



## 2020 GALA Entry Requirements

### ENTRY MATERIALS ACCESS PERIOD & JUDGING PERIOD

Early Bird Entry Period – June 8 through July 3, 2020

Regular Entry Period – July 4 through July 17, 2020

Judging Period – July 24 through August 7, 2020

### ENTRY FEES

Category 5: \$140 per entry

Categories 6 through 15: \$175 per entry

Categories 2 and 16 through 48: \$465 per entry received before July 3 and \$490 per entry received after July 3

*Categories 1, 3, 4 do not require an entry fee and winners are determined based on a panel of judges. Please refer to eligibility details below.*

### ELIGIBILITY TIME FRAME

- All entries must have been available for sale, rental, sold, or viewed by 3/31/20
- Entries in Marketing Categories 16-28 must have been available to the public between 6/1/19-3/31/20
- Sales Achievement Entries in Categories 5-15 are for the period 6/1/19-3/31/20

### ELIGIBILITY CRITERIA

The Maryland Building Industry Association and the Northern Virginia Building Industry Association invite any member firm developing and/or marketing housing and communities in the Washington area to enter.

- Entries in Marketing Categories 16-28 must have been available to the public between 6/1/19-3/31/20.
- Production homes must be completed at least through the drywall stage by 3/31/20.
- Custom Homes—Category 46-48, home must be completed within 2 months of 3/31/20.

- All Advertising and Marketing entries must have been available to the public between 6/1/19-3/31/20.
- Entries in Categories 16-28 must display an Equal Housing Opportunity logo or statement.
- Builder/Developer, Architectural Firm, Advertising, Marketing or Interior Merchandising Firm must be a member of MBIA or NVBIA.
- Sales Companies and Sales Persons must be a member of WSMC.
- Entries must reflect information as of 3/31/20.
- Previously submitted entries can be resubmitted as long as they meet eligibility requirements stated above.

Questions?

Please contact Alexandra Whitson at (703) 953-3504 or Melissa Wallace at (571) 291-8137.

## **ENTRY SUBMISSION PROCESS**

1. Complete the entry form for the award group that you are entering, and prepare any required supporting materials as referenced in the category specific entry criteria.
  - [Link to Community of the Year Entry Form](#)
  - [Link to Sales Achievement Entry Form](#)
  - [Link to Sales Environment Entry Form](#)
  - [Link to Marketing Materials Entry Form](#)
  - [Link to Interior Design/Merchandising Entry Form](#)
  - [Link to Design & Architecture Entry Form](#)
  - [Link to Custom Homes Entry Form](#)
2. Fill out the appropriate online form per entry. You may submit multiple entries at once.
3. Please ensure that the online entry form and the supporting documents use the same entry name. The entry name should reflect what is being entered, such as the name of the individual, model, community and/or project name. Examples:
  - Community of the Year Category: River Woods
  - Sales Achievement Categories: John Doe
  - Sales Environment Categories: The Pinegrove at River Woods Sales Center
  - Marketing Categories: River Woods by JLS Builders Website
  - Interior Design/Merchandising Categories: The Pinegrove at River Woods
  - Design & Architecture Categories: The Pinegrove at River Woods
  - Custom Homes Entry Forms: 3301 East Parkway by JLS Builders
4. In the online form, in the field for the link to entry materials, include one link from a preferred file sharing platform (Google Drive, Dropbox, etc.) that allows access to all entry materials as required by the entry category.
  - Each file should not exceed 10MB

- When naming files, label them with the entry name, category number and subcategory letter (if applicable). Please note that the image indicated as number one will be used at the awards ceremony if the entry should win.
  - Examples:
    - RiverWoods\_30A\_Project Form
    - RiverWoods\_30A\_Floorplan
    - RiverWoods\_30A\_Siteplan
    - RiverWoods\_30A\_Image1
    - RiverWoods\_30A\_Image2
    - RiverWoods\_30A\_Image3
    - RiverWoods\_30A\_Image4
    - RiverWoods\_30A\_Image5
- 5. Once your entry form is saved, you will see an option at the top of the entry form screen that reads "Submit Entries." This link will allow you to formally submit your entries to NVBIA.
- 6. Pay online or mail check to NVBIA, 3684 Centerview Drive, Suite 110-B, Chantilly, VA 20151.
- 7. All entries and payments must be received by July 17, 2020.

