

2018

Sales, Marketing & Construction Awards

PRESENTED BY THE HBA SALES & MARKETING COUNCIL



Table of Contents

I.	Overview	2
II.	Entry Categories Overview	3
III.	Entry Information & Procedures.....	4
IV.	Frequently Asked Questions.....	5
V.	Homes of the Year Award Descriptions & Categories.....	6
VI.	Marketing & Advertising Awards Award Descriptions & Categories.....	7-8
VII.	Sales Circle Awards Eligibility & Requirement Information	9
VIII.	Personal Achievement Awards (Pacesetters) Award Descriptions & Categories	10-11

I. HBA Sales, Marketing & Construction Awards Overview

The Sales, Marketing & Construction (SMAC) Awards are specifically designed to honor excellence in sales, marketing, advertising, company branding and personal achievement as related to the home building industry.

The SMAC Awards categories provide builder and associate members many opportunities to win one of these coveted awards. Please see the next page – “SMAC Entry Category Overview” – for a list of award categories by member type.

Winners will be announced and honored at the SMAC Awards Ceremony on Thursday, May 10 at 6 p.m. at Greenbriar Hills Country Club.

Whether you're new to the industry or a seasoned veteran, don't miss your opportunity to be part of this ongoing recognition program for the industry's top achievers!

[Click here](#) to view the links to the award entry forms. Award entry form(s) should be completed and submitted online no later than **5 p.m. on Feb. 9, 2018**. After this time, entries are subject to a \$25 late fee per entry and no refunds will be given.

For **questions** about awards entry forms or the ceremony, please contact Jessica Hedges at 314-817-5611 or HedgesJ@hbastl.com or Shelly Stengel at 314-817-5638 or StengelS@hbastl.com.

II. SMAC Entry Categories Overview

BUILDERS

Homes of the Year

Display Home of the Year
Most Advanced Home of the Year

Marketing & Advertising

Best Brochure Design
Best New Floor Plan
Best Print Ad
Best Social Media
Best Specialty Niche
Best YouTube Commercial
Best Community Revitalization
Best Sales Office Design
Best Website

Personal Achievement Awards/Pacesetters

New Home Community Salesperson of the Year
Highest Closer(s)
Rookie Salesperson of the Year
Assistant Community Salesperson of the Year
New Home Sales Manager of the Year
Marketing Director of the Year
Construction Manager of the Year
Sales Circle Awards

REMODELERS

Homes of the Year

Remodeling Project of the Year
Most Advanced Home of the Year

Marketing & Advertising

Best Brochure Design
Best Print Ad
Best Social Media
Best Specialty Niche
Best YouTube Commercial
Best Website

Personal Achievement Awards/Pacesetters

Marketing Director of the Year
Construction Manager of the Year

CUSTOM HOME BUILDERS

Homes of the Year

Custom Home of the Year
Most Advanced Home of the Year

Marketing & Advertising

Best Brochure Design
Best Print Ad
Best Social Media
Best YouTube Commercial
Best Website

Personal Achievement Awards/Pacesetters

Marketing Director of the Year
Construction Manager of the Year

ASSOCIATE MEMBERS

Homes of the Year

Staging Project of the Year

Marketing & Advertising

Best Brochure Design
Best Print Ad
Best Social Media
Best YouTube Commercial
Best Website

Personal Achievement Awards/Pacesetters

Marketing Director of the Year
Real Estate Sales Manager of the Year
Mortgage Company of the Year
Mortgage Professional of the Year

III. Entry Information and Procedures

Eligibility

Your employer must be a member company of the Home Builders Association (HBA) of St. Louis and Eastern Missouri. You must also meet the specified criteria and project timeline for each award as outlined in this packet. If applying for the sales certificates or plaques, you must currently be or must have been a dues paying member of the HBA's Sales & Marketing Council during the criteria timeline.

Entry Procedures

Information submitted will be kept confidential and examined only by the appropriate HBA staff and official awards judges.

- **Entry forms and supporting documents must be submitted through the online entry process.** Companies will be invoiced by the HBA for submitted entries.
- All **attachments** must be properly labeled with the entrant's name and project and attached as part of the online entry form.
- **Inquiries** should be directed to Jessica Hedges at 314-817-5611 or HedgesJ@hbastl.com or Shelly Stengel at 314-817-5638 or StengelS@hbastl.com.

