

THE
NATIONALS



THE NATIONALS 2020

WINNERS BOOK

**WELLS
FARGO**

Home Mortgage



Great leaders leave a mark on the communities they serve

You work for the homebuyers in your area. Through it all, we're here to help you put buyers into homes. Best wishes to all of the nominees for a successful year.

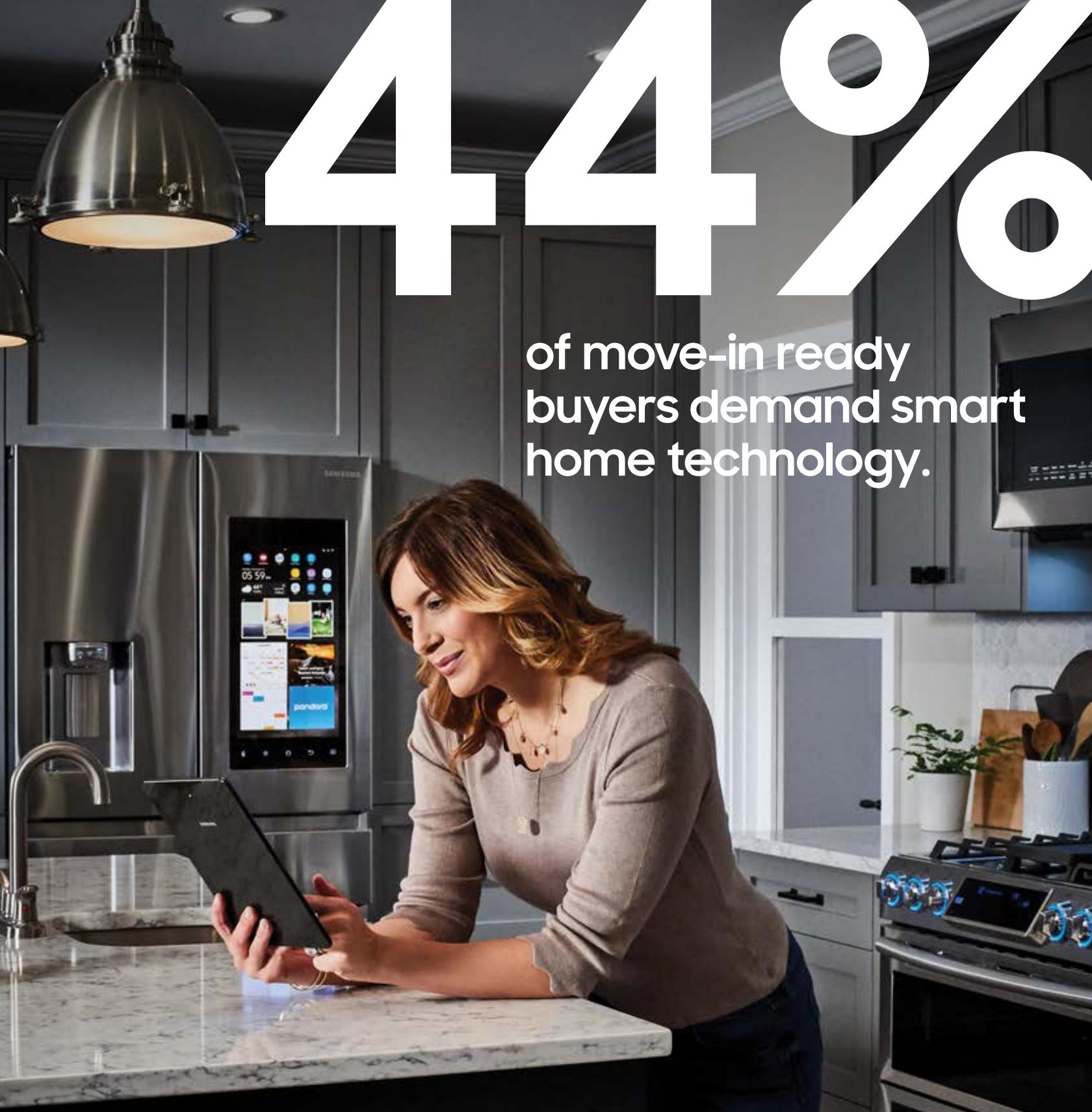
We're proud to celebrate all of the 2020 National Sales & Marketing Nominees and Winners.



Information is accurate as of date of printing and is subject to change without notice.
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44%

of move-in ready buyers demand smart home technology.



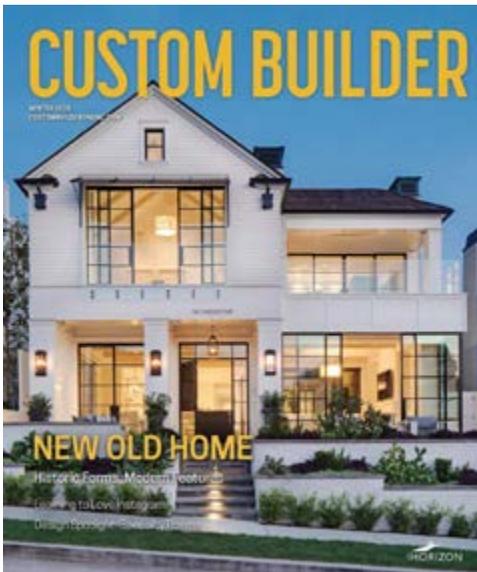
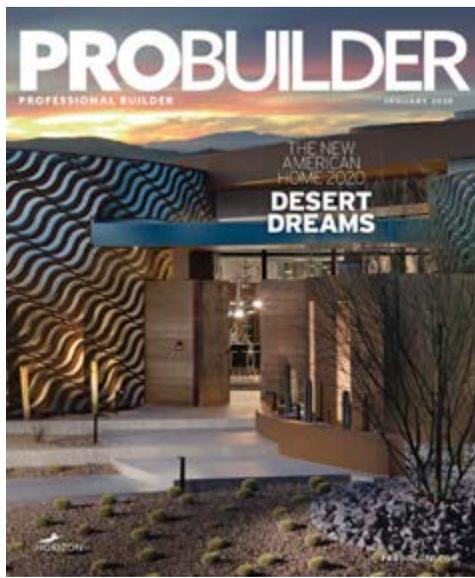
Are you ready to build your homes with the connected appliances they expect?

samsung.com/builder

Source: Coldwell Banker, Blue Matter blog, August 10, 2016

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SAMSUNG



CONGRATULATIONS TO THE WINNERS OF THE NATIONALS 2020!