## **PHOTO SUBMISSIONS**

The following are requirements for all photos submitted for the GALA competition:

1. Photos must be of professional quality, at least 7" wide X 5.25" tall and at least 96 DPI, saved as a JPG or PNG file (10MB maximum file size). Cell phone or point and shoot photography is strongly discouraged.
2. Labeled with entry name, category number and subcategory letter (if applicable).
  - Examples:
    - RiverWoods\_30A\_Image1
    - RiverWoods\_30A\_Image2
    - RiverWoods\_30A\_Image3
    - RiverWoods\_30A\_Image4
    - RiverWoods\_30A\_Image5
3. The first winning entry photo will be used at the awards reception and posted on the website.

## **CATEGORIES, SUBMISSION REQUIREMENTS & CRITERIA**

### **Grand Awards**

#### **1. Home of the Year**

- Criteria:
  - This category cannot be entered directly, and candidates are identified by Judging Teams from the pool of winners in other categories. Only winners

of a design and architecture, custom or interior merchandising category are eligible to win Home of the Year. Winner will be chosen by the GALA Home of the Year subcommittee in the weeks following Judging Day. If you are a member of the GALA committee and would like to join the Home of the year subcommittee, please contact Evelyn Austin at (703) 928-9570.

- All Entries must have been available for sale, rental, sold, or viewed by 3/31/20. Must display Equal Housing Opportunity information, except in the case of custom homes.

## **2. Community of the Year**

- Submission requirements in file sharing link (Google Drive, Dropbox, etc.):
  - Completed Community of the Year Entry Form as a PDF or DOCX
  - PDF of the community site plan
  - 4 to 6 community photos or renderings (JPG or PNG formats)
- Criteria:
  - Judges look for the relationship among different land uses, special features, street network, landscaping, home/building orientation to streets, amenities and open space. If applicable, judges look at website design, advertising, merchandising, and marketing for the community which must display Equal Housing Opportunity information.
  - Community of the Year Entries will need to submit a PDF with supporting documentation.

## **3. Hall of Fame**

- Criteria:
  - Winner selected from a pool of nominees by the Lifetime Achievement Subcommittee.

## **4. Sales Person of the Year**

- Criteria:
  - Winner selected from the pool of sales candidates by the Sales Achievement Subcommittee.

## **Sales Achievement**

Submission requirements in file sharing link (Google Drive, Dropbox, etc.):

- Completed Sales Achievement Entry Form as a PDF or DOCX
- Headshot of sales professionals (JPG or PNG formats)

## **5. Million-Dollar Club**

- Criteria:
  - Salespersons entering Category 5 require minimum sales performance of \$1 million net new homes sales volume. (When the sales professional is part of a team, volume should be split accordingly).

- Sales Professional must be actively selling during the period 6/1/19-3/31/20.

## **6. Exceptional Sales Effort**

- Criteria:
  - This is a special award category for sales success in the face of extraordinary challenges. Sales volume will be considered but the main judging criteria will be focused on exemplary performance overcoming location or other obstacles to make the sale. High volume sales efforts should be submitted to the appropriate Salesperson of the Year award categories. The judges reserve the right to transfer candidates in and out of this category.
  - Sales Professional must be actively selling during the period 6/1/19-3/31/20.

## **7. Outstanding Sales Rookie**

- Criteria:
  - Sales Professionals who sold new homes, full time or part time, prior to 6/1/19 are not eligible. Sales Professional must be actively selling during the period 6/1/19-3/31/20.

## **8. Outstanding Sales Person**

- Criteria:
  - Any entrants are ineligible to be entered in the categories for sales teams.
  - Sales Professional must be actively selling during the period 6/1/19-3/31/20
- Sub-Categories:
  - A. Detached Homes Under \$400,000
  - B. Detached Homes \$400,000 - \$550,000
  - C. Detached Homes \$550,001 - \$700,000
  - D. Detached Homes \$700,001 - \$900,000
  - E. Detached Homes \$900,001 - \$1 million +
  - F. Attached Homes Under \$300,000
  - G. Attached Homes \$300,000 - \$400,000
  - H. Attached Homes \$400,001 - \$550,000
  - I. Attached Homes \$550,001 - \$700,000
  - J. Attached Homes \$700,001 - \$900,000
  - K. Attached Homes \$900,001 - \$1 million +
  - L. Condominium Under \$300,000
  - M. Condominium \$300,000 - \$500,000
  - N. Condominium \$500,001 - \$700,000
  - O. Condominium \$700,001 - \$900,000
  - P. Condominium \$900,001 - \$1 million +
  - Q. Multi Priced/Multi-Product
  - R. Multi-Priced/Multi-Product in 1 Community
  - S. Multi-Priced/Multi-Product in 2+ Communities

