

THE
NATIONALS



THE NATIONALS 2019

**WINNERS
BOOK**



All set for a celebration



Nothing brings people together like a celebration. And when the celebration is in honor of something special, everyone will want to be there.

We're proud to celebrate all of the 2019 National Sales & Marketing Winners.

Together we'll go far



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LETTER FROM THE CHAIRMAN



KELLY KENTON FINK, MIRM, CAPS
VP of Sales and Marketing / Qualifying Broker
The Providence Group of Georgia, LLC,
Johns Creek, GA

It has been my pleasure and honor to serve as this year's Nationals Chair.

This program allows us to honor and celebrate our industry, our peers, our professionals and building partners.

We congratulate all of the Silver and Gold Award winners. You are the creative spirit that fuels our industry to move forward and innovate. Your desire to succeed provides excellence in design, planning, merchandising, marketing, sales and the customer experience.

Thank you to the NAHB National Sales and Marketing Council Board of Trustees and the National Sales and Marketing Council's Nationals Advisory Team, who provides invaluable guidance to this competition and program.

Thank you to our judging panel. They dedicated three days to the careful review and consideration of over 1,300 entries submitted into competition.

We wish you all success in 2019!

THE NATIONALS 2019 JUDGES

THE NATIONALS 2019 JUDGES

THANK YOU TO THIS INCREDIBLE TEAM OF TALENTED PROFESSIONALS WHO DEDICATED THREE LONG DAYS TO REVIEW NEARLY 1,300 ENTRIES IN 62 CATEGORIES.



LEFT TO RIGHT - FRONT ROW: DENISE DERSIN, KATHY BROWNING, KELLY ZUCCARELLI, INGRID PRINCE, LISA PARRISH (ADMIN), KELLY FINK (CHAIR) JOSEPH MCGAW (NAHB/NSMC) BACK ROW: JOHANNA GUNTHER, CHRISTOPHER BROWN



KELLY KENTON FINK, MIRM, CAPS (NATIONALS 2019 CHAIRPERSON)

VP of Sales and Marketing / Qualifying Broker
The Providence Group of Georgia, LLC
 Johns Creek, GA

As Vice President of Sales and Marketing for The Providence Group, Kelly brings over 20 years of experience in the real estate and housing industry. Kelly is very involved in the Greater Atlanta Home Builders Association and has served on the Board of Directors for the Atlanta Sales and Marketing Council from 2008-2015, serving as Chairman in 2014. She was elected to the Board of Governors for the Institute of Residential Marketing in 2013 and served as the 2016 Chair for the Board of Trustees for The Institute of Residential Marketing. She is currently serving on the NAHB National Sales & Marketing Board of Trustees and serving as the Chair of the Nationals Awards Subcommittee. She has been a presenter at The International Builders Show since 2009 on marketing topics including online sales, website design and social media. She is also an active member of The Professional Women in Building Council.

THE NATIONALS 2019 JUDGES



INGRID PRINCE

Director of Online Sales
Dunhill Homes
 Dallas, TX

Ingrid has over 15 years of experience working in the home building profession with over four years being an industry leader in online sales. Her expertise in creating a meaningful experience for buyers and being in the forefront of using video technology for follow up has made Ingrid a highly sought-after individual.

In 2014, Ingrid joined Winchester Carlisle Companies, as Online Sales Manager where she was instrumental in creative and developing their online sales program. Since inception, online sales continually contribute over 64% overall sales for the organization.

Ingrid has been a guest speaker at the International Builder Show and spoke on how social media marketing affects new home sales. She has also been a part of Do You Convert's OSC Panel sharing best practices to online sales counselors across the country. Ingrid has also appeared on Dallas' highly rated morning news station, Good Morning Texas, speaking on various real estate market trends and sales.

Ingrid has received several awards such as National Association of Home Builders Silver Award for Online Sales Counselor of the Year for 2017 and is a Two-Time Award Winner of Dallas Builders Association McSam Award for Online Sales Counselor of the Year in 2016 and 2017.

If you're looking to purchase a new home or want tips on how to improve your online sales program, just #AskIngrid!



DENISE DERSIN

Editorial Director of SGC Horizon's Professional Builder, Custom Builder, Products, and NKBA Innovation+Inspiration Magazines, Business Publications for the Housing Industry

An award-winning writer and editor for 30 years, she previously served as editor-in-chief of Builder magazine and editor of Time-Life Books.

THE NATIONALS 2019 JUDGES



KELLY ANN ZUCCARELLI

Senior Vice President, National Builder and Condominium Program Manager
Wells Fargo Home Mortgage

Kelly Ann Zuccarelli is the National Sales Manager for Builder and New Construction Condominium. In her current capacity Kelly has total oversight for all new construction sales and strategy for the Retail Sales Division of Wells Fargo Home Mortgage. She leads a core group of Client Relationship Managers and Regional Builder Sales Consultants who are experts in new construction mortgage. The team assists in implementing and executing a sales strategy on a national scope.

Kelly brings more than 25 years of experience in both sales and fulfillment leadership to this role. Kelly joined Wells Fargo in 2010 as the Regional Builder Sales Manager in NJ. She quickly was promoted to National Sales Manager of the Union Plus Program and then promoted to her current role in 2015.

Additionally, Kelly is a member of the New Jersey Builders Association where she served as the Vice President of Associates for three years and has the honor of being a Life Director. Kelly has been a past director for the National Association of Home Builders and currently serves as 2nd Vice Chair of the National Sales and Marketing Council of NAHB. She has been recognized with numerous awards for her many contributions to the NJBA.



KATHY BROWNING, MIRM, CMP, CGP

Interior Merchandiser
Design Consultants
 Virginia Beach, VA

Kathy Browning brings interiors to life through creative and detailed merchandising. Design Consultants incorporates retail, commercial and residential design, serving as consultant, specifier and supplier.

Kathy's articles have been featured in the NAHB Sales and Marketing Ideas Magazine and Builder Magazine. She has been the subject of feature articles in various publications and authored a weekly column, Design Lines, in The Virginian Pilot.

Browning served as a member of the NAHB Convention Education and Education Committee, Design Committee, NSMC Board of Trustees and Board of Governors of The Institute of Residential Marketing. She currently serves as a member to the Sustainability and Green Building Subcommittee, Designation Subcommittee and Convention and Meeting Committee, serving as Chair of IBS Attendee Marketing.

THE NATIONALS 2019 JUDGES



GINA NIXON

Regional Director of Marketing, CA & CO
Meritage Homes
 Irvine, CA

Providing 25 years of Strategy, Creativity & Results...Multiple market strategic management capabilities.

Strategic management of communities in multiple life stages: from design & startup, through momentum maintenance, to close out strategies. These communities have ranged in size from individual neighborhoods, both low and high density, up to large scale master planned communities with over 4,000 rooftops. Multiple Markets... Multiple Stages...Multiple Sizes.

Strong accountability to ROI — combining the art & science of marketing. I pride myself on the ability to bridge the gap between right and left brain sourced thinking. This enhances the ability to develop strategies based on creativity and analytics with a strong, conscious connection to profitability and company ROI.



CHRISTOPHER BROWN, MIRM, CSP

Broker, Principal, Creative Evangelist
NEXT New Homes Group
NEXT Crafted, Inc.
NEXT Real Estate Group, Inc.

Christopher Brown is the Creative Evangelist and Principal at the NEXT group of companies.

Christopher is a national speaker on technology, sales, marketing and other related topics at events such as the Pacific Coast Builders Conference, International Builders Conference and multiple local and regional events. As a MIRM he is an active instructor teaching Institute of Residential Marketing classes for local HBA's.

After nearly a quarter century in home building, working for both public and private home builders, Christopher is constantly focused on innovation and cutting-edge technology.

THE NATIONALS 2019 JUDGES



JOHANNA GUNTHER
Principal
2nd Avenue Sales & Marketing

As Principal and Owner of 2nd Avenue Sales & Marketing, Johanna has over 25 years of marketing, sales-management and operations experience. Specializing in strategic development and execution of sales and marketing programs for her clients, she has an aptitude for developing great sales teams and results-driven marketing & sales programs leading to numerous regional and national awards for her teams and clients.

Her past experience includes Vice President for Polaris Pacific, Senior Vice President of the Urban Division for the Ryness Company, and Director of Sales Operations for D.R. Horton. In addition to a bachelor's degree from University of California, Berkeley, Johanna earned her MBA from Arizona State University and was awarded at The Nationals with a Silver Award for Marketing Director and the Marketing Director of the Year Award from the Los Angeles Ventura Sales and Marketing Council.

THE NATIONALSSM ADMINISTRATORS • FACILITATORS OF JUDGING

Lisa Parrish
Nationals Administrator
TeamPMP
Alta Loma, CA

Shane Parrish
Nationals Administrator/Producer
TeamPMP
Alta Loma, CA

Special thanks to:
WESTON | MASON
for their outstanding design, digital marketing, and collateral.



The NationalsSM is a service of NAHB's National Sales and Marketing Council.

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GOLD

Mary Dewalt Design Group
The Marketing Directors
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Possibilities for Design
CDC Design

SALES CENTRAL

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Builder Designs
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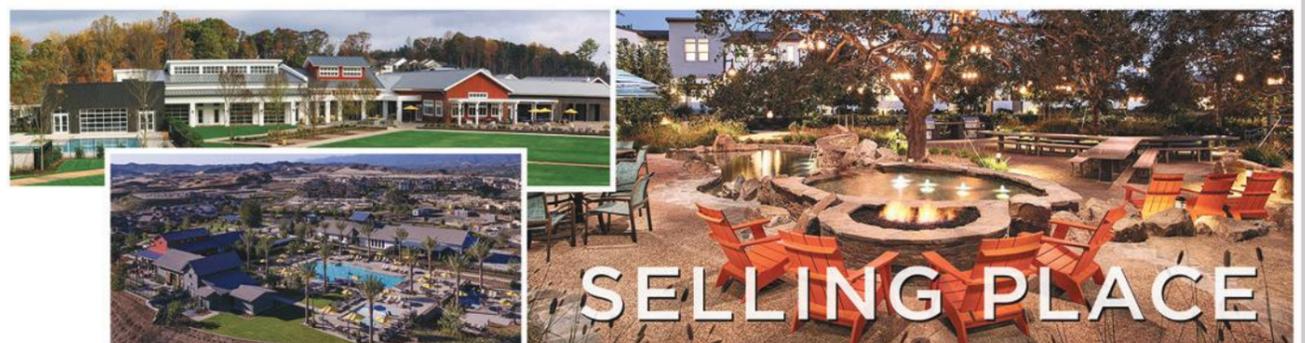
SOPHISTICATED DESIGN



COMMUNITY CONNECTIONS



DIGITAL DEMAND



SELLING PLACE

THE NATIONALS TRENDS
WATCH FOR COVERAGE ON TRENDS ON THE SALES & MARKETING IDEAS APP AND IN PROFESSIONAL BUILDER MAGAZINE

2019

LEGENDS AWARD 2019



MARY DEWALT, IRM FELLOW, MIRM, CMP
Mary Dewalt Design Group

Since 1983, Mary has been working with home builders and developers across the country and has won numerous local, regional and national industry awards for Interior Merchandising Excellence. She is recognized nationally as a leader in the field of model home merchandising and believes strongly in giving back to the home building industry.

Mary joined NAHB and the HBA of Greater Austin in 1985 and has been a raving fan ever since. She has been a speaker at the International Builders Show since 2007 and a frequent contributor to Sales and Marketing Ideas Magazine, Builder and Developer Magazine and other industry publications.

In 1990 Mary received the coveted MIRM (Master in Institute of Residential Marketing) designation and became a co-instructor of IRM II. The opportunity to reach out and share

information with other industry professionals across the country and to learn so much from other instructors has been one the highlights of her career.

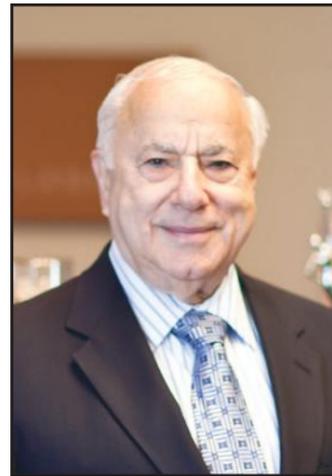
Mary has been actively involved in NAHB since she joined. She was the 2003 Chairperson of the National Sales and Marketing Council and the 2006 President of the Institute of Residential Marketing. Mary has and currently serves on the 55+ Housing Industry Council Board of Trustees and is 2nd Chair of the Design Committee. In addition, she has been chairperson of The Nationals and is a frequent judge for local award programs across the country.

Mary served on the HBA of Greater Austin's BOT for many years and was the Vice President of Sales and Marketing for four years on the Executive Board. She was one of the founding members of her local SMC and served for five years as its president. She is still an active member.

Honors

- Trina Ripley Excellence in Education Award from NAHB's Institute of Residential Marketing. The award was given for "her outstanding lifetime achievements in educating new home sales and marketing professionals and helping to achieve the goals of the Institute of Residential Marketing.
- She was also honored to receive the Bill Molster Award from the National Sales and Marketing Council in 2009.
- In 2012 Mary was elected to the Institute of Residential Marketing's College of Fellows.

LEGENDS AWARD 2019



ARTHUR C. DANIELIAN, FAIA
Founder & Chairman
Danielian Associates Architecture + Planning

Over the course of his 55+ year career, Art Danielian has truly made his mark on the field of residential architecture. Not only has he achieved exemplary accomplishments within the profession, he has a demonstrated history of giving back to the homebuilding industry and providing mentoring to the next generation of architectural students and industry professionals.

Art grew up in Pasadena, California, and served in the US Army before attending USC School of Architecture. During his time at USC, he immersed himself in the field and worked for a myriad of structural engineering and architecture firms. Two notable projects that Art worked on include the Apollo launching structure and the Space Needle. Upon his graduation in 1963 he began working for Ed Fickett, FAIA, one of the nation's pioneers in master planned residential communities. Working with Ed is where Art got his

start in residential design and ultimately found his passion.

After venturing out and starting his own architectural firm early in his career, Art Danielian pioneered such innovative residential housing concepts such as the wide and shallow lot configurations, combo / condos, and various improvements of the 'z-lots' all of which had a substantial and positive impact on community character in master planned communities throughout Orange County. Art also assisted with the Charter for the City of Irvine. After being honored with numerous awards within California and advanced to the College of Fellows of the AIA in 1982, Art expanded his architecture services throughout the United States and then to the rest of the world — creating innovative housing designs and communities that homebuyers loved to live in.