The National Sales and Marketing Awards

The Nationals 2020 Media Sponsor *Professional Builder* magazine and its associated publications are honored to join the NAHB's National Sales and Marketing Council in recognizing excellence in new home sales and marketing achievements.

2019-2020

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SAMSUNG

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GOLD



SILVER

Davidson Communities
Design Line Interiors
JWilliams Staffing
Savannah Design Group

BRONZE

CDC Design
Possibilities for Design



THANK YOU
FOR YOUR SUPPORT

LETTER FROM THE CHAIRMAN



LINDA HEBERT

Principal

Diversified Marketing and Communications

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 1,200 entries submitted into competition.

We wish you all success in 2020!

STORYTELLING



PLACEMAKING



SPACES THAT DAZZLE

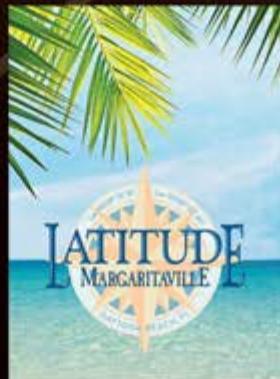
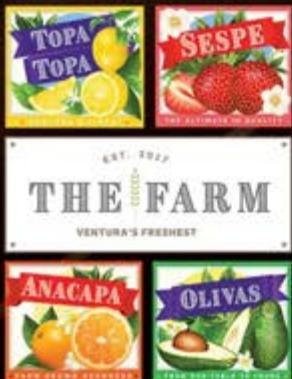
COMMUNITY CONNECTIONS



DIGITAL DEMAND



BRANDING



THE NATIONALS TRENDS 2020
WATCH FOR COVERAGE ON TRENDS ON THE SALES & MARKETING IDEAS APP AND IN PROFESSIONAL BUILDER MAGAZINE

THE NATIONALS 2020 JUDGES

Thank you to this incredible team of talented professionals who dedicated three long days to review 1,250 entries in 61 categories.



*Left to Right, Back Row: Linda Hebert (Chair), Lyda Akin, Steve Shoemaker, Ellen Weese, Chris Hartley, Bill Pisetsky
Front Row: Kelly Zuccarelli and Denise Dersin*



LYDA AKIN
Vice President of Brand
David Weekley Homes

Lyda has spent 25+ years creatively marketing residential real estate, retail and hospitality clients across the country. With a passion for innovative, strategic, results-oriented marketing, Lyda has delivered unique results for clients that have included David Weekley Homes, W Hotels & Residences, Crescent Communities, Wheelock Communities, Friendswood Development, Jackson Cooksey, Mobil Land Development, Spectrum Skanska, Discovery Land, Ashton Woods Homes, Wyndham Hotels, Marriott Hotels and even Donald Trump.

After a long career on the agency side, Lyda made the switch to client-side to lead the in-house marketing team at David Weekley Homes. She is now part of a Team where she believes strongly in their culture, their product, their service and their commitment to the community.

Lyda is passionate about her work, her customers, her team and her family. She spends her spare time with her precious grandson or lounging lakeside with her family at her second home in New Hampshire.

THE NATIONALS 2020 JUDGES



DENISE DERSIN

Editorial Director

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

Denise Dersin is the editorial director of Scranton Gillette Horizon's Professional Builder, Custom Builder, ProBuilder.com, CustomBuilderOnline.com, and ResidentialProductsOnline.com, business-to-business publications and websites that provide vital information for the housing industry on the topics of business management, design, construction, sales and marketing, and building products. She also conceives and directs the publications' events, Women in Residential Construction and the 40 Under 40 Executive Summit. An award-winning writer and editor for more than 30 years, Dersin previously served as editor-in-chief of Builder magazine and editor of Time Life Books.



CHRIS HARTLEY

Vice President of Sales & Marketing

Trendmaker Homes

Chris Hartley has 16 years of New Home Sales Experience as an On-site Sales Representative, Corporate Sales Trainer, Vice President of Sales & Marketing and Vice President of Operations. In addition, Chris is a Certified Trainer for the Texas Real Estate Commission, frequent contributor to industry leading publications, a guest on numerous industry podcasts, and a highly sought out Public Speaker. Chris has worked with both public and private homebuilders across the US and holds an active Brokers License in his home state of Kansas.

Chris was named Sales Manager of the Year by the Dallas Builders Association, a Silver Award Finalist for National Sales Manager of the Year at The Nationals through the NAHB, a Gold Award Winner at The Nationals for One to Watch through the NAHB, Texas Star Winner for Sales Manager of the Year, NAHB Young Professional of the Year finalist, and recognized in Professional Builder Magazine for 40 Under 40.

Chris is an active member of the Zillow Builder Advisor Board as well as a Visionary Council Member for AtlasRTX. In addition, Chris is an advocate for the American Cancer Society, being named a three-time Corporate Hero and is part of Team Determination participating in half and full marathons. Chris has raised over \$200,000 fighting for the cause.