## **9. Outstanding Sales Team**

- Criteria:
  - Any entrants are ineligible to be entered in the categories for individual sales persons.
  - Sales Professional must be actively selling during the period 6/1/19-3/31/20
- Sub-categories:
  - A. Under \$300,000
  - B. \$300,000 - \$500,000
  - C. Over \$500,000

## **10. Outstanding Design Center Professional**

- Criteria:
  - This award recognizes the person responsible for the professional interaction, management and performance of option sales for local, regional or national builders. Customer communication and satisfaction will be judged in addition to sales volume for the period of 6/1/19-3/31/20.
  - Professional must be active during the period 6/1/19-3/31/20

## **11. Outstanding Online Sales Person**

- Criteria:
  - Professional responsible for the online sales efforts of a local, or national builder. Professionals must be a full time employee of the company being entered and locally located within the DMV area.
  - Sales Professional must be actively selling during the period 6/1/19-3/31/20

## **12. Outstanding General Sales Manager, Director of Sales, or VP of Sales**

- Criteria:
  - This award recognizes the person responsible for the sales functions of a local, regional or national homebuilder for the period 6/1/19-3/31/20.

## **13. Outstanding General Marketing Manager, Director of Marketing, or VP of Marketing**

- Criteria:
  - This award recognizes the person responsible for the marketing functions of a local, regional or national homebuilder for the period 6/1/19-3/31/20.

## **14. Outstanding Construction Superintendent and Sales Team**

- Criteria:
  - This award recognizes the professional interaction and performance between the on site sales and construction teams for the period 6/1/19-3/31/20. Customer communication and satisfaction will be judged in addition to sales and settlement volume.
  - Any entrants are ineligible to be entered in the categories for sales teams or individual sales persons.

## **15. Exceptional Team Effort**

- Criteria:

- Sales Professional must be actively selling during the period 6/1/19-3/31/20

## **Sales Environment**

Submission requirements in file sharing link (Google Drive, Dropbox, etc.):

- Completed Sales Environment Entry Form as a PDF or DOCX
- 4 to 6 photographs of sales environment (JPG or PNG formats)
- PDF of floor plan (if available)

### **16. Sales Office/Rental Office/Information Center**

- Criteria:
  - Entry will be judged on function of floor plan layout and ability to visually convey information and communicate the marketing theme, product and builder image and continuity with the marketing program. Upload up no more than 4 images of the sales center along with the floorplan.
  - Entries must have been available for visiting and open to the public by 6/1/19.
  - EHO Logo must be displayed.
- Sub-Categories:
  - A. Model Homes Sales Center
  - B. Community Sales Center

### **17. Sales Display**

- Criteria:
  - Entry will be judged on function of floor plan layout and ability to visually convey information and communicate the marketing theme, product and builder image and continuity with the marketing program. Upload up no more than 4 images of the sales center along with the floorplan.
  - Entries must have been available for visiting and open to the public by 6/1/19.
  - EHO Logo must be displayed.

## **Marketing Materials**

Submission requirements in file sharing link (Google Drive, Dropbox, etc.):

- Completed Marketing Materials Entry Form as a PDF or DOCX, inclusive of links to digital materials
- Maximum of 6 PDFs or images (JPG or PNG formats) of marketing materials

### **18. Website**

- Criteria:

- Entry will be judged on concept, design, ease of use and user experience, information presented, creativity, flow from page-to-page and consumer friendliness.
- Website must be 'live' on the web for public viewing sometime during the period 6/1/19-3/31/20 and remain available for review during the judging period.
- Sub-Categories:
  - A. Individual Community (rental, for sale or mixed use)
  - B. Master Planned Residential Community
  - C. Local Builder
  - D. National Builder
  - E. Associate