Art became a recognized expert in innovative housing design, bringing a multitude of ideas to the homebuilding industry. He was one of the first architects to embrace a market-driven design model, working with each of his builder clients and market researchers to truly identify their market profiles — creating homes with tremendous absorption rates that were well loved by their buyers. For nearly 20 years he represented the AIA and led the architecture and design panels at the International Builders Show and was a regular speaker at industry conferences and events. Art was one of the founding members of his local SMC, helped ignite the MAME Awards, and was among the first group of individuals to earn their MIRM designation by NAHB. Throughout the years Art has been honored with the Max C. Tipton Award, the Rodney Radom Memorial Award, and in 2002, Art Danielian was the first architect to be inducted into the California Homebuilding Foundation Hall of Fame. This honor was bestowed upon him due to "contributing immeasurably to the community, advancement of the profession, and for elevating the architect's role in the homebuilding industry."

In 2018, Art's firm Danielian Associates celebrated 50 years in business. The firm attributes its success navigating the ups and downs of the economic housing cycle due to their market-driven design philosophy and having an international market presence. To date, the Danielian Associates Team has provided planning and architecture services to 44 states and 15 countries worldwide — creating well over one million units of housing. The diverse range of products Art and his team have designed include production housing, custom homes, multifamily housing, mixed-use, affordable housing, senior communities, clubhouses, transitional housing for US military veterans, master planned communities and much more.

Art believes in hard work and being tenacious. His high energy and passion for design are contagious in the office. Art continues to work full time, focusing primarily on international projects while the firm is now under the leadership of his son, John Danielian, AIA.

ROOKIE SALES PROFESSIONAL OF THE YEAR
GOLD AWARD



Jared's success in new home sales is due to a combination of his work ethic, intelligence, willingness to learn and tenacity to never let obstacles prevent him from succeeding. Jared far exceeded every expectation his builders had for sales performance. He is greatly responsible for the ultimate success of this project that set every record for sales pace and sales price during this period.

Jared Bonasera
Sudhoff Companies
Houston, TX

SALES PROFESSIONAL OF THE YEAR
GOLD AWARD



Melissa's level of professionalism and energy drive is simply amazing! Melissa comes from a background in property management, urban new home sales, contract negotiation, project management, sales trainer, and various board member positions.

In order to overcome obstacles, Melissa was not just 'creative' in her selling abilities, but truly became the "local expert" of Riverdale, the Long Beach area, and everything that would touch the buyers of the 131 home community.

Melissa Reese
Ultimate New Home Sales & Marketing, Inc.
Long Beach, CA

SILVER AWARD

Melody Simec
Toll Brothers
Irvine, CA

Marshall Pickett
DR Horton
Wilmington, NC

Joseph Koerper
New Home Sales, LLC
Las Cruces, NM

Adolfo Fernandez
Rockrose Development
New York, NY

Nikkea Spotts
Van Metre Homes
Brambleton, VA

Graig Lee
Toll Brothers
Irvine, CA

Ann Yueh
Toll Brothers
Porter Ranch, CA

Grace Strother
Van Metre Homes
Brambleton, VA

SILVER AWARD

SALES TEAM OF THE YEAR
GOLD AWARD - FOR SALE



Colleen Lakshin & Jasmine Lopez
Ultimate New Home Sales & Marketing, Inc.
 Jurupa Valley, CA

Selling is all about exemplifying your love and passion for the community, showing your absolute believe that this is the best community for people to live. You're helping others make the best decision for their family and lifestyle, and truly listening to your prospects to help them come to the best decision possible. This is exactly what Colleen and Jasmine did.

SILVER AWARD

Eunice Chan, Leily Kazemi, Gloria Lee, Dianna Novela-Sanchez, Hao Nguyen, Vivian Tseng, Medhat Selah & Elli Chang
Toll Brothers
 Fremont, CA

Jim Graves, Luke Rowand and Cody Wisker
Van Metre Homes
 Broadlands, VA

Alex Vaynrokh, Luke Whittle, J.C. Castro, Deondra Levine, Caitlyn Brady & Liz Gavila
The Marketing Directors
 New York, NY

SALES TEAM OF THE YEAR
GOLD AWARD - LEASING



Milana Lavrenova, Adolfo Fernandez, Patrycja Kizer, Aree Mohammed, Nathalie Loubriel
Rockrose Development
 New York, NY

The Eagle Lofts Leasing team brings together culture, class, professionalism and over 20 years of sales experience combined. These five — Milana, Adolfo, Patrycja, Aree and Nathalie — work together to overcome the obstacles they faced in a lease-up in one of the fastest growing neighborhoods in the country. They are able to work together as a team to talk about common obstacles prospects bring up and how they are going to overcome them in the presentation. In a fast-paced environment, often seeing over 100 prospects in a week, they help each other maintain high energy and to deliver results.

With different personalities they have learned how to bring out each other's strengths and be a better team. It takes effort to maintain fine-tuned coordination to create a positively memorable experience for the prospect. Excellent communication and collaboration between different departments help them to achieve soaring success of leasing over 200 apartments at the highest prices in the market, in just the first three months of leasing.

SILVER AWARD

Brittani Bunney, Gene Cricco, Scott Fleming & Leo Loyo
The Marketing Directors
 Jersey City, NJ

Edwin Blanco, Christine Protomastro, Helena Liu, Ye Zhang, Monica Trujillo & Anisa Hysenagolli
The Marketing Directors
 Jersey City, NJ

ONLINE SALES COUNSELOR OF THE YEAR GOLD AWARD



Astrid has consistently delivered exceptional customer service for all of the website and phone inquiries from day one. Her knowledge of all of her firm's developments, her enthusiastic attitude and her ability to achieve her company's mission has enabled the firm to not only realize but to supersede their sales goals.

Astrid De Lima
EYA Marketing
Washington D.C. Metro Area

SALES MANAGER OF THE YEAR GOLD AWARD



Having been a sales manager prior to his role as a GSM, he has a clear understanding of what it takes to be a successful sales person and he can empathize with his sales team having walked in our shoes, all while maintaining a role of leadership. He possesses a professionalism, patience and tenacity. It takes a very patient manager to guide a sales team with different personalities and he makes it look so easy.

Brooks Sears
Van Metre Homes.
Broadlands, VA

SILVER AWARD

Jessica Locke
Rose & Womble Realty Co
Hampton Roads, VA

Barbara DiBrito
Keystone Custom Homes
Lancaster, PA

Karen Evans
D.R. Horton
Wilmington, NC

SILVER AWARD

Joanna Phelps Mitzel
Rose & Womble Realty Co
Hampton Roads, VA

Cristina Hanlin
D.R. Horton
Wilmington, NC

Alyssa Brennan
Rockrose Development
New York, NY

Christine Comstock
CBH Homes
Meridian, ID

MARKETING PROFESSIONAL OF THE YEAR

GOLD AWARD



Samantha Sax
Elad Group
New York, NY

Samantha’s success is a result of her unique and thoughtful marketing strategies. A major part of executing her vision is selecting the right people for the job. At One West End, she commissioned Jeffrey Beers to curate beautiful interiors and Scavolini to manufacture the kitchens, which resulted in a majorly successful collaboration. Following the success at One West End, Samantha decided to continue this partnership at 108 Leonard to execute her vision. This partnership is only one example of how she made her vision come to life. In both the design process and the marketing and sales execution, Sax is continually able to bring together the right group of people to get the job done.

Samantha believes that establishing a project’s distinctive brand positioning is crucial to its ultimate success. As a result, she implements strategies that not only appeal directly to buyers’ needs, but also incorporates creative concepts that distinctively shape a project’s identity.

SALES & MARKETING COUNCIL OF THE YEAR

GOLD AWARD



UNDER 200 MEMBERS
Sales & Marketing Council BIA San Diego County
San Diego, CA



200-300 MEMBERS
Sales and Marketing Council of North State Building Industry Association
Roseville, CA



OVER 300 MEMBERS
Northeast Florida Builders Association Sales & Marketing Council
Jacksonville, FL

SILVER AWARD

Lona Shipp
The Howard Hughes Corporation — Bridgeland
Cypress, TX

Megan Eltringham
The New Home Company
Aliso Viejo, CA

Jennifer Cooper
Oakwood Homes
Denver, CO

Tabitha Walsh
Brookfield Residential
San Marcos, TX

Manatee-Sarasota Building Industry Association
Lakewood Ranch, FL

Sales & Marketing Council of the Tampa Bay Builders Association
Tampa, FL

BIASC Greater Sales & Marketing Council
Irvine, CA

Denver Sales & Marketing Council
Denver, CO

Triangle Sales & Marketing Council — Home Builders Association of Raleigh-Wake County
Raleigh-Durham, NC

LIFESTYLE DIRECTOR OF THE YEAR
GOLD AWARD



Airess Eatmon
Tellus Group LLC
Prosper, TX

Creating memorable experiences, building the connections between neighbors and helping residents realize there is nowhere else they want to live, that is what it means to be the Lifestyle Director at Windsong Ranch.

Her story and path to becoming the Lifestyle Director may be different than most; as an educator for over nine years, she served as the co-chair for school-sponsored events and an event committee member for local charities such as Make-A-Wish. She always had a desire to work in events, but it wasn't until she moved into a neighborhood with lifestyle programming where her career goals and dreams changed. Learning firsthand how invaluable a Lifestyle Director can be in a homeowner's life and made becoming a Lifestyle Director her career goal.

NAHB/NSMC ONE TO WATCH AWARD
GOLD AWARD



Anya Chrisanthon
New Construction
Marketing Podcast
Wayne, PA

Anya has GRIT. As an immigrant from the former Soviet Union to the U.S. Anya knows what it feels like to struggle and overcome challenges. As a child in the Soviet Union she would go to grocery store and sometimes find there wasn't any food. Going through these challenges and others has equipped her to be uniquely qualified to be empathic and generous toward others. She has experienced great success in new home sales and marketing and you can be sure she is bringing others along for the ride. Anya is a giver, a positive influence on others, an industry innovator and a rising star.

SILVER AWARD

Monaca Onstad
Lakewood Ranch
Lakewood Ranch, FL

Alexandra Sievers
Matthews Southwest
The Colony, TX

Jennifer Idzi
Carl M. Freeman Companies
Bayside Fenwick Island, MD

Rachel Soleil
Elad Group and Silverstein Properties
New York, NY

SILVER AWARD

Mollie Elkman
Group Two Advertising
Philadelphia, PA

NSMC ASSOCIATE OF THE YEAR
GOLD AWARD



Angela Harris
TRIO
Denver, CO

Angela continues to be deeply passionate about bringing sustainable design to families and individuals throughout Denver and across the United States. She has been a featured speaker many times at the IBS and PCBC. Angela frequently contributes to “Sales and Marketing Ideas” the official NAHB magazine for the National Sales and Marketing Council.

A graduate of the University of Colorado Leeds School of Business, and a Master’s Degree in Sustainable Design, Angela is a home-grown success story that serves as the quintessential role model for everyone one in the community.

MORTGAGE PROFESSIONAL OF THE YEAR
GOLD AWARD



Renée Damron
CLM Mortgage LLC
Austin, TX

With her background, she already had multiple realtor relationships, and she has been able to parlay that into a flourishing production source for our company. In fact, even though she is a relative newcomer to the business, Renee has outperformed some of the more seasoned loan officers at times during 2017. She has been instrumental in helping our business grow in a new market, and will continue to be an important piece of growth in 2018 and beyond.

SILVER AWARD

Mitch Levinson
Marketing Relevance
Arlington Heights, IL

BEST LOGO DESIGN

GOLD AWARD



The objective for the logo was to have an element that showed the elegant luxury of the development. The address of the development was chosen as the name of the project and the logo is a demonstration of how a simple number can be elevated to another level. The open features of the logo allow for it to have an air of distinction and playfulness while keeping it aloof. The logo should also be an easily readable and recognizable feature of the branding for the project. The challenge for this logo was how to elevate it from the simplistic address that it is and give it the qualities of elegance, exclusivity and sophistication that the building exudes. The logo clearly demonstrates that this was accomplished through the font chosen and the placement of the numbers and letters in the address.

50 Scollard
 Toronto, ON, Canada
 By: Lanterra Developments
 Marketing Director: Erin Millar
 Ad Agency: Montana Steele Strategic Marketing
[PLAY VIDEO](#)

BEST GRAPHIC CONTINUITY

GOLD AWARD



The project was the builder's re-entry into the Toronto high-rise market, launching in one of the city's most vibrant downtown neighbourhoods — King Street West. Tasked with creating not only a project brand, but also a personality and narrative for the community's marketing meant we had to stand out from the competition and secure our place in the market. The team created an iconic and bold brand logo that became the core emblem of the project. The logo gives a nod to the builder's iconic initial, "E" and adds the project's mirrored initial "M" to create a unity and symmetry that is echoed throughout the brand. A clean, strong font coupled with dark tones and sharp angles creates a memorable and recognizable brand to use cohesively in signage, print and digital applications. It's brevity and ability to encapsulate the brand's personality made it incredibly impactful and versatile for various applications on marketing, advertising, sales and event collateral.

Empire Maverick
 Toronto, ON, Canada
 By: Empire Communities
 Marketing Director: Sue Mackay
 Ad Agency: Pureblink
[PLAY VIDEO](#)

SILVER AWARD

The Copper Club at The Metalworks
 Guelph, ON, Canada
 By: Fusion Homes
 Marketing Director: Elyse Kowtecky
 Ad Agency: Blackjet Inc.

Kingly
 Toronto, ON, Canada
 By: Allied RioCan
 Ad Agency: The Brand Factory

The Laurel
 Philadelphia, PA
 By: Southern Land Company
 Marketing Director: Brian Emmons
 Ad Agency: United Landmark Associates

Lyric Logo
 Irvine, CA
 By: TRI Pointe Homes
 Marketing Director: Natalie Barrios
 Ad Agency: Greenhaus

Promenade@5
 Williamsburg, VA
 By: Franciscus Homes
 Marketing Director: Russell Clark
 Ad Agency: Bryant Digital

SILVER AWARD

Panda Condominiums
 Toronto, ON, Canada
 By: Lifetime Developments
 Marketing Director: Natalie Chu/Anastasia Testani
 Ad Agency: Montana Steele Strategic Marketing

Elgin East
 Toronto, ON, Canada
 By: Sequoia Grove Homes
 Marketing Director: Nia Bianchi
 Ad Agency: Montana Steele Strategic Marketing

The Keeley
 Toronto, ON, Canada
 By: TAS
 Marketing Director: Goran Alexander
 Ad Agency: 52 Pick-up Inc.

Peninsula Papagayo
 Guanacaste, Costa Rica
 By: Gencom
 Marketing Director: Bryan Bruce
 Ad Agency: InterCommunicationsInc®

BEST BROCHURE — BUILDER

GOLD AWARD



The team reimagined a digital approach to builder's larger story clearly communicates the brand message, core values, and company position, while keeping consumers engaged. And the best part is that the new digital brochure can be easily shared with friends and family.