Tips for a Successful Entry

- Follow instructions. If in doubt as to how to prepare an entry, contact Jessica Hedges at 314-817-5611 or HedgesJ@hbastl.com or Shelly Stengel at 314-817-5638 or StengelS@hbastl.com.
- Be cognizant of spelling, grammar and neatness. Make all components of your entry as professional as possible.
- Ensure that you have attached all required additions, including photos.
- Review your entry for accuracy before submission.

Deadline

All entries must be submitted online no later than 5 p.m. on Feb. 9, 2018. After this time, entries are subject to a \$25 late fee per entry and no refunds will be given.

Awards Ceremony

Winners will be announced and honored at the SMAC Awards Ceremony on Thursday, May 10 at 6 p.m. at Greenbriar Hills Country Club.

IV. Frequently Asked Questions, Answers and Tips

Six/Seven Figure Sales Circle Award Certificates

- Q: I am a “selling” New Home Sales Manager. May I submit my name for both the salesperson and sales manager categories of the Six/Seven Figure Sales Circle Awards?**
- A:** YES. However, you must submit separate sales figures for both categories as well as pay the appropriate fees for both entries. (The HBA defines a Sales Manager as someone who works directly for a builder and supervises community new home sales people selling homes for that builder.)
- Q: May I order retroactive awards for any past years?**
- A:** NO. Retroactive requests cannot be honored as they diminish the importance of annual participation.
- Q: One of my salespeople divided his/her time between our company and another builder. Can he/she still be recognized?**
- A:** YES. There are two ways you can submit Six/Seven Figure Sales Circle Award requests. 1.) The individual may submit a request showing the longer period of employment/higher volume of closed sales, or 2.) If agreeable to both employers, submit both amounts combined on the entry form.

Lifetime Sales Circle Plaques

- Q: What is a Lifetime Sales Circle Plaque and who is eligible to receive it?**
- A:** A Lifetime Sales Circle Plaque is awarded to recipients of six consecutive Sales Circle Certificates (including the year of the plaque presentation). To qualify, please submit photo copies of your five previous annual Sales Certificates along with your current application.
- Q: May I order a Lifetime Sales Circle Plaque or a 2017 Year Tag for a plaque and a Sales Certificate?**
- A:** YES. Those eligible to receive plaques or year tags for their plaques must order Sales Certificates separately if they wish to receive them. Sales Certificates will not be ordered automatically. If your plaque is full and you need to order another plaque, please contact Jessica Hedges at HedgesJ@hbastl.com.

General

- Q: Can I make changes or corrections to my entry after the deadline?**
- A:** NO. In order to assemble the awards in time for the ceremony, changes and/or corrections cannot be made after the entry deadline. With the special visual awards presentation, it is even more imperative that all entries be received on time and with correct attachments.
- Q: In the event I am unable to attend the awards ceremony, can my awards be mailed to me?**
- A:** Certificates and year tags are the only awards that can be mailed. Please make sure that you inform the HBA of your correct mailing address upon submitting your entry. The HBA is not responsible for any awards lost or misdirected if the applicant has not filed change of address information. Plaques and trophies must be picked up at the HBA. Award winners who are not in attendance at the ceremony will be notified within 48 hours after the ceremony.
- Q: What is the difference between an Associate, Builder, Remodeler and Custom Home Builder?**
- A:** Associate members are companies that manufacture or provide products and services for members of the home building industry; Builder members are companies constructing homes, developing light commercial or land; Remodelers are companies remodeling homes and buildings; and Custom Home Builders are companies that build unique homes or buildings to meet specific client needs.
- Q: If I win, may I order additional trophies for myself or client?**
- A:** YES. After the awards ceremony, contact Jessica Hedges (314-817-5611 or HedgesJ@hbastl.com) who will connect you with the trophy company. Jessica will provide all necessary information to the trophy company in order for them to replicate the award, but you will be responsible for all fees associated with the order and must pay the trophy company directly.