### **19. Online Advertising**

- Criteria:
  - Entry will be judged on the concept, copy, design, production and presentation as it relates to the target market and overall execution and effectiveness. Campaign—2 or more different and related ads.
  - Must be 'live' for public viewing/participation sometime during the period 6/1/19-3/31/20.
- Sub-Categories:
  - A. Individual Ad
  - B. Ad Campaign

### **20. Social Media (Blog, Facebook, Twitter)**

- Criteria:
  - Social media content will be judged for a campaign period of up to 4 weeks. It will be evaluated on achievement of the marketing objectives and goal metrics, concept, effective targeting of the identified market, and continuity of media and "brand personality". In your entry form, please identify the campaign period of up to 4 weeks to be judged. In order to be judged, the entry posts, tweets or other social media from the campaign period must remain available on the social media sites during the judging period.
  - Must be 'live' for public viewing/participation sometime during the period 6/1/19-3/31/20.
- Sub-Categories:
  - A. Builder
  - B. Multifamily
  - C. Planned Community

### **21. Printed Brochure**

- Criteria:
  - Entry will be judged on the effectiveness of conveying a product or community theme, copy, overall graphic design, quality of artwork, printing and paper stock, readability and completeness of information.



- Brochure must be available to the public sometime during the period 06/1/19-3/31/20.
- Sub-Categories:
  - A. Individual Community
  - B. Master Planned/Mixed Use Community Brochure
  - C. Condominiums or Apartment Community Brochure
  - D. Corporate –Associate, Builder or Developer

## **22. Print Advertising**

- Criteria:
  - Entry will be judged on the concept, copy, design, production and presentation as it relates to the target market and overall execution and effectiveness. Campaign–2 or more different and related ads.
  - Ad(s) must be published sometime during the period 6/1/19-3/31/20.
- Sub-Categories:
  - A. Individual Ad, Builder
  - B. Ad Campaign, Builder
  - C. Individual Ad, Associate
  - D. Ad Campaign, Associate

## **23. Direct Mail**

- Criteria:
  - Entry will be judged on the concept of the piece(s), design and copy as it relates to the target market and the overall execution and effectiveness. Campaign–2 or more different and related direct mail pieces.
  - Direct mail must be distributed to the public sometime during the period 6/1/19-3/31/20.
- Sub-Categories:
  - A. Individual Direct Mail Piece
  - B. Direct Mail Campaign

## **24. Signage**

- Criteria:
  - Entry will be judged on the concept, copy, design, production and visibility as it relates to the target market and overall execution and effectiveness. Campaign–2 or more different and related ads
  - Sign must be installed sometime during the period 6/1/19-3/31/20.
- Sub-Categories:
  - A. Individual Sign
  - B. Signage Program

## **25. Audio, Podcast or Radio**

- Criteria:
  - Entry will be judged on the concept, copy, production and presentation as it relates to the target market and overall execution and effectiveness.
  - Entry must have been broadcast or made first available on the internet sometime during the period 6/1/19-3/31/20.

## **26. Video (including YouTube) or TV ad**

- Criteria:
  - Entry will be judged on the concept, copy, production and presentation as it relates to the target market and overall execution and effectiveness.
  - Entry must have been broadcast or made first available on the internet sometime during the period 6/1/19-3/31/20.

## **27. Integrated Marketing Campaign (web, print, multimedia, signage, social media, special events, eMarketing)**

- Criteria:
  - Entry will be judged on the achievement of marketing objectives, concept, copy, layout and continuity of media used. Entries must include two or more of the following: web, print, social media, out of home advertising such as billboards, television/video, radio, direct mail, signage, special events, and emarketing.
  - Campaign must be 'live' for public viewing/participation sometime during the period 6/1/19-3/31/20.
- Sub-Categories:
  - A. Individual Community, Multi-Family Community
  - B. Master Planned/Mixed Use Community
  - C. Builder

## **28. The Jim Vance Public Relations Campaign Award**

- Criteria:
  - Entry will be judged on the concept and strategy of the campaign as it relates to the target market and overall execution and effectiveness. The Public Relations Campaign/Strategy should manage the flow of information between an organization and the public. Activities should include at least 3 of the following: special events, speaking engagements, seeking industry awards, working with the press, social media, and sending out press releases. An emphasis should be placed on non-paid advertising.
  - Campaign must be 'live' for public viewing/participation sometime during the period 6/1/19-3/31/20.