Taylor Morrison
National
By: Taylor Morrison
Marketing Director: Stormy Rasmussen
Ad Agency: Blufish Design Studio

BEST BROCHURE — COMMUNITY

GOLD AWARD



Magnificent production value; from its minimalist design to its elegant imagery to its love-story copy and its stunning printing. This brochure for a luxury townhome development featuring rare new product within an aging community.

The judges were impressed by its ability to illustrate that people can downsize and stay in the neighbourhood they know and love. With the help of this marketing tool — helping people visualize the product while incentivizing them to purchase.

Charbonnel
Toronto, ON, Canada
By: Treasure Hill Homes
Marketing Director: Antonio Baglione
Ad Agency: 52 Pick-up Inc.

SILVER AWARD

David Weekley Homes
Houston, TX
By: David Weekley Homes
Marketing Director: Lyda Akin, VP of Marketing
Ad Agency: Greenhouse Partners

Collecdev
Toronto, ON, Canada
By: Collecdev
Marketing Director: Natascha Pieper
Ad Agency: Montana Steele Strategic Marketing

Caledon Build
Toronto, ON, Canada
By: Caledon Build
Ad Agency: 52 Pick-up Inc.

The New Home Company — Nuts & Bolts
Aliso Viejo, CA
By: The New Home Company
Marketing Director: Megan Eltringham
Ad Agency: Paolucci Salling & Martin

SILVER AWARD

Vivant
Denver, CO
By: Joyce Homes
Marketing Director: Angela Harris, TRIO
Ad Agency: MilesBrand

Touchstone Resort
Bracebridge, ON, Canada
By: MIST Opportunities
Ad Agency: The Brand Factory

Waterline
Point Richmond, CA
By: Shea Homes
Marketing Director: Beth Bates
Ad Agency: Gauger + Associates

BEST BROCHURE — HIGH RISE COMMUNITY

GOLD AWARD



Empire Maverick

Toronto, ON, Canada
By: Empire Communities
Marketing Director: Sue MacKay
Ad Agency: Pureblink

The project's marketing story was anchored around a fictional secret society that would set the tone and the personality of the project. Four Mavericks were cast as the main characters, embodying the development's exclusive and coveted lifestyle along with a set of 10 guiding principles known as the Maverick Manifesto. The community brochure is layering in key messaging, content and imagery with strong graphics and headlines, sleek touches and bold details. Layering the various paper stocks with the combination of matte and gloss finishes allowed us to have a tactile representation of the brand's contrast and boldness. The team leveraged stunning interior and exterior renderings, coupled with stills from the marketing video as they presented neighbourhood details, features, finishes and amenity information. The colours, font and paper selection complement the overall brand and persona of the project while effectively communicating key sales messaging to guide prospects through the sales process.

BEST BROCHURE — MASTER PLANNED COMMUNITY

GOLD AWARD



Kissing Tree

San Marcos, TX
By: Brookfield Residential
Marketing Director: Tabitha Walsh
Ad Agency: L&P Marketing

This brochure targets baby boomers seeking more than a quality new home. Pursuing an active adult lifestyle, they want easy access to everything, by walking, biking or taking a short drive. With a lively and playful tone, this brochure conveys all the pluses of an exceptional place to call home.

SILVER AWARD

The Keeley

Toronto, ON, Canada
By: TAS
Marketing Director: Goran Alexander
Ad Agency: 52 Pick-up Inc.

Panda Condominium

Toronto, ON, Canada
By: Lifetime Developments
Marketing Director: Natalie Chu/Anastasia Testani
Ad Agency: Montana Steele Strategic Marketing

Elgin East

Toronto, ON, Canada
By: Sequoia Grove Homes
Marketing Director: Nia Bianchi
Ad Agency: Montana Steele Strategic Marketing

Kingly

Toronto, ON, Canada
By: Allied RioCan
Ad Agency: The Brand Factory

SILVER AWARD

Viridian

Arlington, TX
By: Johnson Development Corp.
Marketing Director: Debra Meers
Ad Agency: S&B Visionary

Latitude Margaritaville Daytona Beach

Daytona Beach, FL
By: Minto Communities
Marketing Director: Channa Calzone
Ad Agency: United Landmark Associates

Rancharrah

Reno, NV
By: Reno Land Inc.
Marketing Director: Paris Fruscione
Ad Agency: Augustine Agency

Odyssey Condos

Grimsby, ON, Canada
By: Rosehaven
Marketing Director: Heather Weeks
Ad Agency: Madhouse Advertising Inc.

Starkey Ranch

Tampa, FL
By: Wheelock Communities
Marketing Director: Barbara Koenig
Ad Agency: Walker Brands

BEST DIRECT MAIL PROGRAM

GOLD AWARD



Artwork depicted a family enjoying a sunny day, complete with a mom strolling her baby, a child riding a bike and a man walking his dog. This demonstrated a neighborly and wholesome lifestyle, which the team wanted to portray. The invitation was created internally, complete with the artwork. The direct mail piece was a success and over 200 people attended this exclusive event.

The Woodlands Hills

Conroe, TX

By: The Howard Hughes Corporation

Marketing Director: Kim Phillips

BEST SOCIAL MEDIA CAMPAIGN

GOLD AWARD



This development was designed with young Millennials and first-time homebuyers in mind, and our marketing campaign endeavored to connect with this group on a personal and relatable level. Therefore, a strong and vibrant social media presence was needed to engage with the target audience on the channels they use most for sourcing information. Marketing was anchored around the idea of “adulting” — the tasks, responsibilities and behaviors traditionally associated to growing up and identifying as an adult. We told this story in a humorous and relatable way through The Adulting Series — a collection of three video spots to promote the new condo development while highlighting the common and all too well-known dilemmas and conundrums many young adults and aspiring homeowners typically face while they’re growing up and affirming their independence and place in the world.

Empire Phoenix

Toronto, ON, Canada

By: Empire Communities

Marketing Director: Sue MacKay

Ad Agency: Empire/Pureblink

[PLAY VIDEO](#)

SILVER AWARD

The Sophie at Bayou Bend

Houston, TX

By: Stolz Partners

Marketing Director: Betty Harbourt,
Sudhoff Companies

Ad Agency: Hilltop Design Group

EXPAND Magazine

Irvine, CA

By: KTG Architecture + Planning

Marketing Director: Maura Schafer

Ad Agency: R+D Studio & Burritt Design

The Park

San Diego, CA

By: Zephyr Partners

Marketing Director: Sara Baumann

Ad Agency: Blufish Design Studio

South Cove

Dana Point, CA

By: Zephyr Partners

Marketing Director: Sara Baumann

Ad Agency: Blufish Design Studio

SILVER AWARD

Harlow Lifestyle Social Campaign

Atlanta, GA

By: Edward Andrews Homes

Marketing Director: Jenny NeSmith

Ad Agency: Evolved Cinema; The Wilbert Group

The Woodlands

The Woodlands, TX

By: The Howard Hughes Corporation

Marketing Director: Kim Phillips

Ad Agency: MMI Agency

Kissing Tree

San Marcos, TX

By: Brookfield Residential

Marketing Director: Tabitha Walsh

WEST

Toronto, ON, Canada

By: Aspen Ridge Homes

Ad Agency: The Brand Factory

BEST EMAIL MARKETING/WEB BANNERS/RICH MEDIA ADVERTISING

GOLD AWARD



The Park Bankers Hill

San Diego, CA

By: Zephyr Partners

Marketing Director: Sara Baumann

Ad Agency: Blufish Design Studio

Imagery and messaging conveying the USP to a targeted market — impressive open and CTR rates while the development spanned of over two years, the biggest challenge was to keep the interest list interested. They had to rephrase similar messages without sounding repetitive, to sell product when there was nothing to physically see.

BEST DIGITAL MARKETING CAMPAIGN

GOLD AWARD



Savvy Upgrades Ebook // Cardel Homes

Tampa, FL

By: Cardel Homes

Marketing Director: Brian Phillips

Ad Agency: CEA Marketing

[PLAY VIDEO](#)

The campaign allowed the builder to expose the human side of the company by creating brand ambassadors with Sales Agents becoming faces of the Brand in its marketing. This guidebook promotion overhauled their marketing from the ground up, creating a cohesive strategy that has altered and improved the approach of their marketing efforts since.

SILVER AWARD

Bridgeland — Spring Promotion

Cypress, TX

By: The Howard Hughes Corporation — Bridgeland

Marketing Director: Lona Shipp

Ad Agency: MMI Agency

Empire Phoenix

Toronto, ON, Canada

By: Empire Communities

Marketing Director: Sue MacKay

Ad Agency: Pureblink

Odyssey Condos

Grimsby, ON, Canada

By: Rosehaven

Marketing Director: Heather Weeks

Ad Agency: Madhouse Advertising Inc

Starlight Email

Atlanta, GA

By: Starlight Homes, an Ashton Woods Company

Marketing Director: Carrie Schonberg,

Chris Thornton, Melissa Fort

Ad Agency: DEFINITION 6

Finally Home

Denver, Raleigh, Charlotte, Orlando, Atlanta, Houston

By: Taylor Morrison

Marketing Director: Stormy Rasmussen

Ad Agency: Blufish Design Studio

SILVER AWARD

Empire Riverland

Breslau, ON, Canada

By: Empire Communities

Marketing Director: Sue MacKay

Ad Agency: Lux Story Media

Empire Maverick

Toronto, ON, Canada

By: Empire Communities

Marketing Director: Sue MacKay

Ad Agency: Empire/Pureblink

Empire Phoenix

Toronto, ON, Canada

By: Empire Communities

Marketing Director: Sue MacKay

Ad Agency: Empire/Pureblink

C2E

Irvine, CA

By: Intracorp

Marketing Director: Janis Randazzo/Jessica Fabricant

Ad Agency: Truss Creative

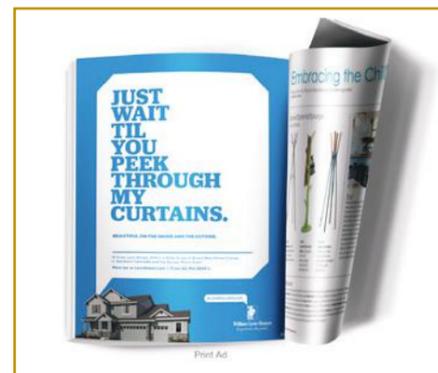
BEST PRINT AD GOLD AWARD



Empire Maverick
Toronto, ON, Canada
By: Empire Communities
Marketing Director: Sue MacKay

The builder crafted the story of a fictional secret society that would set the tone and the personality of the project. Four Mavericks were casted as the main characters, embodying the Maverick's exclusive and coveted lifestyle along with a set of 10 guiding principles known as the Maverick Manifesto used as key messaging in print ads. In this ad the "We are on King for a Reason" headline from the marketing film is used alongside a still from the video to make a powerful visual impact and evoke emotion with the viewer. Strong calls to action to register and visit the project website helped to boost web traffic and provide strong prospect leads for sales. A unique website URL was also used for each print publication to track leads back from the source and help to understand which ad creative and placements had the biggest ROI.

BEST PRINT CAMPAIGN — SERIES OF ADS GOLD AWARD



William Lyon Homes
Denver, CO
By: William Lyon Homes
Marketing Director: Kristin Peterson
Ad Agency: Milesbrand

The branding campaign was a big hit with consumers and Realtors as well as our internal team. As part of a comprehensive marketing program, the branding campaign helped to produce 354 sales through August 2018. Use of cheeky smart copy and an eye catching layout to grab the attention of the consumer and the realtor market.

SILVER AWARD

Panda Condominiums
Toronto, ON, Canada
By: Lifetime Developments
Marketing Director: Natalie Chu/Anastasia Testani
Ad Agency: Montana Steele Strategic Marketing

West
Toronto, ON, Canada
By: Aspen Ridge Homes
Ad Agency: The Brand Factory

57 Brock
Toronto, ON, Canada
By: Block Developments
Marketing Director: Ryan Fenton
Ad Agency: Montana Steele Strategic Marketing

Vivant
Denver, CO
By: Joyce Homes
Marketing Director: Angela Harris, TRIO
Ad Agency: Milesbrand

SILVER AWARD

Friday Harbour Resort
Innisfil, ON, Canada
By: Geranium; Pemberton Group
Ad Agency: The Brand Factory

Esencia at Rancho Mission Viejo
Rancho Mission Viejo, CA
By: Rancho Mission Viejo
Marketing Director: Nadine Corrigan/Stephanie Walker
Ad Agency: Greenhaus

Empire Maverick
Toronto, ON, Canada
By: Empire Communities
Marketing Director: Sue MacKay
Ad Agency: Pureblink

The Park Bankers Hill
San Diego, CA
By: Zephyr Partners
Marketing Director: Sara Baumann
Ad Agency: Blufish Design Studio

BEST RADIO COMMERCIAL/CAMPAIGN

GOLD AWARD



The radio commercial used a classic song by the Pointer Sisters titled “I’m So Excited” which fit perfectly into the overall marketing campaign and direction of this brand. By using a classic or recognizable song it immediately makes a connection with the listener. There is a pre-existing sense familiarity and evokes an “I know that song” emotion, all the while building the brand recognition.

Universal
 Toronto, ON, Canada
 By: Chestnut Hill Developments
 Marketing Director: Ralph Del Duca
 Ad Agency: Montana Steele Strategic Marketing
[LISTEN](#)

BEST 30–60 SECOND COMMERCIAL

GOLD AWARD



Empire Phoenix
 Toronto, ON, Canada
 By: Empire Communities
 Marketing Director: Sue MacKay
 Ad Agency: Empire/Pureblink
[PLAY VIDEO](#)

Marketing was anchored around the idea of “adulting” — the tasks, responsibilities and behaviors traditionally associated to growing up and identifying as an adult. To embody the personality of our target audience and create original content that would spark conversation and drive traffic and prospects to the website, The Adulting Series was created — a collection of 3 video spots to promote the development. Each highlighted common and all too well-know situations many young adults and aspiring homeowners typically face while they’re growing up and affirming their independence and place in the world. The stories of three main characters were told in a humorous and relatable way in scenes and scenarios that took place in their new condos. The videos were leveraged throughout the marketing campaign via social media, website, email marketing and in various online advertising channels, and also were turned into GIFS and stills to capture the attention of the target audience and bring awareness to the project.

