

# GALA 2020

## CATEGORIES

### Grand Awards

1. **Home of the Year**
  - a. Home of The Year
  - b. Custom Home of The Year
2. **Community of the Year**
3. **Hall of Fame**
4. **Sales Person of the Year**

### Sales Achievement

5. **Million-Dollar Club**
6. **Exceptional Sales Effort**
7. **Outstanding Sales Rookie**
8. **Outstanding Sales Person**
  - 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**
  - a. Under \$300,000
  - b. \$300,000 - \$500,000
  - c. Over \$500,000
10. **Outstanding Design Center Professional**
11. **Outstanding Online Sales Person**
12. **Outstanding General Sales Manager, Director of Sales, or VP of Sales**
13. **Outstanding General Marketing Manager, Director of Marketing, or VP of Marketing**
14. **Outstanding Construction Superintendent and Sales Team**
15. **Exceptional Team Effort**

**CELEBRATE GREAT!**

**Thursday, October 8, 2020 | Hilton McLean Tysons Corner**

Cocktails 5:00pm | Formal Dinner 6:30pm | Awards Program 6:45pm

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## Sales Environment

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

- a. Model Homes Sales Center
- b. Community Sales Center

**17. Sales Display**

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# GALA 2020

## Marketing Materials

### 18. Website

- 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

- a. Individual Ad
- b. Ad Campaign

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

- a. Builder
- b. Multifamily
- c. Planned Community

### 21. Printed Brochure

- a. Individual Community
- b. Master Planned/Mixed Use Community
- c. Condominiums or Apartment Community
- d. Corporate - Associate, Builder or Developer

### 22. Print Advertising

- a. Individual Ad, Builder
- b. Ad Campaign, Builder
- c. Individual Ad, Associate
- d. Ad Campaign, Associate

### 23. Direct Mail

- a. Individual Direct Mail Piece
- b. Direct Mail Campaign

### 24. Signage

- a. Individual Sign
- b. Signage Program

### 25. Audio, Podcast or Radio

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

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

- a. Individual or Multi-Family Community
- b. Master Planned/Mixed Use Community
- c. Builder

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

## Interior Design/Merchandising

### 29. Interior Merchandising, Detached Home

- a. Under \$300,000
- b. \$300,000 - \$400,000
- c. \$400,001 - \$500,000
- d. \$500,001 - \$600,000
- e. \$600,001 - \$700,000

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- f. \$700,001 - \$850,000
- g. \$850,001 - \$1,000,000
- h. \$1,000,001-\$1,400,000
- i. Over \$1,400,000

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

- 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**

- a. Mid-Rise
- b. High-Rise

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

- a. Mid-Rise
- b. High-Rise

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

- a. For Sale
- b. Rental

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

- a. Under 6,000 sq. ft.
- b. Over 6,000 sq. ft.

## Design & Architecture

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

- 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)**

- 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. \$1,000,001-\$1,400,000
- h. Over \$1,400,000
- i. Over \$5,000,000

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

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- 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**

- a. New Construction
- b. Boutique Construction
- c. Mixed-Use
- d. Condominium or Apartment Unit

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

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

**41. Innovative Land Planning**

- a. Residential
- b. Mixed-Use (must include residential use)

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

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

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

- a. Detached / Attached
- b. Multifamily

**45. Green Building**

## Custom Homes

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

- 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)**

- 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)**

- a. Under \$500,000
- b. \$500,000 - \$1,000,000
- c. Over \$1,000,000

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