## **Interior Design/Merchandising**

Submission requirements in file sharing link (Google Drive, Dropbox, etc.):

- Completed Interior Design/Merchandising Entry Form as a PDF or DOCX
- 6 to 10 interior photos in JPG or PNG formats

## **29. Interior Merchandising, Detached Home**

- Criteria:

- Entry will be judged on the professional application of color, texture, materials, scale, furnishings, accessories, window and wall treatments and how they appeal to the target market. Pricing consists of the base price plus builders' structural options that add additional square footage to the home.
- All Entries must have been available for sale, rent, sold, or viewed by 6/1/19.
- All Models must display Equal Housing Opportunity information.
- The winners in this category are eligible to win Home of the Year! The field of candidates for Home of the Year will be identified through a nomination process by the judges assigned to categories 29-45.
- Sub-Categories:
  - A. Under \$300,000
  - B. \$300,000 - \$400,000
  - C. \$400,001 - \$500,000
  - D. \$500,001 - \$600,000
  - E. \$600,001 - \$700,000
  - F. \$700,001 - \$850,000
  - G. \$850,001 - \$1,000,000
  - H. \$1,000,000 - \$1,400,00
  - I. Over \$1,400,000

**30. Interior Merchandising, Attached Home, Including Townhouses, Two-over-Twos, Back-to-Back Townhouses, Duplexes, Fee Simple and Condo-Ownership**

- Criteria:
  - Entry will be judged on the professional application of color, texture, materials, scale, furnishings, accessories, window and wall treatments and how they appeal to the target market. Pricing consists of the base price plus builders' structural options that add additional square footage to the home.
  - All Entries must have been available for sale, rent, sold, or viewed by 6/1/19.
  - All Models must display Equal Housing Opportunity information.
  - The winners in this category are eligible to win Home of the Year! The field of candidates for Home of the Year will be identified through a nomination process by the judges assigned to categories 29-45.
- Sub-Categories:
  - A. Under \$300,000
  - B. \$300,000 - \$350,000
  - C. \$350,001 - \$400,000
  - D. \$400,001 - \$500,000
  - E. \$500,001 - \$600,000
  - F. \$600,001 - \$700,000

- G. \$700,001 - \$850,000
- H. Over \$850,000

**31. Interior Merchandising, Multi-Family New Construction, Amenity Space and/or Common Areas**

- Criteria:
  - Entry will be judged on the professional application of color, texture, materials, scale, furnishings, accessories, window and wall treatments and how they appeal to the target market. Pricing consists of the base price plus builders' structural options that add additional square footage to the home.
  - All Entries must have been available for sale, rent, sold, or viewed by 6/1/19.
  - All Models must display Equal Housing Opportunity information.
  - The winners in this category are eligible to win Home of the Year! The field of candidates for Home of the Year will be identified through a nomination process by the judges assigned to categories 29-45.
- Sub-Categories:
  - A. Mid-Rise
  - B. High-Rise

**32. Interior Merchandising, Multi-Family Renovation or Conversion, Amenity Space and/or Common Areas**

- Criteria:
  - Entry will be judged on the professional application of color, texture, materials, scale, furnishings, accessories, window and wall treatments and how they appeal to the target market. Pricing consists of the base price plus builders' structural options that add additional square footage to the home.
  - All Entries must have been available for sale, rent, sold, or viewed by 6/1/19.
  - All Models must display Equal Housing Opportunity information.
  - The winners in this category are eligible to win Home of the Year! The field of candidates for Home of the Year will be identified through a nomination process by the judges assigned to categories 29-45.
- Sub-Categories:
  - A. Mid-Rise
  - B. High-Rise

**33. Interior Merchandising, Multi-Family Model/Unit**

- Criteria:
  - Entry will be judged on the professional application of color, texture, materials, scale, furnishings, accessories, window and wall treatments and how they appeal to the target market. Pricing consists of the base price plus builders' structural options that add additional square footage to the home.

- All Entries must have been available for sale, rent, sold, or viewed by 6/1/19.
- All Models must display Equal Housing Opportunity information.
- The winners in this category are eligible to win Home of the Year! The field of candidates for Home of the Year will be identified through a nomination process by the judges assigned to categories 29-45.
- Sub-Categories:
  - A. For Sale
  - B. Rental

#### **34. Interior Merchandising, Free-Standing Club House**

- Criteria:
  - Entry will be judged on the professional application of color, texture, materials, scale, furnishings, accessories, window and wall treatments and how they appeal to the target market.
  - All Entries must have been available for usage or viewed by 6/1/19.
- Sub-Categories:
  - A. Under 6,000 sq. ft.
  - B. Over 6,000 sq. ft.