SILVER AWARD

Muskoka Bay Resort
 Gravenhurst, ON, Canada
 By: Freed
 Ad Agency: The Brand Factory

Touchstone Resort
 Bracebridge, ON, Canada
 By: Mist Opportunities
 Ad Agency: The Brand Factory

Orchard Ridge
 Liberty Hill, TX
 By: Freehold Communities
 Marketing Director: Andy Salafia
 Ad Agency: White Hat Agency

Southshore
 Aurora, CO
 By: Raintree Development
 Marketing Director: Joni Busby
 Ad Agency: Milesbrand

SILVER AWARD

Khayeri Flooring
 Toronto, ON, Canada
 By: Khayeri Flooring
 Ad Agency: The Brand Factory

West
 Toronto, ON, Canada
 By: Aspen Ridge Homes
 Ad Agency: The Brand Factory

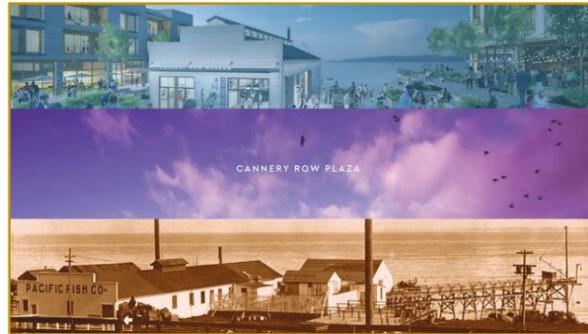
Genius
 Toronto, ON, Canada
 By: Treasure Hill Homes
 Marketing Director: Antonio Baglione
 Ad Agency: 52 Pick-up Inc.

Kissing Tree
 San Marcos, TX
 By: Brookfield Residential
 Marketing Director: Tabitha Walsh
 Ad Agency: L&P Marketing
 Creative Agency: Beef and Pie
 Video Producer: Ariadyn Hansen

“Hooommmeeee”/Sage
 Livermore, CA
 By: Shea Homes
 Marketing Director: Beth Bates

BEST VIDEO — LONG FORMAT

GOLD AWARD



Cannery Row Plaza

Monterey, CA

By: Urban Housing Partners/Ruby Falls Fund

Marketing Director: Lenette Hewitt

Ad Agency: BreadTruck Films

[PLAY VIDEO](#)

This site has sat vacant for 68 years. With new property owners and a 20-year entitlement approval about to expire, the marketing team decided it was imperative to explain to the local community the importance of developing the property. Presenting the vision, respecting and celebrating the history, and providing builder commitment were the main goals of the creating this film in a documentary style. All of the people interviewed in the film are local historians, fishermen, architects and landscape architects. The 3-D Animation was designed to showcase how the project connects with its existing location and completes one of California's most treasured destinations. The overall goal of the film was successful. In April 2018 the Monterey City Council voted to extend the entitlement permits for two more years to allow enough time for the developer to continue the project design and start construction.

BEST OVERALL ADVERTISING CAMPAIGN

GOLD AWARD



The Backyard & The Campout

Rancho Mission Viejo, CA

By: Rancho Mission Viejo

Marketing Director: Nadine Corrigan,

Stephanie Walker

Ad Agency: Greenhaus

[PLAY VIDEO](#)

The campaign creative showcases real residents enjoying the amenities how they would be utilized on property. Print ads were chosen to drive overall awareness that the offering was open while long-and short-form videos enhanced the website, paid and organic social, and were utilized on lead generation landing pages designed to compel prospects to sign up and learn more.

Both print and video wrapped with #TheRanchRocks hashtag as a way to continue showcasing resident and community pride and expand the reach and impact of resident's enthusiasm by maintaining a collaborative campaign promoting #TheRanchRocks. Overall metrics proved the campaign successful with high engagement: Total impressions at 3,486,809, average time on landing page was 2 minutes and 44 seconds, 1,375 sessions and a conversion rate of 1.3%.

SILVER AWARD

Bridgeland — Virtual Realty

Cypress, TX

By: The Howard Hughes Corporation — Bridgeland

Marketing Director: Lona Shipp

Ad Agency: MMI Agency

Latitude Margaritaville Daytona Beach

Daytona Beach, FL

By: Minto Communities

Marketing Director: Channa Calzone

Ad Agency: United Landmark Associates

Genius

Toronto, ON, Canada

By: Treasure Hill Homes

Marketing Director: Antonio Baglione

Ad Agency: 52 Pick-up Inc.

I'm Home

Lancaster, PA

By: Keystone Custom Homes

Marketing Director: Ben Rutt

Ad Agency: Disciple Media

The Residences Rolling Hills Country Club

Rolling Hills, CA

By: Chadmar Group

Marketing Director: Chuck Lande & Chad Lande

Ad Agency: InterCommunicationsInc®

SILVER AWARD

William Lyon Homes

Denver, CO

By: William Lyon Homes

Marketing Director: Kristin Peterson

Ad Agency: Milesbrand

Kingly

Toronto, ON, Canada

By: Allied RioCan

Ad Agency: The Brand Factory

The Eugene

New York, NY

By: Brookfield Properties

Marketing Director: The Marketing Directors,

Jacqueline Urgo and Catherine Connelly

Ad Agency: New World Group

Empire Maverick

Toronto, ON, Canada

By: Empire Communities

Marketing Director: Sue MacKay

Ad Agency: Pureblink

Starkey Ranch

Tampa, FL

By: Wheelock Communities

Marketing Director: Barbara Koenig

Ad Agency: Walker Brands

INDUSTRY CHOICE — BEST DIGITAL HOME TOUR — POWERED BY AVID

GOLD AWARD



Vivant

Denver, CO

By: Joyce Homes

Marketing Director: Angela Harris, TRIO

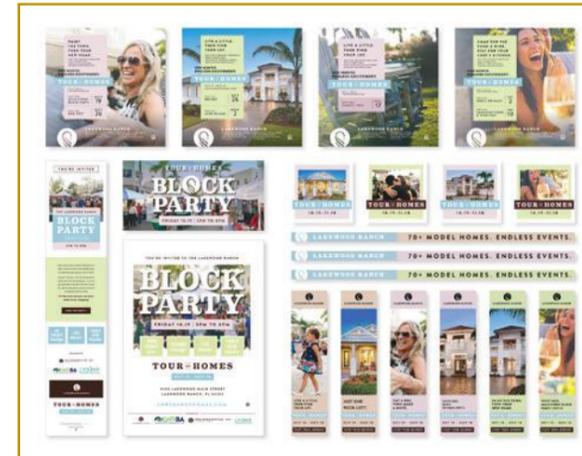
Design: Milesbrand

[PLAY VIDEO](#)

Sponsored by: Avid® Ratings

BEST SPECIAL PROMOTION

GOLD AWARD



Lakewood Ranch Tour of Homes

Lakewood Ranch, FL

By: Schroeder-Manatee Ranch

Marketing Director: Laura Cole

Design: SparkFire Branding

[PLAY VIDEO](#)

The Tour of Homes is our community's signature annual event when, for one month, prospects are invited to tour more than 70 model homes in our actively selling villages. A robust events calendar adds to the fanfare and helps potential residents experience the culture and connection evident in our community.

Starting with the kick-off Block Party, attendees are invited to join in on bike rides and nature walks, outdoor theater performances, Halloween-related events like Barctober Fest and Boofest, car shows, charity runs and more.

Including print, broadcast, outdoor, and digital media, this campaign resulted in 39,662 total website sessions. The goal of attracting new prospects to the community was achieved, as evidenced by the fact that 85.5% of the web traffic was new to the site.

The campaign led to 2,876 unique people visiting the community, and 213 sales in the 7-week period.

SILVER AWARD

Olivia II 3D Guided Tour

Canton, OH

By: Schumacher Homes

Marketing Director: Mary Schumacher Becker, MIRM, CSP, CMP

The Grove Product Virtual Tour

Austin, TX

By: M Signature

Marketing Director: Jared Glazar

Design: L&P Marketing

Eva Mar Farms Virtual Reality Tour

Bel Air, MD

By: Keystone Custom Homes

Marketing Director: Ben Rutt

Design: Open.Tours

TourGPN.com Mobile Wayfinding

Irvine, CA

By: FivePoint

Marketing Director: Jann Rowe

Design: Fresh

Advertising/Design/Creative: Strada

The Courtyards at Jerome Village

Plain City, OH

By: Epcon Communities

Marketing Director: Rob Krohn

Design: BDX

SILVER AWARD

Parkland Village Grand Opening

Cypress, TX

By: The Howard Hughes Corporation — Bridgeland

Marketing Director: Lona Shipp

Design: MMI Agency

Glimpse of The Grove Campaign

Austin, TX

By: M Signature

Marketing Director: Jared Glazar

Design: L&P Marketing

Empire Maverick — Toronto Life VIP Series

Toronto, ON, Canada

By: Empire Communities

Marketing Director: Sue MacKay

Design: Toronto Life

Kissing Tree — Big and Bright Event

San Marcos, TX

By: Brookfield Residential

Marketing Director: Tabitha Walsh

Creative Agency: L&P Marketing

Event Partner: Texas Monthly

Event Coordinator: High Beam

BEST LIFESTYLE ANNUAL PROGRAM

GOLD AWARD



Friday Night Bites — At Bridgeland

Cypress, TX

By: The Howard Hughes Corporation — Bridgeland

Marketing Director: Lona Shipp

Design: MMI Agency

[PLAY VIDEO](#)

The second Friday of every month, residents of our community (and surrounding communities) are invited to bring their blankets and lawn chairs, family and friends, and appetite for fun for Friday Night Bites. Community engagement is one of our hallmarks. In providing ample ways for our residents to engage with one another, we help foster a sense of community pride and establish a reason for families to buy their second or third homes with us. Average attendance is 1,000/month. Surveys reveal that 30% of our guests are non-residents, providing an opportunity to create an aspirational desire to move to our community and be a part of a place that connects neighbors with one another in a special way. An onsite register-to-win entices prospective buyers to provide their email address, offering future communication opportunities.

BEST REALTOR/BROKER PROGRAM

GOLD AWARD



The Pop-Up Program has been more successful than any other trip or prize program we have run — it creates a true “buzz” in the Realtor community, Realtors scramble to participate, and we actually have Realtors hear about this from friends and email us asking to be added to our email database — unbelievable! Realtor-driven sales jumped from an already-high 80% during previous promotions to 85% during the Pop-Up Program, and the cost efficiency and word-of-mouth popularity has made it a resounding success!

The Tribute Pop-Up Realtor Program

The Colony, TX

By: Matthews Southwest

Marketing Director: Mary Day

Design: Anderson Hanson Blanton

[PLAY VIDEO](#)

SILVER AWARD

Windsong Ranch

Prosper, TX

By: Tellus Group LLC

Marketing Director: Kriste Klepper

Design: Maximum Design & Advertising, Inc.

Miromar Lakes Beach & Golf Club

Miromar Lakes, FL

By: Miromar Development Corp

Marketing Director: Shari Abell

Bayside

Bayside Fenwick Island, MD

By: Carl M. Freeman Companies

Marketing Director: Jeff Evans

RanchLife at Rancho Mission Viejo

Rancho Mission Viejo, CA

By: Rancho Mission Viejo

Marketing Director: Amaya Genaro

Design: RanchLife Community Organization &

First Service Residential

Bridgeland Producers Club

Cypress, TX

By: The Howard Hughes Corporation — Bridgeland

Marketing Director: Lona Shipp

Design: MMI Agency

Panda Condominiums — Broker VIP Events

Toronto, ON, Canada

By: Lifetime Developments

Marketing Director: Natalie Chu/Anastasia Testani

Design: Montana Steele Strategic Marketing

Viridian — Million Dollar Club

Arlington, TX

By: Johnson Development Corp.

Marketing Director: Debra Meers

Design: S&B Visionary

Lakewood Ranch — Realtor Program

Lakewood Ranch, FL

By: Schroeder Manatee Ranch

Marketing Director: Laura Cole

Design: SparkFire Branding

BEST WEBSITE FOR AN ASSOCIATE OR SUPPLIER

GOLD AWARD



TRIO
triodesign.com
 Denver, CO
 By: TRIO
 Marketing Director: Mark Barger

Goals: To actively engage potential clients who visit the company's website by providing a clear picture of the products and services offered by the firm.

Strategy: The firm used a cutting-edge approach immediately capturing the audience with a video showcasing the firm's story through the eyes of the Principal, illustrating the firm's creative process, and essentially the essence of the brand. To position the design firm as a leader in the industry, the story continues to be told through every page including who the company is, what they offer, and recent projects in an easy to navigate format that is consistent with the company's branding.

Result: The website is part of a long-term, multi-faceted branding strategy across many different platforms that continues to build broad awareness for the firm and helped the firm grow 57% in the last year, with over 10 new clients while engaging in over 50 new projects.

BEST WEBSITE FOR A BUILDER

GOLD AWARD



The New Home Company
nwhm.com
 Aliso Viejo, CA
 By: The New Home Company
 Marketing Director: Megan Eltringham
 Design: Paolucci Salling & Martin

From a design standpoint, visitors will find authentic, engaging and easy-to-search content that the builder believes will connect on a deeper emotional level, while elevating the home-search experience. A Drupal 8 advanced content management system features state-of-the-art cybersecurity and integration tools hosted and supported on a cloud-based server. The site also provides direct integration with ZILLOW, LASSO CRM, and other real time information. The new website is full of practical features that make the connection from introduction to action much shorter and more compelling. It is also flexible and easily able to scale as the builder expands into additional markets.

SILVER AWARD

Chameleon Design
 Irvine, CA
 By: Chameleon Design
 Marketing Director: Eve Lowey
 Design: Taylor Digital

Design Line Interiors
 Del Mar, CA
 By: Design Line Interiors
 Marketing Director: Tina Villa
 Design: Design Line Interiors, Social Call Media, Becak Teal Batista Photography

HRI Design
 Denver, CO
 By: HRI Design
 Marketing Director: Kate Pourhassanian
 Design: Milesbrand

Blufish
 Tempe, AZ
 By: Blufish Design Studio
 Marketing Director: Matt Hasher
 Design: Blufish Design Studio

SILVER AWARD

Skale
 Toronto, ON, Canada
 By: Skale
 Design: The Brand Factory

Tridel
 Toronto, ON, Canada
 By: Tridel
 Design: The Brand Factory

Caledon Build
 Caledon, ON, Canada
 By: Caledon Build
 Design: 52 Pick-up Inc.