THE NATIONALS 2020 JUDGES



LINDA HEBERT (NATIONALS 2020 CHAIRPERSON)

Principal

Diversified Marketing and Communications

Linda V. Hebert Professional history: Active Real Estate license. Former Publisher of Real Estate magazines. Opened Diversified Marketing and Communication in 1999 before joining a large advertising agency specializing in the Building industry as Vice President of Northern California to build the business and service the growing client base. Re-established Diversified operation in September 2003 as principal. Experience in business development and networking savvy have served her well as she currently maintains business relationships with many of the major builders in the Bay Area including Lennar, Olson Company, Pulte, Standard Pacific, DR Horton, O'Brien Group and more.

As an active member of the local Home Builder Associations in Northern California, Linda understands the power of networking and has chaired and served on numerous committees. She has been named both local and regional Associate of The Year for the HBA of Northern California and received the President's Award from the Women's Council. She is currently the HBANC Sales and Marketing Council President, serves on the HBA of Northern California's Board of Directors and heads the Public Relations for The local chapter of HomeAid. She has served as the California Building Industry Association State Women's Council President and is active at the National level of the Women's Council and Public Affairs Committee.



BILL PIETSKY

*Founder and creator of **THE PIETSKY METHOD***

As an extraordinarily successful sales and marketing veteran of the home building industry, Bill has traditionally used his unique method to not only increase sales, but to quite often outsell his competitors. Bill recently returned to Southern California from Hawaii where he was Senior Vice President of Sales and Marketing – The Howard Hughes Corporation, Hawaii. There he was primarily responsible for the residential sales activity at Ward Village where he broke sales records, capturing more than 50% of the directly competitive market share. For fifteen years Bill was Vice President of Sales and Marketing for Shea Homes of Southern California. Shea is America's largest privately held homebuilding company. There he successfully united six homebuilding divisions across the country as well as Shea Design Studio, Shea Mortgage, Shea Escrow Services and Shea Properties into one national brand. He oversaw all aspects of sales and marketing across four counties, including up to twenty-six concurrently active subdivisions with more than sixty sales people, and he was the state-wide corporate broker. Bill held similar positions with Lennar Urban and John Laing.

He has been honored with dozens of industry awards including Sales Manager of the Year and Marketing Director of the Year by the (BIA) Building Industry Association. He is a frequently called upon guest speaker at PCBC (Pacific Coast Builders Conference) and the (NAHB) National Association of Home Builder events. Bill was a guest lecturer at the University of California Irvine for their MIRM (Member of the Institute of Residential Marketing) for six years. Most recently, Bill was honored as an Eliant Certified Consultant.

THE NATIONALS 2020 JUDGES



STEVE L. SHOEMAKER, MIRM
Vice President of Sales & Marketing
Ideal Homes

Steve Shoemaker is the director of marketing for Ideal Homes. Ideal is the largest builder in Oklahoma and the recipient of numerous local and national awards including “2007 America’s Best Builder”, and most recently 2010 “Builder of the Year” by Professional Builder Magazine. At Ideal Homes Shoemaker and his staff manage all programs designed to drive qualified foot traffic to 17 community model homes. Shoemaker oversees all components of brand management, research, advertising, public relations, web development, customer relations, REALTOR relations, special events, and sales support.



ELLEN WEESE
President
Five Star Interiors

Ellen Weese is the president of Five Star Interiors, a nationally recognized Interior Design Firm specializing in the Interior architecture and merchandising of model homes. With 25 years’ experience working in the home building industry, Ellen has had the opportunity to see and judge product throughout the United States as well as earning numerous Local, Regional and National Awards. As an active member of the Home Builders Association of Greater Austin and The National Association of Home Builders, she enjoys contributing to the industry that she loves.

THE NATIONALS 2020 JUDGES



KELLY ANN ZUCCARELLI

*National Sales Manager for Builder and New Construction Condominium
Wells Fargo Home Mortgage*

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.

THE NATIONALSSM ADMINISTRATORS • FACILITATORS OF JUDGING

Lisa Parrish

Nationals Administrator
TeamPMP
Alta Loma, CA

Shane Parrish

Nationals Administrator/Producer
TeamPMP
Alta Loma, CA

Staff

Joseph McGaw, Executive Director — NAHB/NSMC

Special thanks to:

WESTON | MASON MARKETING

for their outstanding design, digital marketing, and collateral.



National Sales
& Marketing Council

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



MELINDA BRODY, MIRM, CSP

Melinda was an icon in the home building industry, founding Melinda Brody & Company in 1986, as one of the only video shopping firms to focus solely on home builders. Melinda held the MIRM designation (Master in Residential Marketing) and was a six time MAME award winner (Major Achievement in Marketing Excellence). In 2015, she was recognized as the recipient of the distinguished John P Hall Award at the Southeast Building Conference (SEBC) Excel Awards. This highly recognized achievement, by nomination only, is bestowed upon an individual who has shown a commitment to excellence, professionalism, and true dedication to the home building industry. Melinda held the CSP designation (Certified New Home Sales Professional) from the National Association of Home Builders and an additional CSP designation (Certified Speaking Professional®) from the National Speakers Association (NSA). The CSP is the most prestigious earned designation conferred by NSA to approximately only 17 percent of members. A nationally recognized speaker, Melinda was a regular fixture

on the platform at the International Builders Show (IBS), The Southeast Builders Conference (SEBC), and almost every Home Builders Association across the country. Known for her humor and directness, her professional passion was training, coaching and speaking to new home sales associates providing insight and advice on how to perfect their sales presentations.

Melinda had the unique benefit of incorporating actual mystery shopping video clips of best practices into her sales seminars and sales training products. Not only did she teach salespeople how to deliver the best presentation possible, she demonstrated real life examples from the field. It was considered a high honor to be showcased by Melinda as one of the top performers in the nation. In 2013, Melinda accomplished one of her life goals, writing and publishing “They Said What: Behind the Scenes of 25,000 Undercover Video Mystery Shops” which provides training tips and resources along with examples of the best and worst in video shopping for new homes salespeople. Melinda was named one of the “Top 25 Businesses in Orlando” by the Greater Orlando Chamber of Commerce. She was a proud member of the National Speakers Association for more than twenty years and the Greater Orlando Home Builders Association, Florida Home Builders Association and the National Home Builders Association.

