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Professional's Choice Nomination Packet

The Professional's Choice Award is for those builders who would like their homes judged by professional building inspectors.

IMPORTANT DATES

- July 9** Professional's Choice nominee deadline, 5 p.m.
- July** Professional's Choice nominee coverage in the *St. Louis Post-Dispatch* and *Suburban Journals New Home Folio*
- July 26-30** Professional's Choice judging by appointment
- September** Professional's Choice winners coverage in the *St. Louis Post-Dispatch* and *Suburban Journals New Home Folio* and on the HBA Web site at www.stlhma.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
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PROFESSIONAL'S CHOICE

RULES/DEADLINE

This is the official 2010 Professional's Choice 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.

Professional's Choice 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 Friday, July 12, 2010.

Eligibility

The Professional's Choice Awards are open only to builders, developers and remodelers who are members of the HBA.

Nomination Requirements

Please submit the following:

1. Completed Professional's Choice nomination form(s). Include address of unit and specific directions. Nomination forms are available online at www.stlhba.com/memberevents/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 \$650* check for each Professional's Choice 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 Professional's Choice nominations, 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 with these specifications: JPEG format, 200 dpi, 6 inches wide and in CMYK. Please include model name, subdivision name and builder name.

PROFESSIONAL'S CHOICE

AWARD CATEGORIES

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.

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.

OTHER DETAILS

Judging

Judging times will be arranged by the builder and inspector between July 26 and July 30, 2010. Judges will be required to sign a "no conflict of interest" form.

Nominees will compete against themselves. For more details, see the inside of this packet for the appropriate judging criteria form(s). Professional's Choice Award score sheets are confidential and will not be released.

Locations

Professional's Choice 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, Professional's Choice 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.

Premium Gifts for Judges

By the action of the HBA Board of Directors, no premium gifts are to be given to Professional's Choice 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 Professional's Choice nominee.

PROFESSIONAL'S CHOICE ADVERTISING POLICY AND RULES

1. The model(s) nominated on the attached nomination form(s) may be advertised as a "2010 Professional's Choice Nominee" from the date of nomination through September 22, 2010.
2. A winning nominee may be advertised as a "2010 Professional's Choice Winner" after September 22, 2010. Winners agree to advertise with year of award stated.
3. The price for the nominated model(s) ("Professional's Choice 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 Professional's Choice 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 Professional's Choice Awards and barring entrants from future Professional's Choice 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 Professional's Choice nominations while still maintaining the integrity of the Professional's Choice Awards and reinforcing public perception of quality, craftsmanship and design by offering special promotional giveaway packages (i.e.; furniture, appliances, etc.) or special financing options for consumers who purchase a Professional's Choice nominated house. Builders are encouraged to promote the Professional's Choice 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) where consumers can learn more about the Professional's Choice Awards and view all Professional's Choice nominees.
6. No nominee shall undercut or use discount pricing on their products because of or in behalf of the Professional's Choice 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 Professional's Choice Awards program. The HBA Board of Directors will make decisions on any disqualifications.

QUESTIONS?

Contact:

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