Ashton Woods
 Atlanta, GA
 By: Ashton Woods
 Marketing Director: Carrie Schonberg, Chris Thornton, Jared Miley
 Design: DEFINITION 6

BEST WEBSITE FOR A COMMUNITY

GOLD AWARD



Empire Maverick

empirecommunities.com/condo/maverick/

Toronto, ON, Canada

By: Empire Communities

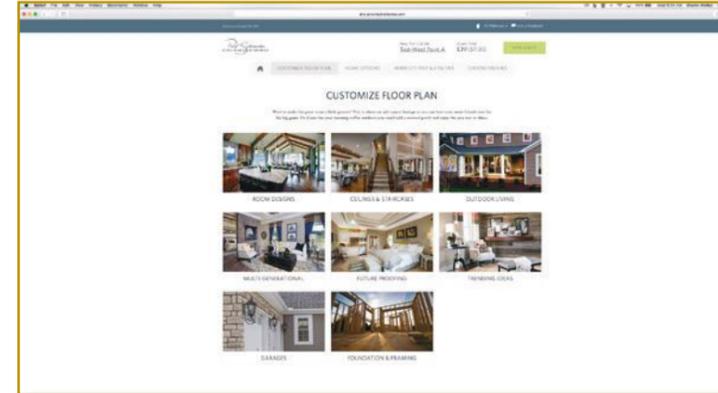
Marketing Director: Sue MacKay

Design: Empire/Pureblink

As a development evoking personality and edge, and offering a dynamic lifestyle to residents with their finger on the pulse of all things hot and trendy in downtown Toronto, the website needed to convey the overall vibe of the brand and strong value proposition of the project. The star of the website is the main project film that is featured on the homepage to give visits their first experience with the brand. This along with other creative assets developed for the project marketing, including interior and exterior building renderings, suite floorplans and original content and photography are showcased on the various sections of the website to bring the brand to life online. The branding is consistently weaved through the site with a clean and modern aesthetic to provide an easy to navigate and rich experience that promotes the key selling features of the project. In every touch point of the marketing campaign from billboards to digital ads, strong calls to action encouraged users to visit the website to find more information and ultimately register or contact the sales team.

BEST DIGITAL SALES TOOL/USE OF TECHNOLOGY

GOLD AWARD



Front Door — Point of Sale System

Canton, OH

By: Schumacher Homes

Marketing Director: Mary Schumacher Becker,

MIRM, CSP, CMP

This builder hears every day how frustrated people are when shopping for a custom home because they do not know what is included and what their total price will be. They took this feedback and developed a Trademarked point-of-sale system that they have been using and evolving over the last 25 years. This point-of-sale tool allows customers to see where ever dollar is spent. This detailed document includes a picture, description and a price so there are no hidden costs or unwelcomed surprises. They present an in-depth clear presentation of every cost that goes into building their custom home. The customer is presented with hundreds of included and optional features. At the end, they will receive a copy of the quote showing all pricing, description and images of their selections, including a breakdown of the monthly payment.

SILVER AWARD

Elgin East

Toronto, ON, Canada

By: Sequoia Grove Homes

Marketing Director: Nia Bianchi

Design: Montana Steele Strategic Marketing

LiveAtPorterRanch.com

Porter Ranch, CA

By: Toll Brothers

Marketing Director: Dottie Sweeney

Design: Toll Brothers Brand & Creative Team

One West End

New York, NY

By: Elad Group/Silverstein Properties

Marketing Director: Douglas Elliman

New Development Marketing

Design: RODE

Terramor

Corona, CA

By: Foremost Companies

Marketing Director: Satish Lion

Design: Gunn | Jerkens Marketing Communication

South Cove

Dana Point, CA

By: Zephyr Partners

Marketing Director: Sara Baumann

Design: Blufish Design Studio

Altair

Irvine, CA

By: Lennar & Toll Brothers

Marketing Director: Jenny Masters & Dottie Sweeney

Design: Focus 360, Inc.

Theory at Innovation

Fremont, CA

By: Shea Homes

Marketing Director: Adam Hieb

Design: Focus 360, Inc.

Allegro

Aurora, ON, Canada

By: Geranium

Marketing Director: Stephanie Lane

Design: NEEZO Studios

99 Hudson

Jersey City, NJ

By: China Overseas America

Marketing Director: The Marketing Directors,

Jacqueline Urigo and Hannah Yoo

Design: New World Group, Perkins Eastman

Empire Maverick

Toronto, ON, Canada

By: Empire Communities

Marketing Director: Sue MacKay

Design: Empire/Pureblink

BEST MARKETING PROMOTION BY SUPPLIER OR INDUSTRY PARTNER

GOLD AWARD



Blufish Wine

Tempe, AZ

By: Blufish Design Studio

Marketing Director: Matt Hasher

[PLAY VIDEO](#)

Presented with a unique opportunity from a well-known Napa Valley winemaker to bottle and private label three specific varietals of their wine for agency use as branded client gifts, agency giveaways, and more. This became a unique opportunity for Blufish to not only get hands-on with the winemaking process, but in how they approached the design and marketing of this otherwise fun new opportunity. Using social media as the primary driver, Blufish developed a playful engagement strategy, crowdsourcing artists new and established to submit artwork for each of the three bottles, as well as the custom-designed packaging. The net result was overwhelming, presenting Blufish both with hundreds of interesting, humorous, out-of-the-box submissions, as well as an exciting viral engagement campaign that increased Blufish overall social audience by 10% and spiked organic engagement on Facebook and Instagram by over 100%. Holiday after holiday, event after event, clients continue to ask about Blufish Wine, and when and where they can get their hands on some.

SPECIAL AWARD



Thank A Framer

By: Norbord Inc.

Ad Agency: Jib Limited

[PLAY VIDEO](#)

SILVER AWARD

InterCommunicationsInc

Newport Beach, CA

By: InterCommunicationsInc®

CARE Awards

Denver, CO

By: Blufish Design Studio

Marketing Director: Becky Hasher

Huber Engineered Woods

Nationwide

By: Huber Engineered Woods

Marketing Director: Scott Long

Design: Wray Ward

Housing Design Matters Email Campaign

Jacksonville FL

By: Housing Design Matters, Inc.

BUILDING INDUSTRY COMMUNITY SPIRIT AWARDS

GOLD AWARD



Operation Coming Home

Raleigh, NC

Builder: Fresh Paint by Garman Homes:

Hero Home 16, Level Homes: Hero Home 17

Marketing Director: Andrew Ladner

By: US Veterans Corps/HBA Raleigh

[PLAY VIDEO](#)

With the mission to improve and enhance the wounded military service member's quality of life. The goal is to deliver a home that meets the injury needs of that Veteran. The team raised funds throughout the construction of the home for the building of future homes for wounded veterans. Each project has a ground breaking or roof raising ceremony, specialty rooms, community service projects, fundraisers, and a finale celebration. Their biggest obstacle is to keep the vendors' front of their mind for free materials and labor on the building schedule. As a result of these efforts, to date they have presented seventeen homes for combat injured or fallen Troops. On November 8th we will deliver the keys to our 18th home.

SILVER AWARD

Autism Awareness Fun Run Event

Canton, OH

By: Schumacher Homes

Marketing Director: Mary Schumacher Becker,

MIRM, CSP, CMP

EEO School

Eleuthera, Bahamas

By: TRIO

Marketing Director: Angela Harris

BuildAid

Houston, TX

Builder: David Weekley Homes

Marketing Director: Lyda Akin, VP of Marketing

Partner: BuildAid, A Charity of HomeAid/Greater

Houston Builders Association

Loudon Fair & Associates

Leesburg, VA

By: CBG Building Company

Marketing Director: Stephanie Anderson

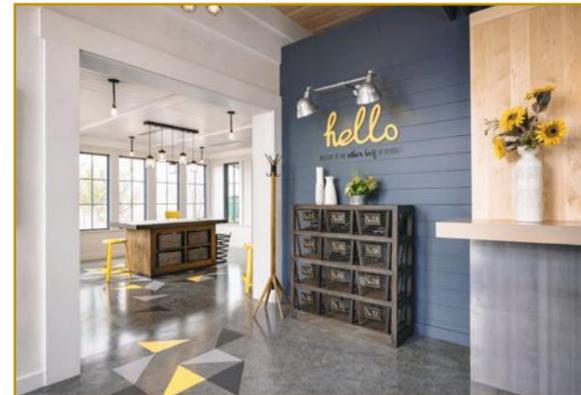
BEST SALES/LEASING CENTER GOLD AWARD



Westlake
Westlake, FL
By: Minto Communities
Marketing Director: Laura Hope
Design: Rhett Alexander
[PLAY VIDEO](#)

The marketing objective is to warmly welcome prospective home buyers from all age groups and walks of life while engaging them in the process of envisioning their new community and dream home. Upbeat, contemporary music creates a mood of anticipation. Video and colorful visual displays depict diverse groups enjoying “life in motion” as they experience the many resort-style amenities offered. The video plays continuously on a large screen, providing an impressive overview of the community. Visitors explore the area’s popular points of interest on an interactive map to get a feel for the sense of place that makes the community’s location very special. Additional interactive stations further engage prospective buyers by helping them envision and plan their new home. They can select their favorite floor plan, virtually place their furniture, and select structural options to customize their dream home. With a simple click, their customized plan can be saved for future viewing. This experiential environment conveys the look, feel and energy of the new community, reinforcing messaging that this truly is “where all the best of today meets the possibilities of tomorrow.”

BEST SALES/WELCOME CENTER GOLD AWARD



The HUB
South Jordan, UT
By: Layton Construction
Design: Kimberly Timmons Interiors
[PLAY VIDEO](#)

Located conveniently alongside a newly developed bicycle highway, this central hub acts as an energetic meeting spot for friends and strangers to connect. Acting as a bakery with chef’s garden, a welcome center and an outdoor pool... the community’s first touchstone in the sales experience. Founded upon the notion that wholesome food and friendly smiles are powerful forces to foster good will and community, the agrarian-inspired multi-purpose building is thoughtfully designed for organic and spontaneous interaction within one compact footprint.

SILVER AWARD

Talisker Club
Park City, UT
By: Storied Deer Valley, LLC
Marketing Director: Gina Canzonetta
Design: Creative License International

Muse-Sales Environment
La Jolla, CA
By: Rialto Capital Group
Design: Design Line Interiors

Promontory at Civita
San Diego, CA
By: The New Home Company
Marketing Director: Megan Eltringham
Design: Canvas Interior Design

Broadstone Montane
Denver, CO
By: Alliance Residential
Design: TRIO

SILVER AWARD

Naples Reserve
Naples FL
By: iStar
Marketing Director: Heather Thompson

Mustang Lakes
Celina, TX
By: Cambridge Companies
Marketing Director: Matthew Alexander
Design: Anderson Hanson Blanton

Cadence Park at Great Park Neighborhoods
Irvine, CA
By: FivePoint
Marketing Director: Jann Rowe
Architect: Studio One Eleven
Interior Design: Pivot Interiors

Kissing Tree
San Marcos, TX
By: Brookfield Residential
Marketing Director: Tabitha Walsh
Architect/Interior Design: MAI

BEST PRESENTATION CENTER

GOLD AWARD



91 Leonard

Tribeca

New York City, NY

By: Toll Brothers City Living

Marketing Director: Michael Duff

[PLAY VIDEO](#)

This ground-floor Tribeca sales gallery maximizes every inch of its 3,700 SF retail space, and delivers a unique, memorable experience. Upon entry, guests are immersed in a space that echoes the completed building lobby, with soaring ceilings, glass courtyard vignette, and mix of concrete and brick materiality. The gallery tour continues to the iPad-controlled building model, along with three smaller, amenity-level models against a ribbon wall of monitors displaying an animated motion graphic. In their approach to the amenity models, guests will see the video wall change content to display lifestyle footage, triggered by motion relative to the ceiling-mounted security camera. The history of the neighborhood is on display in a timeline feature spanning 1705 to today, complete with found objects and artifacts of the time. Crossing the threshold from the hallway mockup to a modeled 3-bedroom residence found within the building, guests can behold illuminated window walls with respective views to the north, west and east — bringing the sense of light and air to an otherwise deep, windowless retail space. Two of the bedrooms have been converted to agent offices where the iPad presentation continues on large interactive screens displaying floor plans, renderings, and virtual tours of the project.

BEST COMMUNITY AMENITY

GOLD AWARD



Mustang Lakes

Celina, TX

By: Cambridge Companies

Marketing Director: Matthew Alexander

Design: Anderson Hanson Blanton

[PLAY VIDEO](#)

Simply stated, the major marketing objective in creating this community amenity feature was to give buyers — primarily affluent families — a community center unlike anywhere else in the area, give them a lifestyle they could not get anywhere else and ultimately make it easier to sell homes.

This community was built on the site of an old thoroughbred breeding farm, and the original owners had built a 9,500-sf home on the land featuring tall beamed ceilings, European-imported cast stone fireplaces, and more. It was in major disrepair but rather than tearing it down, it was painstakingly preserved and repurposed.

Literally every brick was taken off and saved, along with the fireplaces and massive ‘castle’ doors. The expense and care that was taken in recreating the actual home — and adding a 2,500-sf fitness center — resulted in this extraordinary 20-acre ‘central park’. Named ‘The Club’ — it is the largest private amenity center in North Texas and includes a great lawn, extensive outdoor living areas, a 5-acre lake with fishing piers and a private island, three pools, four tennis courts, basketball court, a playground and more.

The Club grand opened in spring 2017 and has been the major factor in selling over 150 homes from October 2017-October 2018. Yes, people hear about it but are literally blown away when they actually experience it — making it an easy sale for the on-site team and Realtors as well.

SILVER AWARD

50 Scollard

Toronto, ON, Canada

By: Lanterra Developments

Marketing Director: Erin Millar

Design: Montana Steele Strategic Marketing

Empire Maverick

Toronto, ON, Canada

By: Empire Communities

Marketing Director: Sue MacKay

Design: U31 and Pureblink

The Grove Store

Austin, TX

By: M Signature

Marketing Director: Jared Glazar

Design: Quest Design & Fabrication

McGraw Square Sales Center

Seattle, WA

By: Toll Brothers

Marketing Director: Jill Wilson

Design: GGLO

SILVER AWARD

SaddleBrooke — The Ranch House

Oracle, AZ

By: Robson Resort Communities

Marketing Director: Karri Kelly

Design: Kimberly Timmons Interiors

The Backyard

Rancho Mission Viejo, CA

By: Rancho Mission Viejo Co.

Marketing Director: Nadine Corrigan

Design: Land Concern

Shea Trilogy — Lake Norman

Denver, NC

By: Shea Homes

Design: Design Lines, A Division of TRIO

Esencia at Rancho Mission Viejo — The Hilltop Club

Rancho Mission Viejo, CA

By: Rancho Mission Viejo

Marketing Director: Nadine Corrigan

Architects/Designers: Robert Hidey Architects

Landscape Architect: Land Concern

Interiors: Design Lines, A Division of TRIO

BEST DESIGN CENTER GOLD AWARD



EDGEhomes Design Studio

Draper, UT

By: EDGEhomes

Marketing Director: Curtis Leavitt

Design: Success Strategies/HRI Design

[PLAY VIDEO](#)

Utah's thriving economy is attracting technology giants and digital entrepreneurs, bringing an influx of millennial homebuyers to the state. Our Design Studio, situated in the tech hub of 'Silicon Slopes,' appeals to homeowners of all ages, particularly those who share a millennial mindset and expect a streamlined, yet personalized design experience. Consistent with our branding, the studio is 'refreshingly simple' with an upscale industrial style, complimented by clean lines, natural elements, and muted tones. This calming, yet inspiring design highlights our expansive selection range from the main design gallery, while allowing an immersive experience through each 'home option' gallery with an expert designer. The new Design Studio's personalized guided experience and exquisitely showcased galleries resulted in a **30.2% increase** in option sales, solidifying our position as the number one homebuilder in the state in 2018.