She also believed in giving back to her community and was involved with Dress for Success and the American Cancer Association.

As team captain for “Mel’s High Steppers” for the American Lung Association’s Fight For Air Climb – Orlando, Melinda inspired others to raise funds to help those affected by lung disease.

Retiring in 2016, Melinda pursued her passion for exploring the world, visiting Indonesia, South Africa, Iceland and many other exotic locations. Today Melinda’s legacy lives on through her daughter, the company that bears her name, and the many lives she inspired with her mega-watt smile, fantastic sense of humor, warrior spirit and zest for life.

ROOKIE SALES PROFESSIONAL OF THE YEAR

GOLD AWARD



Being a rookie salesperson at a high-profile condominium like 99 Hudson alongside sales professionals who have decades of new home sales experience was intimidating, but I did not shy away from the challenge and I attribute much of my success to learning from my teammates' advice and experience. I made sure to learn every detail possible about our product, market, competition, financing, and sales techniques. Using this knowledge, I continue to polish my presentation, gaining more and more confidence in my sales skills with each sale. I find myself exceeding all my sales goals, helping 99 Hudson to take the title of fastest selling new development in New Jersey. I went from being a customer buying my first home at 99 Hudson to becoming the top agent selling over \$42,000,000 worth of homes there in one short year!

Ye Zhang

*The Marketing Directors
China Overseas America
Jersey City, NJ*

SILVER AWARD

Colby Marceau

*Strategic Sales and Marketing Group, Inc
Irvine, CA*

Taylor Lybarger

*New Home Star
Goodall Homes
Huntsville, AL*

Manny Patino

*Red Cliff Homes
Las Cruces, NM*

SALES PROFESSIONAL OF THE YEAR

GOLD AWARD



Mahtty Kowalik

Toll Brothers

San Juan Capistrano, CA

Mahtty was assigned to one of our newest communities, Ocean Hills at Pacifica San Juan, after successfully selling approximately \$302 million at Alta Vista in approximately 18 months! She accomplishes this feat by being a collaborator, facilitator, and looking for opportunities to elevate others around her. While she was currently at Alta Vista, Mahtty sold and closed escrows up to the last minute there, while starting to focus on her new community of Ocean Hills. She jumped in and started partnering up with our Online Sales Consultants, so to follow up on and or communicate with interested leads, creating excitement from the beginning for the new community...even setting up meet & greets on the dirt lots (prior to having access to a sales office)! This past June, during our annual Toll Brothers' Awards, Mahtty and her Sales Associate, Juan Hernandez, were acknowledged by our Online Sales Department, for receiving the Online Sales Partner of The Year award since they worked closely with the department to nurture the leads! The SoCal Online Consultant, Jacqueline Lara, presented the award by saying "...well before their community opening this past October, they were actively contacting the priority list members to get them to the finish line...they helped to convert eight deposits! Also, I was honored to work with them at their Model Grand Opening this past May. I receive so many compliments about Mahtty and Juan from customers after meeting them, all raving about their service and kindness. Together, the enthusiasm and dedication, they approach work with, is a thing to be admired. Thank you both for making our jobs easy!" This past week, at a national Toll Brothers' Online Sales conference, Mahtty) and Jacqueline were acknowledged for their professional and supportive partnership.

SILVER AWARD

Susie Joyce

The Marketing Directors

AWRE

Rye, NY

Micah Ross

Shea Homes

San Diego, CA

Emily Joseph

M/I Homes

Dallas, TX

Rumana Ahmed

Van Metre Homes

Lorton, VA

SALES TEAM OF THE YEAR

GOLD AWARD



Graig Lee, Mike Lucewicz, Brittney Threestar, Erum Ahmed, Tiffany Caricchio, Melody Simec
Toll Brothers
Irvine, CA

When you meet the sales team consisting of: Graig Lee, Melody Simec, Mike Lucewicz, Brittney Threestar, Tiffany Caricchio and Erum Ahmed, you know that you have come across something special. The joy and enthusiasm you get from meeting each team member is a reflection to how well they all work together to achieve their end goal to provide the client with an amazing experience.

The team's motto: "Take care of each other" is more than apparent in the way they work. Graig guides the team through all aspects of the customer journey, ensuring customer experiences are taken care of from start to finish. Tiffany, Brittney, and Melody are strong on the sales floor, while Mike and Erum are great at managing the buyers in escrow. It is a well-oiled machine and it is a spectacular thing to see in action.

The Vistas Team should receive this award because they truly are one of the best in the industry. They sold 50 homes (\$153.7 million in volume) and closed 99 homes (\$327.9 million in volume). Their ability to rise to any challenge, put together creative marketing campaigns, bring in sales and traffic, and provide the customer with top notch service all during an evolving tougher market, is truly remarkable. The team works well together and is a shining example of what teamwork can really accomplish.

SILVER AWARD

Edwin Blanco, Helena Liu, Ye Zhang, Monica Trujillo and Anisa Hysenagolli
The Marketing Directors / China Overseas America
Jersey City, NJ

Zeny Androus and Michele Winick
2nd Avenue Sales & Marketing
Adept Urban
Pasadena, CA

Lisa Chester, Tania Waheed and Marianne Del Giudice
International Home Marketing Group
Elliott Taube
ON, Canada

LEASING TEAM OF THE YEAR

GOLD AWARD



Sara Madsen, Ellie Kim, Steve Eisler and Matt Stapleton

The Marketing Directors / Hartz & The Maxal Group

Weehawken, NJ

Despite facing challenges throughout the leasing process, the Harbor 1500 leasing team never wavered. This team's heart, dedication, and perseverance are a testament to Harbor 1500, and their unprecedented success.