V. Homes of the Year

Please read the following information before completing your online application:

The entry fee for Homes of the Year is \$85. Entries received after 5 p.m. on Feb. 9, 2018, will be charged an additional \$25 per entry. Companies will be invoiced by the HBA for submitted entries.

Categories are judged on a 100-point system. Should the situation occur where there is only one entry in a category, 70 points would qualify as a winning entry without competition. The HBA reserves the right to eliminate any category due to insufficient entries or where the quality of work does not warrant a winner. Judges also reserve the right to combine or expand categories based on number of entries received. There will be no ties in a category. A definitive winner will be picked by the judges.

A company may submit only one entry per category but may enter multiple categories. To be eligible, Homes of the Year entries must have been built/furnished/completed between January 2017 and December 2017.

Up to 24 photographs of rooms of the applicant's choice and one copy of the model floor plan (brochure inserts and photocopies are sufficient) must be submitted as attachments to the online entry form.

Display Home of the Year (Builder Entry)

Judges consider the appropriateness of the design and functionality as it relates to the target market in the following areas: concept (20 points), creativity (15 points), wall/window treatments (15 points), impact of furniture/accessories (15 points), floor plan functionality (15 points), unique or products/materials used (10 points) and exterior landscaping/curb appeal (10 points).

Staging Project of the Year (Designer/Home Staging Entry)

Judges consider the appropriateness of the staging as it relates to the target market in the following areas: concept (15 points), creativity (25 points), wall/window treatments (20 points), impact of furniture/accessories (20 points), price listed/sold for (10 points) and time on market after staging (10 points).

Remodeling Project of the Year (Remodeler Entry)

Judges consider the appropriateness of the design and functionality as it relates to the home owners' expectation and desire in the following areas: creativity (15 points), design functionality (15 points), unique products/materials used (20 points), obstacles or challenges overcame (15 points), special/unique aspects of job (10 points), how the project improves the usable living space (10 points) and homeowner testimonial/how the project met the lifestyle needs of the customer (15 points).

Custom Home of the Year (Custom Home Builder Entry)

Judges consider the appropriateness of the design and functionality as it relates to the homeowner in the following areas: concept (20 points), creativity (25 points), impact of home features (20 points), floor plan functionality (15 points), unique products/materials used (10 points) and exterior landscaping/curb appeal (10 points).

Most Advanced Home of the Year (Builder/Custom/Remodeler Entry)

Judges consider the appropriateness of the design and functionality as it relates to incorporation of any advanced building practice(s) or technologically advanced product(s) in a home building project as it relates to exhibiting a thorough understanding of sound building science principles in the following areas: energy efficiency (20 points), sustainability (15 points), ease of use (15 points), comfort (15 points), health (15 points), safety (10 points), and durability/reduced maintenance (10 points).

VI. Marketing & Advertising Awards

Please read the following information before completing your online application:

The entry fee for the Marketing & Advertising Categories is **\$85 for the first entry and \$75 for each additional Marketing & Advertising Category entry**. Entries received after 5 p.m. on Feb. 9, 2018, will be charged an additional \$25 per entry. Companies will be invoiced by the HBA for submitted entries.

Categories are judged on a 100-point system. Should the situation occur where there is only one entry in a category, 70 points would qualify as a winning entry without competition. The HBA reserves the right to eliminate any category due to insufficient entries or where the quality of work does not warrant a winner. Judges also reserve the right to combine or expand categories based on number of entries received. There will be no ties in a category. A definitive winner will be picked by the judges.

The Marketing & Advertising Award is made up of the categories below. A company may submit only one entry per category but may enter multiple categories. The creator of the Company Branding entry need not be an HBA member, but the company submitting the design must be an HBA member. If the creator of an entry would like to enter, they must be an HBA member. Submit online entry form with all the required attachments properly labeled with the entrant's name/company name/award category. Entries must have been introduced to the market between January 2017 and December 2017 to be eligible.

Best Brochure Design (Associate/Builder/Remodeler)

Best Brochure Design entries are judged on concept (20 points), creativity (20 points), layout (15 points), overall design (25 points) and readability (20 points).