BEST SIGNAGE GOLD AWARD



The Pools at Great Park Neighborhoods

Irvine, CA

By: FivePoint

Marketing Director: Jann Rowe

Advertising/Design/Creative: Strada

Signage: RSM Design & Outdoor Dimensions

[PLAY VIDEO](#)

Inspired by the myriad delights of the master plan's notable water-based park, this signage program ties both to the park's aquatic elements and to its mid-century modern architectural themes. Clean, spare monument with reflective "bubbles" in polished stainless-steel pays homage to the park's most prominent structure, and offers a playful, experiential intro to the aquatic delights beyond. Smaller scale, informational elements repeat the bubble motif at in tonal patterns at sign bottom, tying mid-century aesthetic to key destinations. Highlighting the program are such specialty treatments as the sand blasted word wall for the fitness area. Inspired by sea glass hues, vertical rod assemblages add vibrant, wordless enrichment to the signage. Sophisticated and subtle, this program delivers timeless appeal and experiential cues to enjoy the enticing choices of an exceptional community amenity.

SILVER AWARD

Primera Design Center

Tempe, AZ

By: RCC Holdings LLC dba Primera

Marketing Director: Ian Hislop

Design: Creative License International

Inspirations by Verity

Fargo, ND

By: Verity Homes

Marketing Director: Ashley Anderson

Design: Success Strategies

HG2 by Richmond American

Denver, CO

By: Richmond American Homes

Marketing Director: Christy Ross

Design: Richmond American — Megan Oscarson & Sara Bechtold

Design Studio

St. Louis, MO

By: McBride Homes

Marketing Director: Erin Hankins

Design: Success Strategies/HRI Design

Saddle Ridge

Lewes, DE

By: Schell Brothers

Marketing Director: Alyssa Titus

Design: Schell Brothers — In-house

Mustang Lakes

Celina, TX

By: Cambridge Companies

Marketing Director: Matthew Alexander

Design: Anderson Hanson Blanton

The Keeley

Toronto, ON, Canada

By: TAS

Marketing Director: Goran Alexander

Design: 52 Pick-up Inc.

Esencia at Rancho Mission Viejo

Rancho Mission Viejo, CA

By: Rancho Mission Viejo

Marketing Director: Nadine Corrigan

Agency: Greenhaus

Signage: Fusion Signs

BEST LANDSCAPE DESIGN

GOLD AWARD



This single-family home was created for a luxury move-up large family who wants to enjoy a resort lifestyle with their kids!! The challenge was to create a beautiful environment both entertaining, kid friendly, fun, but upscale and pleasing to the eye. A beautiful resort-like pool with striped cabanas including a Baja shelf and some bubblers for the littles. A cooking alcove with an outdoor kitchen and dining area both inviting and a darling she-shed, perfect for planting the perfect garden make this beautiful house a lovely home.

Toll Brothers at Whitewing
 Gilbert, AZ
 By: Toll Brothers
 Marketing Director: Kari Laszlo
 Design: Creative Environments
[PLAY VIDEO](#)

BEST LANDSCAPE DESIGN FOR A MASTER PLANNED COMMUNITY

GOLD AWARD



This Dripping Springs community features majestic views of the Texas Hill Country, abundant wildlife, natural amenities, and rolling hills. RVi's master plan preserves over 1,000 acres of open space, with each residential lot providing greenbelt views. The community's signature contemporary style is inspired by the timeless geography and former ranchland's heritage, including a preserved homestead. Coupled with the master plan, RVi provided thematic, design guidelines, and landscape architecture services for the community.

Headwaters
 Dripping Springs, TX
 By: Freehold Communities
 Marketing Director: Suzanne Maddalon
 Design: RVi Planning + Landscape Architecture
[PLAY VIDEO](#)

SILVER AWARD

Promontory at Civita
 San Diego, CA
 By: The New Home Company
 Marketing Director: Megan Eltringham
 Design: C2 Collaborative

Estrella at Altair — Altamira
 Irvine, CA
 By: Toll Brothers
 Marketing Director: Dottie Sweeney
 Design: Land Creative

Solano at Altair — Artemis
 Irvine, CA
 By: Toll Brothers
 Marketing Director: Dottie Sweeney
 Design: SMP

Cascades at Westcliffe — Castor
 Porter Ranch, CA
 By: Toll Brothers
 Marketing Director: Dottie Sweeney
 Design: Land Creative

SILVER AWARD

Parkland Village
 Cypress, TX
 By: The Howard Hughes Corporation — Bridgeland
 Marketing Director: Lona Shipp

Naples Reserve
 Naples, FL
 By: iStar
 Marketing Director: Heather Thompson
 Design: Landscape Consultant, Karen Day

McKinley Village
 Sacramento, CA
 By: The New Home Company/Riverview Capital
 Marketing Director: Megan Eltringham
 Design: C2 Collaborative

Orchard Ridge
 Liberty Hill, TX
 By: Freehold Communities
 Marketing Director: Suzanne Maddalon
 Design: RVi Planning + Landscape Architecture

BEST OUTDOOR LIVING SPACE

GOLD AWARD



Toll Brothers at Verde River

Rio Verde, AZ

By: Toll Brothers

Marketing Director: Kari Laszlo

Design: CDC Design & Creative Environments

[PLAY VIDEO](#)

Predominantly an empty nester, retirement buyer profile, this home is made for entertaining. All activities flow from the indoors to the outdoors is a seamless transition. From the man cave is the outdoor firepit to continue the conversation outdoors. At the great room, you are led to the outdoor living room with beautiful pool and golf course views. Leaving the master suite, to the outdoor conversation area near the pool and outdoor kitchen. Seamless indoor-outdoor living. Expanding living space and serenity in nature.

BEST INTERIOR MERCHANDISING OF A MODEL PRICED UNDER \$300,000

GOLD AWARD



Bridger Pines — The Everett

Fortville, IN

By: Lennar

Marketing Director: Randy Mickle

Design: Possibilities for Design

[PLAY VIDEO](#)

Directive for this Indianapolis model was to highlight the home's spaciousness, without, in the builder's words, "drawing attention away from architecture." Target audience is first-time buyers moving from an urban area. All fixtures were part of builder's package—no custom lighting was used. Finish choices were limited but curated, and any material used on walls/ceilings had to be part of the existing package.

SILVER AWARD

The Terraces at Robertson Ranch — Plan 1

Carlsbad, CA

By: Toll Brothers

Marketing Director: Dottie Sweeney

Design: Design Line Interiors &

Summers Murphy & Partners, Inc

Cascades at Westcliffe — Cressida

Porter Ranch, CA

By: Toll Brothers

Marketing Director: Dottie Sweeney

Design: CDC Design & Land Creative

Mid-Century Modern

Wilmington, NC

By: Tongue & Groove, LLC

Marketing Director: Maggie Love Pinson

Design: Phil Kean Design with Tongue & Groove

The Chateau

Collierville, TN

By: Magnolia Homes

Marketing Director: Whitney Harvey

Design: Bramlett Architects

Olivia B

Greensboro, NC

By: Schumacher Homes

Marketing Director: Mary Schumacher Becker,

MIRM, CSP, CMP

Design: TRIO

Beverly II H

Greensboro, NC

By: Schumacher Homes

Marketing Director: Mary Schumacher Becker,

MIRM, CSP, CMP

Design: TRIO

Barley Woods — The Caroline

Fredericksburg, VA

By: Cornerstone Homes

Marketing Director: Kirsten Nease

Design: Possibilities for Design

Flowers Plantation at Forge Creek — The Enthusiast

Clayton, NC

By: Elevate Homes

Marketing Director: Jodi Katzker

Design: Builders Design

BEST INTERIOR MERCHANDISING OF A MODEL PRICED \$300,000 TO \$500,000

GOLD AWARD



Shea Trilogy Encanterra — The Cordoba

San Tan Valley, AZ

By: Shea Homes

Marketing Director: Shauna Farmer

Design: TRIO

[PLAY VIDEO](#)

Sophistication guides every detail. The design team created an airy appeal that beckons to the active adult residents to relax and stay awhile. Thoughtfully designed open floor plan brings nature closer with plentiful windows, sunny great rooms and the perfect balance of inviting outdoor living spaces. Warm raw woods, buttery leathers and smooth concrete pieces culminate in a true desert retreat. This neutral canvas explores texture with planked ceilings, rough-hewn beams and stone wall details. The scheme is composed of washed finishes, amber warmth and crisp freshly laundered linen upholstery. The atmosphere is a true reflection of an active adult couple that values family, friends and free time.

BEST INTERIOR MERCHANDISING OF A MODEL PRICED \$500,000 TO \$700,000

GOLD AWARD



The Magnolia

Birmingham, AL

By: Ebsco Development Company, LLC

Design: Kay Green Design

[PLAY VIDEO](#)

This *Southern Living* inspired home is a celebration of contemporary craftsman interior design and architecture. The Magnolia is sure to delight with extraordinary design elements.

This home is for today's family that wants to embrace a traditional southern lifestyle. It is a flexible 3-bedroom, 3.5-bathroom home with an open great room, gourmet kitchen, handsome study and an upstairs loft. The color pallet is crisp clean whites and neutrals with various shades of blues sprinkled throughout the house.

SILVER AWARD

Jackson at The Swift

Atlanta, GA

By: Edward Andrews Homes

Marketing Director: Jenny NeSmith

Design: Builders Design

47th Avenue Rowhomes — The Union

Denver, CO

By: Wonderland Homes

Marketing Director: Mike Davidson

Design: TRIO

Shea Trilogy — Polo Club — The Liberty

Palm Springs, CA

By: Shea Homes

Marketing Director: Shauna Farmer

Design: Design Lines, A Division of TRIO

The Waverly at GlenPark

Cary, NC

By: Ashton Woods

Marketing Director: Andrea Lee

Design: Ashton Woods

Shea Trilogy Encanterra — The Cordoba

San Tan Valley, AZ

By: Shea Homes

Marketing Director: Shauna Farmer

Design: Design Lines, A Division of TRIO

SILVER AWARD

Solitude on White Creek — The Bluebell

Ocean View, DE

By: Schell Brothers

Marketing Director: Alyssa Titus

Design: Echelon Interiors

Flatiron Meadows — The Dillon

Erie, CO

By: Toll Brothers

Marketing Director: Brian Cassidy

Design: Possibilities for Design

Verde River

Rio Verde, AZ

By: Toll Brothers

Marketing Director: Kari Laszlo

Design: CDC Design

LIVE at Downtown Superior — The Denver

Denver, CO

By: Wonderland Homes

Marketing Director: Mike Davidson

Design: TRIO

BEST INTERIOR MERCHANDISING OF A MODEL PRICED \$700,000 TO \$850,000

GOLD AWARD



Prato at Castle Pines Village — Plan 2

Castle Pines, CO

By: Infinity Home Collection

Marketing Director: Dave Steinke

Design: HRI Design

[PLAY VIDEO](#)

Merchandised to an active adult bachelor, with a VERY active social calendar. A color scheme accented by iron and a nod to the perfect glass of whiskey, allows the ideal setting for a debonair man to entertain with style. Recognizing that this buyer would have a story to tell, we chose to carefully select furnishings that portrayed a lifestyle of culture, materials that were provocative, and an art collection that was clearly curated by a refined palette. White oak flooring permeates the open concept floorplan providing clean transition from the eclectic Great Room into the modern, yet unexpected tri-toned statement Kitchen. Further into the Master Retreat, a clean, masculine impression leads the artistic direction, specifically the dual-purposed custom art ledge, showcasing possible international conquests.

BEST INTERIOR MERCHANDISING OF A MODEL PRICED \$850,000 TO \$1 MILLION

GOLD AWARD



Toll Brothers at Whitewing — The Pradera

Gilbert, AZ

By: Toll Brothers

Marketing Director: Kari Laszlo

Design: Est, Est, Inc

[PLAY VIDEO](#)

Charming, beautiful and stunning, this Modern Ranch home shows how to do a warm and inviting look while being aspirational. The entry gallery makes a statement with the wide hallway and direct access to the interior courtyard. The great room is open with a clean neutral palette and a beautiful trussed ceiling detail. Friendly and warm, the furnishings and finishes are the perfect complement of comfort and elegance. The master suite is inviting and serene with clean simple awe-inspiring details.

SILVER AWARD

Whitestone Estates — The Whitestone

Parker, TX

By: Grand Homes

Marketing Director: Melissa Brooks

Design: Mary DeWalt Design Group

Whispering Canyon at Caughlin Ranch — Plan 3

Reno, NV

By: Tim Lewis Communities

Design: CDC Designs

The Ahrens at Lenah Mill Carolinas

Aldie, VA

By: Toll Brothers

Marketing Director: Whitney Mash

Design: Ryan Young Interiors

Southshore — The Orion Plan

Aurora, CO

By: Toll Brothers

Marketing Director: Brian Cassidy

Design: TRIO

SILVER AWARD

Prato at Castle Pines Village — Plan 3

Castle Pines, CO

By: Infinity Home Collection

Marketing Director: Dave Steinke

Design: HRI Design

LUXE at Stapleton — Plan 1

Denver, CO

By: Infinity Home Collection

Marketing Director: Dave Steinke

Design: HRI Design

The Ridings at North Branch — The Rosslyn

Gambrills, MD

By: Toll Brothers

Marketing Director: Allison Nugent

Design: HRI Design

Vivant — The Lustra

Parker, CO

By: Joyce Homes

Marketing Director: Angela Harris

Design: TRIO

Dawson Square

Bothell, WA

By: Toll Brothers

Marketing Director: Jill Wilson

Design: Ami Samuel Interiors

BEST INTERIOR MERCHANDISING OF A MODEL PRICED OVER \$1 MILLION

GOLD AWARD



Retreat at Ridgeway — Plan 60294

Lone Tree, CO

By: Century Communities

Marketing Director: Rebecca Carter

Design: Kimberly Timmons Interiors

[PLAY VIDEO](#)

Designed to attract an affluent buyer the interiors were carefully crafted to incorporate unique millwork detailing, upscale furnishings and a curated art collection. Although the feel of the home is sophisticated and upscale, it is approachable and comfortable. An initial design challenge was working with the unique angled architecture of this home. In the end, rather than it being a hinderance, it is one of the features that make this overall design so memorable. The main living spaces are enhanced with upscale finishes and furnishings to create an unforgettable first impression. This home is truly a work of art with each space unique and memorable.