ONLINE SALES COUNSELOR OF THE YEAR

GOLD AWARD



Chantee Brown

*M/I Homes
Dallas, TX*

Chantee joined our Division in April 2018 with no prior experience as an Online Sales Counselor and having never been employed by a homebuilder. Being the only Online Sales Representative in Dallas, Chantee has exceeded expectations on a multitude of metrics! Out of 16 divisions, she immediately took our divisions' Online Sales metrics from last place in the company to first and has stayed in first place the entire time she has been in this role!

Because of her significant impact, she was appointed by Will Duderstadt to the National Website Advisory Committee for M/I Homes in 2019 as the Online Sales representative. She was also selected to help develop and lead the implementation of a new CRM system for all divisions. In addition, she is called upon by other division VP's to coach and mentor their Online Sales Specialists as well as lead Roundtable meetings for Online Sales managers nationwide. In a short year and a half, she has earned the respect of her teammates as a trusted partner in the sales process and as a key player in M/I Homes' success in Dallas/Ft. Worth.

SILVER AWARD

Jennifer Ring

*Dorn Homes
Prescott, AZ*

Sarah Cronk

*Caruso Homes, Inc.
Crofton, MD*

Lyndsey Comment

*Toll Brothers
Ashburn, VA*

ONLINE SALES TEAM OF THE YEAR

GOLD AWARD



Lacy Warburton and Tanner Brewster

Stylecraft
College Station, TX

Our dedication to Stylecraft and the OSC role as a team is truly innovating, and has proven to have a large impact on our new home sales.

By the end of 2018, The Stylecraft team had set almost 1,000 appointments. An increase of 49% from 2017! This was nearly twice what The Stylecraft team could have done alone.

Now nearing the end of 2019, as of September The Stylecraft team have accumulated more than 1,300 appointments with 3 months left to go! The Stylecraft team are predicting a 60% increase of leads and appointments from 2018–2019.

SILVER AWARD

Gina Hollern, Lacy Nunez, Lori Garcia

DR Horton
San Antonio, TX

Jessie Greene and Faith Felix

Mungo Homes
Irmo, SC

SALES MANAGER OF THE YEAR

GOLD AWARD



Cassian Bernard

*M/I Homes
Dallas, TX*

Cassian's success in sales management can be attributed to his servant leadership. His authentic "caring coach" approach to people development and problem solving inspires the hearts and minds of his team, promoting a culture of collaboration and performance accountability. Cassian places his own self-interest aside to steward and empower his team to grow and experience success. His approach is collaborative and team focus to yield the best results! — *Bob Powley, VP of Sales & Marketing*

Cassian's enthusiasm for everything he does is infectious. He has a drive to motivate his team to achieve excellence within themselves and their career in the most uplifting and positive manner. He is always there to help strategize, share and see problems from a different perspective in order to assist in solutions. The culture he creates around him is about teamwork and power of learning from and growing with your peers. With his mentorship, I have not only had the best results of my career, award 2019 McSam's Sales Professional of the Year, but also have been able to expend myself with his encouragement to help my peers achieve greatness.

Cassian Bernard is the best example why positivity in leadership is so important. Not only does his ways of motivation make an amazing work environment, but it reignites our passion for this industry! — *Emily Joseph, New Home Consultant*

Cassian's leadership sets him apart from any other leader I have ever worked with. He challenges me daily to go beyond my comfort zone, which has allowed me to grow and excel in ways I never imagined. He has a true gift for knowing his team's potential and inspiring us to never stop learning and aiming for new heights! — *Chantee Brown, Internet Sales Manager*

SILVER AWARD

Kimberly Hults

*The Marketing Directors
DeBartolo Development & Advance Realty
Harrison, NJ*

April Gingras

*Pardee Homes
San Diego, CA*

Wendy Sinderhoff

*Strategic Sales and Marketing Group, Inc
Tustin, CA*

Micheal Flores

*Red Cliff Homes
Las Cruces, NM*

MARKETING PROFESSIONAL OF THE YEAR

GOLD AWARD



Suzanne Maddalon
Freehold Communities
Austin, TX

Although each Freehold Community is as unique as its setting, the principles developed by Suzanne are the thread that ties them together. Further research showed that most prospects had been bypassing the typical community information center and heading directly to the model homes. This meant they were missing valuable community information. At the same time, findings also showed that during their information-gathering phase, most prospects preferred to talk with residents about their experience in the community, rather than being “sold” by a salesperson.

SILVER AWARD

Kim Phillips

The Howard Hughes Corporation
The Woodlands, TX

Channa Calzone

Minto Communities
Tampa, FL

Stephanie Babineau

Amacon Developments
ON, Canada

Melissa Guerra

Newmark Homes Houston
Katy, TX

SALES & MARKETING COUNCIL OF THE YEAR
GOLD AWARD (200–300 MEMBERS)



**Greater Sales & Marketing Council of Building
Industry Association of Southern California**
Irvine, CA

SILVER AWARD

**Tampa Bay Builders
Association**
Tampa, FL

**BIA San Diego Sales and
Marketing Council**
San Diego, CA

**Denver Metro HBA Sales &
Marketing Council**
Denver, CO

SALES & MARKETING COUNCIL OF THE YEAR
GOLD AWARD (OVER 300 MEMBERS)



Triangle SMC
Raleigh, NC

SILVER AWARD

NEFBA Sales & Marketing Council
Jacksonville, FL

LIFESTYLE DIRECTOR OF THE YEAR

GOLD AWARD



Page Austin

*Hillwood Communities
FirstService Residential
Argyle, TX*

Page Austin has pushed the role of lifestyle director far beyond that of a party planner, although she certainly does that. She planned more than 340 events and activities for residents in Oct 2018-Oct 2019, introducing several new resident groups to serve the varying needs of the community.