### **Design & Architecture**

Submission requirements in file sharing link (Google Drive, Dropbox, etc.):

- Completed Design & Architecture Entry Form as a PDF or DOCX
- 6 to 10 interior and 2 to 4 exterior photos or renderings in JPG or PNG formats
- PDF of floor plan and elevations with room labels and dimensions
- PDF of site plan, such as a plat, photo or graphic illustration showing relationship of unit to site
- PDF of standard features and options

#### **35. Design and Architecture, Detached Home (on lots under 7,000 s.f.)**

- Criteria:
  - Entry will be judged on relationship to lot and exterior curb appeal, elevations, color package, workmanship, main entrance – first impression, interior function and livability, special features including built-ins, detailing, finishes and lighting, sight lines, use of windows and natural light and overall impression. Prices are base prices plus builders structural options that expand the space of the home and any upgraded elevation shown on the model entered in a category.
  - All Entries (including Spec Homes) must have been available for sale, rental, sold, or viewed by 3/31/20.
- Sub-Categories:
  - A. Under \$300,000

- B. \$300,001 - \$400,000
- C. \$400,001 - \$500,000
- D. \$500,001 - \$600,000
- E. \$600,001 - \$700,000
- F. \$700,001 - \$850,000
- G. Over \$850,000

**36. Design and Architecture, Detached Home (on lots 7,000 s.f. and over)**

- Criteria:
  - Entry will be judged on relationship to lot and exterior curb appeal, elevations, color package, workmanship, main entrance – first impression, interior function and livability, special features including built-ins, detailing, finishes and lighting, sight lines, use of windows and natural light and overall impression. Prices are base prices plus builders structural options that expand the space of the home and any upgraded elevation shown on the model entered in a category.
  - Entries (including Spec Homes) must have been available for sale, rental, sold, or viewed by 3/31/20.
- Sub-Categories:
  - A. Under \$400,000
  - B. \$400,001 - \$500,000
  - C. \$500,001 - \$600,000
  - D. \$600,001 - \$700,000
  - E. \$700,001 - \$850,000
  - F. \$850,001 - \$1,000,000
  - G. \$1,000,000 - \$1,400,00
  - H. Over \$1,400,000
  - I. Over \$5,000,000

**37. Design and Architecture, Attached Home, Including Townhouses, Two-over-Twos, Back-to-Back Townhouses and Duplexes, Fee Simple and Condo-Ownership**

- Criteria:
  - Entry will be judged on exterior curb appeal, elevation, color package, workmanship, main entrance – first impression, interior function and livability, special features including built-ins, detailing, finishes and lighting, sight lines, use of windows and natural light in common areas, livability of any available models, and overall impression. Areas to be judged include units, lobbies, corridors and interior areas throughout building and exterior common spaces.
  - All Entries (including Spec Homes) must have been available for sale, rental, sold, or viewed by 3/31/20.
  - All Models must display Equal Housing Opportunity information.

- The winners in this category are eligible to win Home of the Year! The field of candidates for Home of the Year will be identified through a nomination process by the judges assigned to categories 29-45.
  - Sub-Categories:
    - A. Under \$300,000
    - B. \$300,000 - \$350,000
    - C. \$350,001 - \$400,000
    - D. \$400,001 - \$500,000
    - E. \$500,001 - \$600,000
    - F. \$600,001 - \$700,000
    - G. \$700,001 - \$850,000
    - H. Over \$850,000

### **38. Design and Architecture, Multi-Family**

- Criteria:
  - Entry will be judged on exterior curb appeal, elevation, color package, workmanship, main entrance – first impression, interior function and livability, special features including built-ins, detailing, finishes and lighting, sight lines, use of windows and natural light in common areas, livability of any available models, and overall impression. Areas to be judged include units, lobbies, corridors and interior areas throughout building and exterior common spaces.
  - All Entries (including Spec Homes) must have been available for sale, rental, sold, or viewed by 3/31/20.
  - All Models must display Equal Housing Opportunity information.
  - The winners in this category are eligible to win Home of the Year! The field of candidates for Home of the Year will be identified through a nomination process by the judges assigned to categories 29-45.
- Sub-Categories:
  - A. New Construction
  - B. Boutique Construction
  - C. Mixed-Use
  - D. Condominium or Apartment Unit