BEST INTERIORS OF A CUSTOM HOME

GOLD AWARD



Poinciana Cottage-Urban Retreat

Naples, FL

By: Kristen Williams Designer Developer

[PLAY VIDEO](#)

The cottage's urban décor and loft like accents fit perfectly into this downtown space with warm woods and unique stone accents. Old Chicago-style brick, and dark mullions come together to create an environment that blends the best of city living with relaxed Naples style. The cottage boasts three floors with a sundeck overlooking the pool, spa, and outdoor fireplace. Inside a whimsical library ladder and open shelving add a fun element to the bar area in the kitchen. Just off the kitchen, the dining room's focal point is a stunning chandelier hanging over a reclaimed wooden table. The living room boasts a unique media stand created from an old bicycle and further enhances the urban loft feel of the home. The living room is adjacent the pool area and courtyard for an easy access to a wonderful spacious, and private retreat. Unique elements woven throughout the interior and exterior of the home gives it a timeless feel.

SILVER AWARD

Magnolia Green — The Waterford

Moseley, VA

By: Schell Brothers

Marketing Director: Alyssa Titus

Design: Echelon Interiors

Cascades at Westcliffe — Vega

Porter Ranch, CA

By: Toll Brothers

Marketing Director: Dottie Sweeney

Design: Savannah Design Group

Solano at Altair — Solitaire

Irvine, CA

By: Toll Brothers

Marketing Director: Dottie Sweeney

Design: CDC Designs

Kirkwood Terrace

Sammamish, WA

By: Quadrant Homes

Marketing Director: Megan West

Design: HRI Design

SILVER AWARD

The Ridge House

Castle Rock, CO

By: Bob Woodley

Marketing Director: Kate Pourhassanian

Design: HRI Design

Port Royal, Fort Charles Drive

Naples, FL

By: BCB Homes

Marketing Director: Kerry Shields

Design: Collins & DuPont Design Group

Mid-Century Modern

Wilmington, NC

By: Tongue & Groove, LLC

Marketing Director: Maggie Love Pinson

Design: Bridgett Mazer, Tongue & Groove LLC

BEST SINGLE-FAMILY DETACHED MODEL HOME UNDER 2,000 SQ. FT.

GOLD AWARD



Located in an age-restricted, 55-plus community, this home is designed with a very specific buyer in mind. Research revealed that the target homebuyer is looking to downsize, but is not willing to sacrifice on space for accommodating visiting family and friends. To that end, every square inch of the home was designed to maximize space while providing a beautiful home at an attractive value. The main draw, however, is the buyer’s ability to personalize their new home, whether they want an extra bedroom, study, loft or den. Some may want extra storage. Others prefer a second-floor bedroom.

Truitt Homestead — The Orchid

Rehoboth Beach, DE

By: Schell Brothers

Marketing Director: Alyssa Titus

Design: Design In House

[PLAY VIDEO](#)

BEST SINGLE-FAMILY DETACHED MODEL HOME 2,000 TO 2,500 SQ. FT.

GOLD AWARD



Entering the 55+ market is a cause for celebration. The house’s innovative solutions designed for modern living and entertaining allow homeowners to live it up while moving down. Various case studies allowed the team to collaborate and narrow in on what today’s 55+ buyers are looking for, and integrate elegant solutions into the home. Moderated Modern Elevation drawing from classic Italianate architecture and enlivening the style with modern low-maintenance materials. Lighting is a key feature that 55+ buyers felt were lacking in their current homes. The home capitalizes on layered natural and artificial lighting throughout. Accessible and Functional Storage”Florida Basement” with a permanent stair, Beverage Center, Pet Space, dedicated broom closets, among other features. Flex furniture solutions allow the casual den to effortlessly transform into a home office or additional bedroom when needed. Slip-resistant porcelain tile continues through pocket glass doors to the full outdoor living space as a seamless extension of the home. The Owners Suite and Bath is a private and romantic escape from the entertainment-friendly main living space.

Esplanade at Highland Ranch

The NEXTadventure Home

Clermont, FL

By: Taylor Morrison

Design: Housing Design Matters, Inc.

[PLAY VIDEO](#)

SILVER AWARD

Colony at the Grand — The Fairhope

Fairhope, AL

By: Stuart Contracting Company, LLC.

Marketing Director: Barbara Thomas

Design: Larry Garnett Designs

Farmhouse at Willow Creek — Plan One

Folsom, CA

By: Blackpine Communities

Marketing Director: Jessica Atkins

Design: BSB Design

Avion at Denver Connection

Horizon Collection 22C3

Denver, CO

By: William Lyon Homes

Marketing Director: Kristin Peterson

Design: BSB Design

Vitae

Costa Mesa, CA

By: Planet Home Living

Marketing Director: Michael Marini

Design: KTG Architecture + Planning

SILVER AWARD

The Magnolia

Birmingham, AL

By: Ebsco Development Company, LLC

Adagio at Cadence Park — Plan 1

Irvine, CA

By: Lennar Homes

Marketing Director: Janet Price

Design: SDK Atelier

Flowers Plantation at Forge Creek

The Enthusiast

Clayton, NC

By: Elevate Homes

Marketing Director: Jodi Katzker

Design: Housing Design Matters, Inc.

Villosa at Sea Haven — The Alder

Monterey, CA

By: Wathen Castanos Homes

Marketing Director: Stacy Drew

Design: Dahlin Group Architecture Planning

BEST SINGLE-FAMILY DETACHED MODEL HOME 2,501 TO 3,000 SQ. FT.

GOLD AWARD



Sedona Ranch — The Enchantment

Sedona, AZ

By: Dorn Homes

Marketing Director: Sarah Simmerman

Design: PHX Architecture

[PLAY VIDEO](#)

The Enchantment provides a seamless indoor/outdoor living experience. A large, courtyard is ideal for entertaining or relaxing while enjoying your natural surroundings. The great room features large sliding glass doors on both exterior walls, which when opened fully, brings the outdoors in and allows you to listen to the babbling creek. The Enchantment is shown in the Contemporary architecture with rustic accents. The natural stone and wood on the façade allows the home to blend with the natural surroundings and compliment the Ranch architecture, which is also used throughout the community. A large, enclosed courtyard extends the living space outdoor. The space is adorned with a dramatic fireplace. For entertaining, the courtyard features a pass-through bar area from the cantina inside adjacent to the kitchen. Inside the master suite, large windows allow the homeowner to enjoy the breathtaking red rocks from the moment they awake.

BEST SINGLE-FAMILY DETACHED MODEL HOME 3,001 TO 3,500 SQ. FT.

GOLD AWARD



Beacon — Plan 1

Beaumont, CA

By: Pardee Homes

Marketing Director: Matt Sauls

Design: Bassenian Lagoni

[PLAY VIDEO](#)

This luxury single-story invites discovery of genuinely exceptional space. Homesite's width and depth permits a spacious, hospitable entry court that heralds the delightful indoor/outdoor connectivity within. Upon entry is discovery of the atrium court—an internalized outdoor space that anchors, defines and amplifies the whole. Compelling as a single element, the atrium generates fluid engagement with all key points of the expansive interior. A beamed vault dramatizes the open great room, dining and kitchen. Expansive window walls and openings further activate fluid, light-filled connectivity to entry court, atrium and patios. Natural light from the plan's core highlights vestibule progression to the owner's suite, where sumptuous appointments promote custom character. A separate wing on the plan's opposite side showcases builder's optional multi-gen suite, which provides independent quarters for diverse and changing households.

SILVER AWARD

White Creek — The Bluebell

Ocean View, DE

By: Schell Brothers

Marketing Director: Alyssa Titus

Design: Schell Brothers — In-house

The Pointe at Somerset — Plan 2

Reno, NV

By: Ryder Homes

Marketing Director: Taylor Cohee

Design: Bassenian Lagoni

Nova Ridge — Plan 2

Summerlin, NV

By: Pardee Homes

Marketing Director: Kathy Hilty

Design: Bassenian Lagoni

Villas at Legacy West — Plan 110B

Plano, TX

By: Britton Homes

Marketing Director: Kim Swanner

Design: BSB Design

Encore at Cadence Park — Plan 2X

Irvine, CA

By: Lennar Homes

Marketing Director: Janet Price

Design: SDK Atelier

Prato at Castle Pines Village — Residence 2

Castle Pines, CO

By: Infinity Home Collection

Marketing Director: Dave Steinke

Design: Woodley Architectural Group Inc.

Marywood Hills — Plan 1

Orange, CA

By: The New Home Company

Marketing Director: Megan Eltringham

Design: Bassenian Lagoni

Stratton by the Sound — The Sullivan

Mt. Pleasant, SC

By: Ashton Woods Homes

Marketing Director: Chantel Wujtow

Design: Jay Kallos — Ashton Woods

BEST SINGLE-FAMILY DETACHED MODEL HOME 3,501 TO 4,000 SQ. FT.

GOLD AWARD



This home explodes with personality. A contemporized version of a traditional European elevation is both fresh and familiar. Two-story volume at the foyer fills with natural light. From an oversized Kitchen with a large island to a large Great Room with vaulted ceiling and a Dining Room designed to love, this home celebrates living — open, light filled, perfect circulation, and exceptional detailing. Great flexibility is built in to tie outdoor living to the indoors. The first floor master is luxury at its best and the second floor is carefully designed with a large lounge and 3 private bedrooms, creating an ideal family home.

Torance — The Monterey

Huntersville, NC
By: *Classica Homes*
Marketing Director: *Bill Saint*
Design: *Bassenian Lagoni*
[PLAY VIDEO](#)

BEST SINGLE-FAMILY DETACHED MODEL HOME OVER 4,000 SQ. FT.

GOLD AWARD



The main design goal was to provide a unique luxurious experience. This is achieved by angling the floor plan. Inspired by the site's cross slope, so the house better integrates with the landscape, this home is truly special. The angle created opportunities for more glazing and connections between inside and out. It also created unique interior spaces and provided room between neighbors. Everybody is looking the same direction down the gully making the community feel more private from home to home. The design creates synergy between the angle floor plan design and the contemporary elevation. Corner windows off the back allow for a large wrap around porch, a must for Colorado. Other benefits of the angled design are a little extra elbow room in the master bath and lots of little nooks, all designed with a purpose. The steeply slopped site looked to create mid-level spaces such as the enlarged stair landing with study or kid's games room. These features connect the house vertically inside and step the building with site topographically outside. The mid-level landing also allowed for an interesting story and a half space over the great room. Fresh and new, this plan is pushing the evolution of production design.

The Retreat at Ridgegate — Residence 4

Lone Tree, CO
By: *Century Communities*
Marketing Director: *Rebecca Carter*
Design: *Godden | Sudik Architects*
[PLAY VIDEO](#)

SILVER AWARD

Beacon at Hillcrest — Langham

Porter Ranch, CA
By: *Toll Brothers*
Marketing Director: *Dottie Sweeney*
Design: *Bassenian Lagoni*

Fenton's Corner — The Radford

Doylestown, PA
By: *Toll Brothers*
Marketing Director: *Kristin Mongello*
Design: *Toll Architecture*

Luxe at Stapleton — Residence 1

Denver, CO
By: *Infinity Home Collection*
Marketing Director: *Dave Steinke*
Design: *Woodley Architectural Group Inc.*

Luxe at Stapleton — Residence 2

Denver, CO
By: *Infinity Home Collection*
Marketing Director: *Dave Steinke*
Design: *Woodley Architectural Group Inc.*

SILVER AWARD

Kirkwood Terrace — Residence 10

Sammamish, WA
By: *Quadrant Homes*
Marketing Director: *Megan West*
Design: *Bassenian Lagoni*

Beacon — Plan 3

Beaumont, CA
By: *Pardee Homes*
Marketing Director: *Matt Sauls*
Design: *Bassenian Lagoni*

Artesian Estates — Plan 3

San Diego, CA
By: *Lennar*
Marketing Director: *Alex Plishner*
Design: *Dahlin Group Architecture Planning*

Vivant — The Blanca

Parker, CO
By: *Joyce Homes*
Marketing Director: *Angela Harris, TRIO*

BEST MULTIFAMILY MODEL BUILDING

GOLD AWARD



The George

Anaheim, CA

By: Lyon Living

Marketing Director: Pete Zak

Design: Architects Orange

Exec Architect: Danielian Associates

[PLAY VIDEO](#)

The luxury development exudes a whimsical, freewheeling sense of recreation. Midcentury chic permeates the property, evoking a hip and vibrant California lifestyle. Bold jewel tones punctuate the building surfaces and interiors, creating a kaleidoscope effect. The centerpiece is a 32,000 SF rooftop deck spanning the entire roof surface of the parking structure. Next level play happens here with a beer garden, an indoor-outdoor fitness complex with yoga room, two pools and oversized spa, clubroom, vivid murals, a jumbotron, a rooftop garden and city lights views, including nightly Disneyland fireworks.

The interplay of siding, glass, wood and metal create inviting indoor and outdoor spaces. Precise execution allows for exposed structure and ductwork. Open-concept floor plans, efficient parking flow, and security features are visible but unobtrusive. This is this type of play that moves a development from great to legendary.

BEST MULTIFAMILY MODEL HOME

GOLD AWARD



Trilogy at Summerlin — Apex

Summerlin, NV

By: Shea Homes — Trilogy

Design: KTG Architecture + Planning

[PLAY VIDEO](#)

Adventure begins in Apex. This home has it all: spaces for entertainment, private top floor relaxation, and savoring outdoor living. Take your private elevator up to the main living area. You'll step into an open-concept living space that is awe-inspiring and thoughtfully designed. The oversized kitchen island with waterfall edges is a striking centerpiece to this contemporary penthouse. Drama is created through the rolling walls of glass in the dining room, which can be pushed aside to reveal the roomy wraparound deck. Place loungers and a dinette set outside bring the outdoors in whenever the mood strikes. The finishes are understated and luxurious. Walnut wood planking adds warmth to the soaring ceiling heights. Floor to ceiling built-in cabinetry adds ample storage to the hardworking study. Taking advantage of the beautiful Vegas skyline views the master bedroom has from its private balcony. A modern patterned mosaic marble surround in the master bath doubles as breathtaking wall art. Clean lined furnishings through-out ensure that the focus is on the views and the beautiful urban space. The sense of urban living, modern design, and the low maintenance, lock and leave lifestyle this home has to offer has made this plan the builder's best-selling plan to date.