Beyond the events, however, Page is often the face of our community, attending city council meetings, meeting with the fire and police chiefs, and visiting local schools. She meets with consultants regularly and gives presentations to Realtors about the thriving lifestyle program. She also meets with builder sales consultants to educate them on the type of lifestyle their prospective buyers can enjoy.

Further than that, Page also writes a monthly column in the local newspaper. She also works closely with the HOA and is a trusted resource for residents who may not understand fully how an HOA works. Conversely, she at times serves as a resident spokesperson to the HOA. Page also is the voice for our community and helps manage Facebook, Instagram, Snapchat and Twitter pages with impressive engagement, spreading news of resident events, accomplishments and milestones.

SILVER AWARD

Airess Eatmon
*Tellus Group LLC
Prosper, TX*

Rachel Johnson
*The Howard Hughes Corporation — Bridgeland
Cypress, TX*

Monaca Onstad
*Schroeder-Manatee Ranch
Lakewood Ranch, FL*

Alexandra Sievers
*The Tribute — CMA Management
Matthews Southwest
The Colony, TX*

NAHB/NSMC ONE TO WATCH AWARD

GOLD AWARD



Will Duderstadt

*M/I Homes, Inc
Columbus, OH*

Prior to working in Home Building, Will spent five years at Apple, Inc., overseeing local event schedules; including product launches, workshops, briefings, and presentations.

He joined M/I Homes as a Marketing Manager in 2011. In 2013, I was awarded the “Corporate Excellence Award” at M/I Homes, Inc. for his contribution to the growth of electronic channel. Having developed and nurtured multiple lead generation source to grow total new lead count 15% - 20% each year. Total sales sourced from the internet channel have increased over 55% since I joined.

Beginning in 2015, he began contributing regularly at the NAHB International Builder Show. 2020 will mark his sixth year of presenting Digital and Creative Marketing education at this trade show. In addition to IBS, he has invested time in educating others at PCBC, SMX, Digital Summit, TSMC in Raleigh and a variety of other events.

In January 2016, named to Zillow Group’s “New Home Builder Advisory Board” alongside a collection of his peers.

July 2018 he was named the VP of Digital Marketing and now oversees all online content, online marketing campaigns, lead generation, SEO, PPC, SEM, Social Media and content strategy for 15 divisions in 11 states.

At M/I Homes, Inc., he directly manages a team of content creators, digital marketers, and creatives. It’s my belief that continued education is critical to the success of each individual and ultimately, the company. I work with each employee to create a personal growth plan that supports their role and long term interest in the industry.

SILVER AWARD

Matt Riley

*Group Two Advertising
Philadelphia, PA*

Kelly Hanson

*Anderson Hanson Blanton
Dallas, TX*

NSMC ASSOCIATE OF THE YEAR

GOLD AWARD



Mollie Elkman

Group Two Advertising
Philadelphia, PA

Mollie Elkman is the president and owner of Group Two, a full-service new home marketing agency that specializes in connecting builders with buyers. She has dedicated her life to serving builders and the housing industry. When Mollie joined group two in 2006, there was a team of 4 people who worked with 12 builders. With her curiosity in consumer behavior, she was able to bring those builders to the forefront of social media marketing which was a catalyst in the growth of Group Two. She took over as owner in 2013 and now leads a team of 30 people who provide marketing services for over 80 homebuilding companies across the country, many of which are on the top 100 and 200 builder lists.

Over the past year Mollie has continued to demonstrate her commitment to serving builders and the industry by working with NAHB and three regional HBA's to create the first collaborative SMC in her region. She is proud to be the founding president and to be able to utilize Group Two resources and space to hold monthly meetings. Mollie also co-created and hosts "Building Perspective" a new podcast which promotes conversation and continued education around new home sales and marketing. Mollie was a 2019 speaker for the Professional Builder 40 under 40 and Women in Residential Construction (WIRC) conferences. She co-hosted HomebuilderTECH 2019, a conference dedicated to furthering the education of builders and sales and marketing professionals on how to utilize today's technology to reach more buyers.

Mollie is honored to be selected to speak on the topic of "trendsetting" at the 2020 Super Sales Rally at IBS. She is also immensely proud to have Group Two recognized as a winner of "Best Places to Work" by the Philadelphia Business Journal for the third time.

MORTGAGE PROFESSIONAL OF THE YEAR

GOLD AWARD



Michael Borodinsky
Caliber Home Loans
Edison, NJ

Throughout his career, Michael has specialized in supporting the new home building industry and has been a member of the New Jersey Builders Association (NJBA) for the past 25 years. He has been honored by the NJBA with the prestigious “Chairman’s Award” for his contributions to the sales, marketing, and political action committees. He has been elected to the NJBA Associate Hall of Fame and has been awarded the Associate of the Year by the NJBA for 2013. He also received the Sales and Marketing Award (SAM) as Associate Sales Manager of the Year by the NJBA. He served as President of the Metro Builders and Contractors Local Association after holding elective office there for the previous 5 years.

Currently Michael serves as Vice President of Associate affairs at NJBA and is Vice Chairman of the state’s political action committee. Michael has also donated his time by serving as President of the National Kids Construction Club, a non-profit organization dedicated to education children in home safety and introducing them to the construction trade, and by raising needed funds and awareness for Morris Habitat for Humanity (NJ). He has served as commissioner of basketball for the Livingston NJ in town recreation league for the past 5 years and current serves as a board member of the Livingston NJ Youth Sports Council. Michael’s expertise and industry knowledge has made him a valued resource throughout the housing and finance community. He has spoken at numerous housing seminars, Cap Rate Events, and has been featured in various industry related articles in the Washington Post, NY Times, NJ Star Ledger, as well as National Public Radio. Michael completed a multi-year venture as radio host of “The Mortgage Corner” on WCTC in New Brunswick (NJ). The weekly show focused on housing and finance related material. He was a weekly blogger for the News Funnel, one of the largest on-line housing and financial industry digests. Michael recently launched a new podcast series (“Reasonably Speaking”) focusing on housing, finance, market news and trends.