### **39. Design and Architecture, Multi-Family Renovation or Conversion**

- Criteria:
  - Entry will be judged on exterior curb appeal, elevation, color package, workmanship, main entrance – first impression, interior function and livability, special features including built-ins, detailing, finishes and lighting, sight lines, use of windows and natural light in common areas, livability of any available models, and overall impression. Areas to be judged include units, lobbies, corridors and interior areas throughout building and exterior common spaces.
  - All Entries (including Spec Homes) must have been available for sale, rental, sold, or viewed by 3/31/20.

- All Models must display Equal Housing Opportunity information.
- The winners in this category are eligible to win Home of the Year! The field of candidates for Home of the Year will be identified through a nomination process by the judges assigned to categories 29-45.

**40. Design and Architecture, Best Adaptive Reuse (A change from former use, i.e. industrial building to loft apartments. Adapted use must be residential.)**

- Criteria:
  - Adaptive Reuse – A change from former use, i.e. industrial building to loft apartments. Adapted use must be residential. Entry will be judged on exterior curb appeal, elevations, color package, workmanship, main entrance – first impression, interior function and livability, special features including built-ins, detailing, finishes and lighting, sight lines, use of windows and natural light and overall impression. Areas to be judged include units, lobbies, corridors and interior areas throughout building and exterior common spaces.
  - All Entries must have been available for sale, rental, sold, or viewed by 3/31/20.
  - All Models must display Equal Housing Opportunity information.

**41. Innovative Land Planning**

- Criteria:
  - More than one unit; can include detached, attached and multi-family for sale or rental. Entry will be judged on (a) Relationship of units, common space and roads, entry feature(s) (relationship to site), and any on-site amenities. (b) Use of natural features and on-site buildings to enhance the site environment. (c) Effectiveness of landscaping in creating value for the site. (d) Continuity of landscaping, street lights, street furniture and signage. (e) Livability and overall impression of the site.
  - Mixed-use must include a residential component.
  - All Entries must have been on the boards, available for sale, rental, sold, or viewed by 3/31/20.
  - Note: Judging includes visit to property at request of entrant, but may be based upon submitted plans and photographs.
- Sub-Categories:
  - A. Residential
  - B. Mixed-Use (must include residential use)

**42. Design and Architecture, Free-Standing Club House**

- Criteria:
  - Entry will be judged on relationship to homes, common space and roads, relationship to overall community theme, use of natural features to enhance site and building, site planning (relationship of building to lot, decks, walls, walks and parking area), effectiveness of landscaping in creating value for the site, exterior curb appeal (first impression, proportion of structure, materials, color package, detailing and



workmanship), interior appeal (first impression, main entrance, appropriate room functions, lighting, windows, special features, materials, finishes and detailing), relationship of amenity package to residents' lifestyle and overall impression.

- All Entries must have been available for sale, rental, sold, or viewed by 3/31/20.

#### **43. Outstanding Living Space or Architectural Feature in a Product or Product Line**

- Criteria:
  - Entry will be judged on relationship to home, first impression, function and livability, special features (built-ins, detailing, finishes and lighting), sight lines, use of windows and natural light and overall impression.
  - All Entries must have been available for sale, rental, sold, or viewed by 3/31/20.

#### **44. Outstanding Implementation of Innovative Design Concepts for a Product Line**

- Criteria:
  - Entry will be judged on successful resolution of design challenges, continuity of product line, first impression, function and livability, special features (built-ins, detailing, finishes and lighting), sight lines, use of windows and natural light and overall impression.
  - All Entries must have been available for sale, rental, sold, or viewed by 3/31/20.
- Sub-Categories:
  - A. Detached / Attached
  - B. Multifamily

#### **45. Green Building**

- Criteria:
  - To be judged under ICC 700-2008 National Green Building Standard™ with entrant responsible for self-scoring entry on NAHB score sheet\*. Score sheet to be provided to judges as reference documentation during their field visit. Entries may include any of the following individual independent specific categories, or a whole/entire green home and/or site.
  - A) CH 5 lot design, preparation and development (select, design and develop site/lot to reduce homes environmental impact)
  - B) CH 6 resource efficiency (reduce quantities of materials and waste, enhance durability, use of recycled/reused/resource efficient material and optimize innovative practices)
  - C) CH 7 energy efficiency (implement an integrated and comprehensive approach to energy-efficient design of building site, building envelope and

mechanical space conditioning systems – may include Energy Star features)