SILVER AWARD

Era

By: Pemberton Group

Toronto, ON, Canada

Marketing Director: Ali Muzzo, Erika Muzzo,

Livia Chiriaco

Design: Montana Steele Strategic Marketing

Corsica at Talis Park

Naples, FL

By: FrontDoor Communities

Marketing Director: Bill Fox

Design: BSB Design

Agave at La Floresta

Brea, CA

By: The New Home Company

Marketing Director: Megan Eltringham

Design: Dahlin Group Architecture Planning

Strata

Chula Vista, CA

By: Shea Homes

Marketing Director: Sophia Stamos

Design: Dahlin Group Architecture Planning

SILVER AWARD

50 Scollard — Yorkville

Toronto, ON, Canada

By: Lanterra Developments

Marketing Director: Erin Millar

Design: Montana Steele Strategic Marketing

Robinson Landing — The Delaney

Alexandria, VA

By: EYA

Marketing Director: Cheryl Haar

Hatherly Rise at The Pinehills — Fresco 6

Plymouth, MA

By: The Green Company

Marketing Director: Dominique Sampson

Design: Bassenian Lagoni

Dawson Square — Burke Elite

Bothell, WA

By: Toll Brothers

Marketing Director: Jill Wilson

Design: Dahlin Group Architecture Planning

BEST ONE-OF-A-KIND HOME — CUSTOM OR SPEC
SPECIAL AWARD



Mike's Hammock
 Nokomis, FL
 By: Josh Wynne Construction
 Marketing Director: Josh Wynne
 Design: Josh Wynne/Jimmy Thornton
[PLAY VIDEO](#)

The builder/designer designed and built this home for his aging father.

My dad adopted me when I was two. He was the hardest working, most selfless man I have ever known. His whole life he fantasized about retiring to a cabin in the woods. Unfortunately, health issues cut his career and his dreams short. I had to rescue him, but our budget was tight. The design is intended to be incredibly cost efficient, durable, comfortable, low maintenance, fitting for its environment and my dad's love of cabins, and considerate of his unique health issues. This home is proof that we can provide better design, better construction, better care, and a better life for our aging loved ones; even on a budget. My dad's health has improved drastically since he moved in. He loves his home. He's out tending to the chickens right now.

BEST ONE-OF-A-KIND HOME — CUSTOM OR SPEC
GOLD AWARD



The Holt Residence
 Highlands Ranch, CO
 By: Wall Custom Homes
 Design: Woodley Architectural Group Inc.
[PLAY VIDEO](#)

Resting on an apex, this home overlooks the entire *Front Range*, affording picturesque views to the north, west, and south. The home's modern expression reflects the owners out-going and flamboyant personalities and their desire to create a home that captured the site's views while serving as a canvas for their lifestyle. Inside, the home boasts of a striking glass open stairway, an arched ceiling at the master and a luxurious spa-like tub on top of the world. An axis serves as the organizing element for the planform, which leads out to a cantilevering hallway that stretches out to meet the view. Artfully blending indoor and outdoor areas to take in the views of the majestic Rocky Mountains and the sprawling landscape of Denver's Metropolis. Combining a contemporary color and material palette, the home brings stone masses, glass, wood elements together, uniting the strong architectural forms with a sculptured touch.

SILVER AWARD

Idea House at Congress Lake
 Canton, OH
 By: Schumacher Homes
 Marketing Director: Mary Schumacher Becker,
 MIRM, CSP, CMP
 Design: Woodley Architectural Group

SeaThru
 Sarasota, FL
 By: Josh Wynne Construction
 Design: Sweet Sparkman Architects

Poinciana Cottage-Urban Retreat
 Naples, FL
 By: Kristen Williams Designer Developer

Desert Prairie
 Scottsdale, AZ
 By: Argue Custom Homes
 Design: Drewett Works

MULTIFAMILY COMMUNITY OF THE YEAR

GOLD AWARD - HIGH RISE



The target market was very specifically used to develop all aspects of the marketing for this project. The level of exclusivity that the target market is used to was the main motivation for the project elements. Where the ads were placed, the renderings developed, the finishes in the vignette models — all these pieces were created with the elite audience in mind. The selection of the team behind them was due to the demographic that would be pursued as purchasers in this building. The people interested in the project was a direct result of such targeted marketing. It was very successful in communicating the exclusivity of the development.

50 Scollard

Toronto, ON, Canada
 By: Lanterra Developments
 Marketing Director: Erin Millar
 Design: Montana Steele
 Strategic Marketing
[PLAY VIDEO](#)

MULTIFAMILY COMMUNITY OF THE YEAR

GOLD AWARD



Perched atop the San Diego hillsides with unobstructed views of Mission Valley and beyond sits this new 9-acre multi-family community. The landscape vision for the community was to accentuate the incredible view opportunities, pedestrian connectivity and to bring the feeling of open space into a small-scale hilltop site, featuring 4 pocket parks with turf play areas and social gardens. There is a custom sales center and two distinct product types for the model complex, The Heights and The Bluffs. Transverse through the elegant white entry monument sign walls of you find the sales center, thoughtfully located on a bluff with commanding views represent the potential for prospective buyers and a great first impression of the community.

Promontory at Civita

San Diego, CA
 By: The New Home Company
 Marketing Director: Megan Eltringham
 Ad Agency: Paolucci Salling & Martin
 Architect: Woodley Architectural Group
 Sales Office: Canvas Interiors
 Interiors: Studio Mosaic Interior Design
 Landscape: C2 Collaborative
[PLAY VIDEO](#)

SILVER AWARD

Metro Crossing

Fremont, CA
 By: Toll Brothers
 Marketing Director: Dottie Sweeney
 Design: CDC Designs — Design of Interior of VR Models
 Evolution Ventures — Sales Application, VR Models,
 Renderings, and Video
 Gauger & Associates — Master Campaign

Panda Condominiums

Toronto, ON, Canada
 By: Lifetime Developments
 Marketing Director: Natalie Chu/Anastasia Testani
 Ad Agency: Montana Steele Strategic Marketing
 Architect: Turner Fleischer
 Interior Designer: Cecconi Simone

Elgin East

Toronto, ON, Canada
 By: Sequoia Grove Homes
 Marketing Director: Nia Bianchi
 Design: Montana Steele Strategic Marketing, U31 Inc.,
 Quadrangle Architects Limited

57 Brock

Toronto, ON, Canada
 By: Block Developments
 Marketing Director: Ryan Fenton
 Design: Montana Steele Strategic Marketing

SILVER AWARD

DETACHED COMMUNITY OF THE YEAR

GOLD AWARD



Vivant
 Parker, CO
 Joyce Homes
 Interiors, Creative Director - TRIO
 Architect - KGA Studio Architects
[PLAY VIDEO](#)

Challenge, how to sell eighty-one homes on 1.5-acre lots in a failed master-planned community in a remote location. Strategy, separate the remaining eighty-one lots from the existing community by completely rebranding as a new community offering large lots and unique modern home designs. A vital element of the strategy was the builder's decision to collaborate with an interior design firm to create new home designs unlike anything available in the market by designing from the inside out beginning with floor-plan circulation, programming, and flexibility of every space. As an added benefit, the team also brought in Wellness Within Your Walls to create a beautiful, sustainable, non-toxic interior environment resulting in the first Wellness Within Your Walls certified community in Colorado. The name, logo and graphic continuity for this community were created to reflect the elegant, refined nature of the architecture. The use of black window frames and primarily white and crème exteriors lead to a graphically strong black and white color palette. The results have been very positive creating strong market demand. Within 30 days of the August 8 soft launch, six homes are under contract with a deep prospect list of 220.

MASTER PLANNED COMMUNITY OF THE YEAR

GOLD AWARD



Esencia at Rancho Mission Viejo
 Rancho Mission Viejo, CA
 By: Rancho Mission Viejo
 Marketing Director: Nadine Corrigan
 Advertising: Greenhaus/Zenzi Communications
 Landscape: Land Concern/SWA
 Architect: Robert Hidey Architects
 Interiors: Design Lines, A Division of TRIO
[PLAY VIDEO](#)

Esencia is an unusual place. While it could be seen as a free-standing master planned community, it is part of Rancho Mission Viejo, a historic 23,000-acre ranch in Orange County, California sandwiched between San Juan Capistrano and the Cleveland National Forest.

The 3,000-home village of Esencia is surrounded by ranchland and is defined by a landscape, design language and range of amenities that reflect its ranch setting. Beyond that, 55+ homes, amenities and events have been woven into the larger fabric of the all-age community. The RanchLife program provides for exceptional activities, celebrations and special gatherings for resident groups throughout the year. #TheRanchRocks campaign has been highly successful driving leads and emerging residents, alike. To date, 1,770 homes have been sold.

SILVER AWARD

Windsong Ranch
 Prosper, TX
 By: Tellus Group LLC
 Design: Maximum Design & Advertising, Inc.

Cadence Park at Great Park Neighborhoods
 Irvine, CA
 By: FivePoint
 Marketing Director: Jann Rowe
 Design: Strada — Advertising/Design/Creative/Website
 Signage Design & Fabricator:
 RSM Design/Outdoor Dimensions
 Photographer: Damian Tsutsumida
 Architect: Studio One Eleven — Sales & Welcome Center
 Interior Design: Pivot Design — Sales & Welcome Center

Kissing Tree
 San Marcos, TX
 By: Brookfield Residential
 Marketing Director: Tabitha Walsh
 Agency: L&P Marketing
 Land Planning: RVI

Mustang Lakes
 Celina, TX
 By: Cambridge Companies
 Marketing Director: Matthew Alexander
 Design: Anderson Hanson Blanton



With **20 Silver Finalist** awards at The Nationals, TRIO is excited to celebrate success with all our fellow winners.



This was TRIO's most exciting year yet, and 2019 is shaping up to be even better!

In 2018, while our business grew exponentially, we shortened our name to TRIO and launched a new website. As part of the TRIO 3% Initiative we built a new school for Exceptional Education Outreach in the Bahamas. Angela launched her own furniture line for Phillips Collection, and tile designs for TileBar. TRIO opened the doors to its new flagship Design Studio in Downtown Denver. We announced the acquisition of Design Lines, which allows TRIO to offer more comprehensive services, resources and expertise, as well as greater national reach and deeper market insights. TRIO is also proud to have welcomed over 35 new teammates on board. We're beyond excited to see what 2019 has in store!

None of this would be possible without the opportunity to work, design, and co-create, with incredible industry partners, builders, and developers - thank you!



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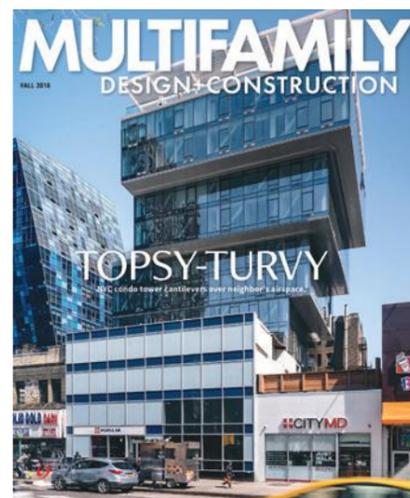
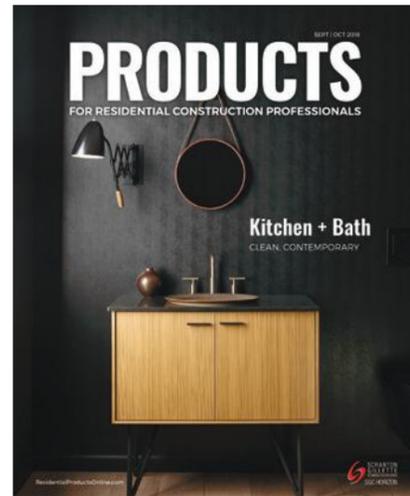


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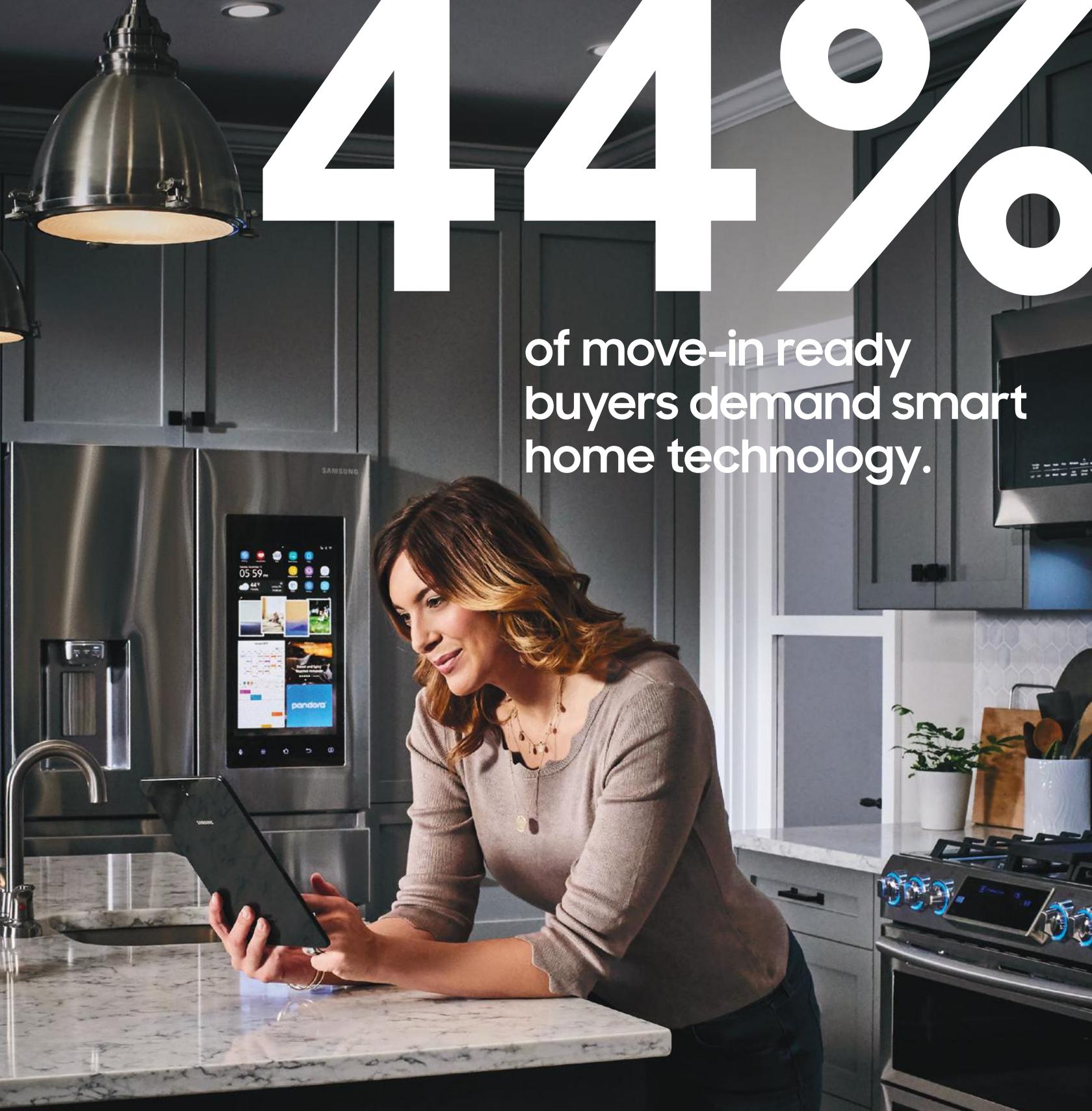
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