Best New Floor Plan (Builder)

Best New Floor Plan will be judged on functionality of floor plan (25 points), architectural design (20 points), ability to meet needs of target market (15 points), creativity (20 points) and design appeal (20 points).

Best Print Ad (Associate/Builder/Remodeler)

Best Print Ad entries are judged on concept (20 points), creativity (20 points), layout (15 points), overall design (15 points), readability (15 points) and execution (15 points).

Best Social Media (Associate/Builder/Remodeler)

Best Social Media entries are judged on effective use of photos (15 points), videos (15 points) and articles (15 points), customer communications (15 points), strategic sale advertising (10 points), event promotions (10 points), product/feature attributes (10 points) and general industry/market updates (10 points).

Best Specialty Niche (Builder/Remodeler)

Best Specialty Niche entries showcase what your builder does that is innovative, new or a specialty. These entries will be judged on concept (25 points), ability to convey image of the builder (25 points), uniqueness (25 points) and market viability (25 points).

Best YouTube Commercial (Associate/Builder/Remodeler)

Best YouTube Commercial entries will be judged on originality (30 points), concept (35 points) and execution as it relates to the intended audience (35 points).

Community Revitalization (Builder)

Community Revitalization entries will be judged on an existing community that is being evaluated on new/updated amenities introduced during entry time period. Entries will be judged on updates in signage/landscaping upon entrance (20 points), landscaping/curb appeal throughout subdivision (20 points), updated marketing brochures/materials (10 points), before and after pictures (10 points), common area maintenance and upkeep (15 points), community events or services (block parties, newsletters, etc.) (15 points) and newly introduced special offers/warranties (10 points).

VI. Marketing & Advertising Awards (continued)

Sales Office Design (Builder)

Sales Office Design entries will be judged on the function of floor plan layout (25 points), conduciveness to sale of product (20 points), sales tactics of selling floor plans without displays (10 points) and ability to visually convey information and communicate the product and image of the builder (35 points). Please list cost per square foot in your description (10 points).

Website (Associate/Builder/Remodeler)

Websites are judged on quality of design (30 points), ease of obtaining information (40 points) and organization of message (30 points).

VII. Sales Circle Awards

Please read the following information before completing your online application:

Eligibility

Please see below for entry fees. Applications received after 5 p.m. on Feb. 9, 2018, will be charged an additional \$25 per application. Companies will be invoiced by the HBA for submitted entries.

The Sales Circle Awards are available to dues paying HBA Sales & Marketing Council members in good standing during awards timing, January 2017 – December 2017. New home community salespeople who do the actual selling and builders who do their own selling, as well as sales managers, may apply for recognition. To verify membership or for a company listing of Sales & Marketing Council members, please contact Jessica Hedges at HedgesJ@hbastl.com.

Requirements – New Home Salespeople/Sales Managers (including Real Estate Salespeople/Sales Managers)

A community salesperson selling new homes exclusively must have closed sales during the specified time period above. A real estate salesperson, selling both new and pre-owned homes must count only their closed new home sales towards this certificate.

A sales manager is given recognition for total volume of closed sales achieved by their sales staff. Please note that it is allowable for a selling sales manager to submit his/her name under both salesperson and sales manager categories. Separate sales figures must be indicated on the form.

Sales Levels

Bronze Level – Up to \$3.9 million in sales

Silver Level – \$4 to \$7.9 million in sales

Gold Level – \$8 to \$11.9 million in sales

Platinum Level – \$12 million and above in sales

Requirements – Lifetime Sales Circle Plaques/Year Tags

To earn these plaques, a salesperson must attain Sales & Marketing Council Sales Circle recognition for six consecutive years, including the year of the Lifetime Plaque presentation. To become eligible for a Lifetime Plaque, applicants must submit photocopies of their five previous consecutive year certificates along with the application entry. In order to receive annual year tags in subsequent years, Lifetime Plaque recipients must continue to submit an annual Sales Circle application.

If you would like a certificate as well as a year tag, certificates must be ordered separately from tags and must also be paid for in advance.