## **Custom Homes**

Submission requirements in file sharing link (Google Drive, Dropbox, etc.):

- Completed Custom Homes Entry Form as a PDF or DOCX
- 6 to 10 interior and 2 to 4 exterior photos or renderings in JPG or PNG formats
- PDF of floor plan and elevations with room labels and dimensions
- PDF of site plan, such as a plat, photo or graphic illustration showing relationship of unit to site
- PDF of site plan showing house location on lot

### **46. Design and Architecture, Custom Home, Single Lot**

- Criteria:
  - A unique house plan designed for an individual client for construction on a single lot and completed within 12 months of 3/31/20. Square footage should be measured based on ANSI Z765 standard. Entry will be judged on exterior curb appeal, relationship to lot, exterior site features and landscaping, elevations, color package, workmanship, main entrance – first impression, interior function and livability, special features including built-ins, detailing, finishes, fixtures, materials and lighting, sight lines, use of windows and natural light, overall impression and how the home fulfills the project goals as described in the project statement.
  - All Entries must have been available for sale, rental, sold, or viewed by 3/31/20.
  - Note: Judging will be based upon submitted plans and photographs and judged by Custom Home Panel in lieu of onsite judging.
  - The winners in this category are eligible to win Home of the Year! The field of candidates for Custom Home of the Year will be identified through a nomination process by the judges assigned to categories 46-48.
- Sub-Categories:
  - A. Under 3,000 sq. ft.
  - B. 3,000 - 5,000 sq. ft.
  - C. 5,001 - 7,000 sq. ft.
  - D. Over 7,000 sq. ft.

### **47. Design and Architecture, Custom or Customized Infill Home (One-of-a-kind homes, including plans modified from a previously built home, that are built for sale on single lots or in new subdivisions containing less than ten lots and completed within 12 months of the entry deadline)**

- Criteria:

- A unique house plan designed for an individual client for construction on a single lot and completed within 12 months of 3/31/20. Square footage should be measured based on ANSI Z765 standard. Entry will be judged on exterior curb appeal, relationship to lot, exterior site features and landscaping, elevations, color package, workmanship, main entrance – first impression, interior function and livability, special features including built-ins, detailing, finishes, fixtures, materials and lighting, sight lines, use of windows and natural light, overall impression and how the home fulfills the project goals as described in the project statement.
- All Entries must have been available for sale, rental, sold, or viewed by 3/31/20.
- Note: Judging will be based upon submitted plans and photographs and judged by Custom Home Panel in lieu of onsite judging.
- The winners in this category are eligible to win Home of the Year! The field of candidates for Custom Home of the Year will be identified through a nomination process by the judges assigned to categories 46-48.
- Sub-Categories:
  - A. Under 3,000 sq. ft.
  - B. 3,000 - 5,000 sq. ft.
  - C. 5,001 - 7,000 sq. ft.
  - D. Over 7,000 sq. ft.

**48. Design and Architecture, Renovations or Additions (Alterations and Additions to an existing residence for an individual; price reflects final construction cost)**

- Criteria:
  - A unique house plan designed for an individual client for construction on a single lot and completed within 12 months of 3/31/20. Square footage should be measured based on ANSI Z765 standard. Entry will be judged on exterior curb appeal, relationship to lot, exterior site features and landscaping, elevations, color package, workmanship, main entrance – first impression, interior function and livability, special features including built-ins, detailing, finishes, fixtures, materials and lighting, sight lines, use of windows and natural light, overall impression and how the home fulfills the project goals as described in the project statement.
  - All Entries must have been available for sale, rental, sold, or viewed by 3/31/20.
  - Note: Judging will be based upon submitted plans and photographs and judged by Custom Home Panel in lieu of onsite judging.
  - The winners in this category are eligible to win Home of the Year! The field of candidates for Custom Home of the Year will be identified through a nomination process by the judges assigned to categories 46-48.
- Sub-Categories:
  - A. Under \$500,000
  - B. \$500,000 - \$1,000,000

- C. Over \$1,000,000