SILVER AWARD

Gina Myers
Intercoastal Mortgage Company
Fairfax, VA

John Pyne
Intercoastal Mortgage Company
Fairfax, VA

BEST LOGO DESIGN

GOLD AWARD



Exchange District

Toronto, Canada

Builder/Developer: Camrost Felcorp

Marketing Director: Christopher Castellano

Ad Agency: Gladstone Media

[PLAY VIDEO](#)

The objective was to create a versatile logo, appealing to investors and first-time buyers alike, which would be able to address the multitude of buildings, services, and retail offerings in a new urban master-planned mixed-use community. This community is the cornerstone of the evolution of downtown Mississauga as the city continues to move from horizontal to vertical sprawl.

The logo itself is meant to pay homage to the high minimalist fashion of Japan while also seamlessly imitating the building's off-set cube structure and spelling out the first letters ["E", "D" and "M"] of the project's name. Ingeniously, by mimicking the building design with our logo, we are able to add a pop of color to the top line of the logo, allowing for immediate distinction between the phases, as each physical phase has a uniquely colored crowning lightbox. Conversely, when talking generally about the master-planned community, a monochromatic logo is used, this allows our audience a simple way to differentiate between the phases, the master-planned community, and other services/retail without changing logos.

SILVER AWARD

The Farm

Ventura, CA

Builder/Developer: Williams Homes

Marketing Director: Adriana Madison

Ad Agency: Weston/Mason Marketing

Riverwalk Place

Tampa, FL

Builder/Developer: Two Roads Development and Feldman Equities LLC

Ad Agency: United Landmark Associates

Notting Hill

Toronto ON, Canada

Builder/Developer: Lanterra Development

Marketing Director: Karina Wieser

Ad Agency: Montana Steele Strategic Marketing

Sky Ranch

Covenant Hills, CA

Builder/Developer: The New Home Company

Marketing Director: Megan Eltringham

Ad Agency: Paolucci Salling & Martin

Waterline

Point Richmond, CA

Builder/Developer: Shea Homes

Marketing Director: Michele Cervantez

Ad Agency: Gauger + Associates

11 Yorkville

Toronto, ON, Canada

Builder/Developer: RioCan / Metropia / Capital Developments

Marketing Director: Lee Koutsaris and Amanda Milborne Ireland

Ad Agency: Montana Steele Strategic Marketing

BEST GRAPHIC CONTINUITY

GOLD AWARD



Latitude Margaritaville Daytona Beach

Daytona Beach, FL

Builder/Developer: Minto Communities

Marketing Director: Channa Calzone

Ad Agency: Minto Communities Overabove

[PLAY VIDEO](#)

This community represents a totally new concept in active adult living for those 55 and better who are growing older but not up. The community's exciting and inviting story is conveyed via colorful, light-hearted graphic design and creative copy that are consistently applied to all branding elements, including advertising, collateral materials, online, social media, sales center design and even team attire. The logo sets the tone with a palette of sea and sand that brings to mind visions of sandy beaches, ocean breezes and sparkling seas.

The latitude and longitude of the community are cleverly incorporated into the design, and a striking stylized compass rose is at its center. The use of vivid tropical colors, playful typography, island-inspired amenities renderings, and images of active, happy residents enjoying the community's "no worries" lifestyle of fun, food and music call to the target market. An interactive website includes an online Paradise Club that has more than 245,000 prospective home buyers registered to receive regular e-blast updates, event invitations and Barefoot Bulletin newsletter. Additional assets include billboard, print and broadcast advertising, lifestyle video, active social media program and comprehensive collateral package with brochure promising that, here, "You'll find everything but boredom."

SILVER AWARD

ARTAVIA

Conroe, TX

Builder/Developer: Airia

Development Company

Marketing Director: Lisa Connell

Ad Agency:

Anderson Hanson Blanton

Imagia

Bogotá, Colombia

Builder/Developer:

Bernardo Escallón & Asociados

Marketing Director: Esteban Castro

Ad Agency: Grupo4S

11 Yorkville

Toronto, ON, Canada

Builder/Developer: RioCan /
Metropia / Capital Developments

Marketing Director: Lee Koutsaris
and Amanda Milborne Ireland

Ad Agency: Montana Steele
Strategic Marketing

Waterline

Point Richmond, CA

Builder/Developer: Shea Homes

Marketing Director:

Michele Cervantez

Ad Agency: Gauger + Associates

RUSH

Toronto, ON, Canada

Builder/Developer: Alterra

Marketing Director:

Roberto Yangosian

Ad Agency: The Brand Factory

BEST BROCHURE — BUILDER

GOLD AWARD



Thomas James Homes

Aliso Viejo, CA

Builder/Developer: Thomas James Homes

Marketing Director: Gina Nixon

Ad Agency: Milesbrand

After perfecting their business model to become the largest, single-lot, new home replacement builder in the country, this builder acquired unlimited growth funding in 2018. To help fuel this growth, they needed a total refresh of their brand, from logo and graphic identity, to website, collateral, signage, digital assets, and more. The Strategy was to simplify the complex process of building new, single-family homes on one scattered lot at a time, across multiple markets in LA (San Francisco South Bay launching late 2019, Seattle launching 2020), into a brand promise that delivers exactly what people want, but don't know exists: The Right Home. Right Where You Want It.

The results where this builder had never marketed directly to consumers until the new website launched on May 20, 2019. This brochure is part of a comprehensive branding and marketing strategy that has produced 91 sales through October 9, 2019, generating over \$350 million in revenue, \$500 million expected by year end in LA only.

