. If the warning is not heeded, all current nominees will be automatically disqualified and nomination fees will not be refunded. If such a violation occurs at a time when there are no current nominees, then nominations will not be accepted from the individual, firm or corporation for the next Homer Awards program. The HBA Board of Directors will make decisions on any disqualifications.

## QUESTIONS?

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### Contact:

Jessica Hogan at 314-994-7700 (x127) or [HoganJ@hbastl.com](mailto:HoganJ@hbastl.com) or Shelly Stengel at (x138) or [StengelS@hbastl.com](mailto:StengelS@hbastl.com).

