

BLACK & WHITE GALA 2021

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**

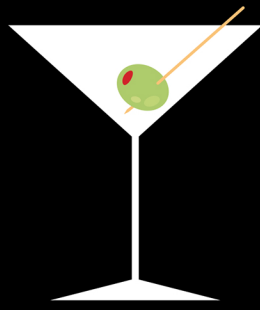
Sales Achievement

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
 - d. Multi-Priced/Multi-Product in One Community
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 14, 2021 | Hyatt Regency Reston, 1800 Presidents Street, Reston, VA 20190

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



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Sales Environment

16. Sales Office/Rental Office/Information Center

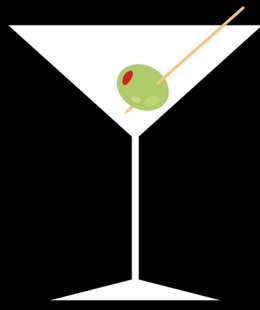
- a. Model Homes Sales Center
- b. Community Sales Center

17. Sales Display

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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

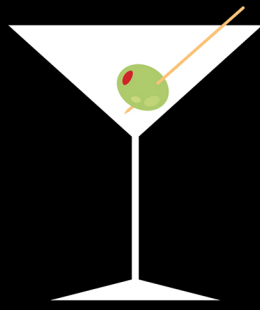
29. Interior Merchandising, Detached Home

- 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)

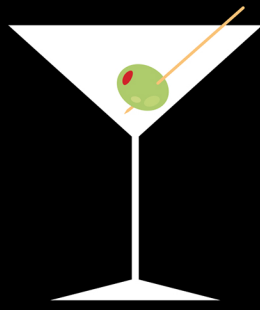
- a. Under \$400,000
- b. \$400,001 - \$500,000
- c. \$500,001 - \$600,000
- d. \$600,001 - \$700,000
- e. \$700,001 - \$850,000
- f. \$850,001 - \$1,000,000
- g. \$1,000,001-\$1,400,000
- h. Over \$1,400,000
- i. Over \$5,000,000

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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