Entry Fees

- Sales certificates for new home community salespeople and managers – \$10
- Lifetime Sales Plaque – \$95
- 2017 Year Tag – \$12

VIII. Personal Achievement Awards (Pacesetters)

Please read the following information before completing your online application:

Entry fee for Pacesetter Awards is \$80 per entry. Entries received after 5 p.m. on Feb. 9, 2018, will be charged an additional \$25 per entry. Companies will be invoiced by the HBA for submitted entries.

New Home Community Salesperson of the Year

Information provided on the application is for sales activities between January 2017 and December 2017 achieved solely by the applicant and not as part of a sales team. Based on a 25-point total. Applicant is judged on sales total in closed volume (5 points), depth of work duties (4 points), sales strengths (5 points), professional improvement (3 points), community challenges faced and overcame (5 points) and civic/community involvement (3 points).

Highest Closer

Information provided on the application is for closed sales activities between January 2017 and December 2017. The winning applicant(s) will have the largest total amount of homes closed and/or highest dollar volume sold in the 12-month sales period. *Note: Two awards will be given. One for highest dollar volume in closed sales and one for highest number of homes sold. One entry fee per entrant for both awards.*

Rookie Salesperson of the Year

Information provided on the application is for sales activities between January 2017 and December 2017 achieved solely by the applicant and not as part of a sales team. The applicant's first year as a full-time community sales agent must fall within this 12-month sales period. Based on a 25-point total. Applicant is judged on sales total in closed volume (5 points), depth of work duties (4 points), sales strengths (5 points), professional improvement (3 points), community challenges faced and overcame (5 points) and civic/community involvement (3 points).

Assistant Community Salesperson of the Year

Information provided on the application is for sales activities between January 2017 and December 2017. The applicant's primary function and responsibility must be assisting a New Home Salesperson/Sales Manager. Based on a 22-point total. Applicant is judged on number of communities involved in (3 points), primary job functions performed (5 points), above and beyond tasks performed (3 points), professional improvement (3 points), civic/community involvement (3 points) and letter(s) of recommendation from salesperson(s) assisted (5 points).

New Home Sales Manager of the Year

Information provided on the application is for sales activities between January 2017 and December 2017. Based on a 28-point total. Applicant is judged on number of people and positions supervised (5 points); sales total in closed volume (5 points); staff evaluation, motivation and retention (7 points); market challenges faced and overcame (5 points); professional improvement (3 points); and civic/community involvement (3 points).

Marketing Director of the Year (Builder/Associate)

The applicant will be judged on a 24-point scale in the following categories: innovative marketing tactics used (5 points), research and product development (5 points), results in the market from your marketing contributions (3 points), contribution to company's results/success (5 points), professional improvement (3 points) and civic/community involvement (3 points).

Construction Manager of the Year

The applicant's primary function and responsibility must be overseeing the home building process on-site. They must participate in homeowner meetings and walkthroughs. Based on a 33-point total. Applicant is judged on primary job functions performed (4 points), above and beyond tasks performed (3 points), professional improvement (3 points), civic/community involvement (3 points), letter(s) of recommendation from salesperson(s) and from home owner(s) (20 points).

VIII. Personal Achievement Awards (Pacesetters) (Continued)

Real Estate Sales Manager or Agent of the Year

The applicant must work directly for a real estate company in addition to working with one or more home builders by assisting them in a sales and marketing capacity. In working with home builders, the applicant must have a “listing” and/or “marketing agreement” with the builder(s). Information provided on the application is for sales activities between January 2017 and December 2017. Based on a 23-point total. Applicant is judged on sales total (5 points), sales strengths (5 points), market challenges faced and overcame (5 points), professional development (5 points) and civic/community involvement (3 points).

Mortgage Company of the Year

The applicant will be judged on a 21-point scale in the following categories: Contributions to the home building industry (10 points), support of the local Sales & Marketing Council through involvement, sponsorship or other avenues (5 points), market research (3 points) and civic/community involvement (3).

Mortgage Professional the Year

The applicant will be judged on a 26-point scale in the following categories: Job duties and contributions as it relates to the home building industry (5 points), buyer and consumer follow-up (3 points), market research (3 points), unusual challenges faced and overcame (3 points), contribution to home building industry (3 points), professional improvement (3 points), civic/community involvement (3 points) and homebuilder/salesperson recommendation (3 points).