SILVER AWARD

Expectations Guide

Broadlands, VA

Builder/Developer:

Van Metre Homes

Marketing Director:

Glenn Forester

Custom Homebuilding Guidebook

Canton, OH

Builder/Developer:

Schumacher Homes

Marketing Director:

Mary Schumacher Becker

Grand Homes Brochure

Addison, TX

Builder/Developer:

Grand Homes

Marketing Director:

Melissa Brooks

BEST BROCHURE — COMMUNITY

GOLD AWARD



11 Yorkville

Toronto, ON, Canada

*Builder/Developer: RioCan / Metropia /
Capital Developments*

*Marketing Director: Lee Koutsaris and
Amanda Milborne Ireland*

Ad Agency: Montana Steele Strategic Marketing

With a target audience seeking a luxury residential experience, a price point positioned at the high end of an exclusive Toronto neighborhood, and an iconic building design bringing a Manhattan sensibility north of the border, this community brochure faced a demanding task – introduce a world-renowned address and convey its impressive level of luxury, innovation, and design in a printed form. The pronounced vertical lines of the building architecture and interiors are echoed in the crisp lines of large serif letters that introduce sections and body copy, mimicking the layouts of high-end magazines like Vogue and Vanity Fair, publications beloved by the target audience. Subheads and body copy are laid out in a clean, sans serif typeface, distinguished by all caps or sentence case, maximizing legibility and creating an intuitive information hierarchy for the reader. Content sets a glamorous tone, leveraging the building’s wine-focused amenities (including a wine lounge and piano bar) in copy that compares building features to well-known wines. There is also a section that promotes “Toronto the Great” and underscores the investment potential in Yorkville, information that appeals to the global investor target audience who want to be sold on the benefits of Toronto.

SILVER AWARD

The St. Regis Residences, Rye

Rye, NY

*Builder/Developer: AWRE
c/o The Marketing Directors*

Marketing Director:

Adrienne Albert/Denham Apperley

Ad Agency: RODE Advertising

The Residences Mandarin Oriental Honolulu

Honolulu, HI

Builder/Developer:

Mana’olana Partners, LLC

Marketing Director: Tyler Strateman

Ad Agency: InterCommunicationsInc

The Stockyards District

Toronto, ON, Canada

Builder/Developer: Marlin Spring

Marketing Director: Erin Millar

Ad Agency: Gladstone Media

Empire Maven

Toronto, ON, Canada

Builder/Developer: Empire Communities

Marketing Director: Sue MacKay

Ad Agency: Empire Communities

BEST BROCHURE — MASTER PLANNED COMMUNITY

GOLD AWARD



Summerlin

Las Vegas, NV

Builder/Developer:

The Howard Hughes Corporation

Marketing Director: Danielle Bisterfeldt

Ad Agency: Robertson+Partners

The community is a dynamic, transformative place. You can call it many things—a master planned community, a global fashion, dining, retail and resort destination, a hub for professional sports, a gateway to the great outdoors, a city unto itself—it's a place for many to love for different reasons. Our scope and maturity challenges us to transcend transactional, product-focused residential marketing and build a truly human-centered brand that creates a set of shared values and defines our greater place in the world and in people's lives. We're finding that today's evolving lifestyle trends are not specific to one age group or socio-economic category. They're pervasive and multi-generational—defined more by attitude and personal values than life stage or status.

Ultimately, our target audience is everyone and the challenge is speaking to them as individuals in a multi-channel media world where one message does not fit all. Our Be Part of Something Beautiful campaign weaves a common human thread which allows people to define beauty on their own terms—a feeling, a moment, a person, a place, an action—anything you create. And that's what our campaign invites people to do—create beauty. What could be more beautiful than that?

SILVER AWARD

Latitude Margaritaville Daytona Beach

Daytona Beach, FL

Builder/Developer: Minto Communities

Marketing Director: Channa Calzone

*Ad Agency: Minto Communities/
United Landmark Associates*

Tesoro Viejo

Madera, CA

Builder/Developer: Tesoro Viejo Development Inc.

Marketing Director: Karen McCaffrey

Ad Agency: Greenhaus

Notting Hill

Toronto ON, Canada

Builder/Developer: Lanterra Development

Marketing Director: Karina Wieser

Ad Agency: Montana Steele Strategic Marketing

ARTAVIA

Conroe, TX

Builder/Developer: Airia Development Company

Marketing Director: Lisa Connell

Ad Agency: Anderson Hanson Blanton

BEST BROCHURE — URBAN MASTER PLAN

GOLD AWARD



Exchange District

Mississauga, ON, Canada

Builder/Developer: Camrost Felcorp

Marketing Director: Christopher Castellano

Ad Agency: Gladstone Media

The objective was to create an engaging brochure that not only showcased the individual tower we were marketing but also educated prospective purchasers, end-users and investors, about the master-planned mixed-use community. We needed to develop a brochure that not only appealed aesthetically but also one that inspired consumer confidence for the project. The color palette was inspired by Tokyo's high fashion. Using a matte black base with an intense fuchsia color pop, chosen to create a simplistic elegance easily understood by prospective purchasers. We showcased extensive spot UV'd images, a vellum page and incorporated soft touch into the cover to ensure a high production quality.

The primary tagline, "Exchange your perspective," played off the project's name and was shown visually through our hero imagery of a larger-than-life model sitting amidst a landscape of buildings. We heavily relied on nighttime images to communicate the sleek urban nightlife feel of the master-planned community while also focusing strongly on the location's amenities. Through pops of color, original photography, extensive amenity detailing, and a consistent campaign language playing off the letters 'ex,' we were able to concisely and effectively communicate the project as a new destination and solidified the project as the hub for the new downtown Mississauga.

BEST DIRECT MAIL PROGRAM

GOLD AWARD



At Home With Schell Brothers

Rehoboth Beach, DE
Builder/Developer: Schell Brothers
Marketing Director: Alyssa Titus

At Home with Schell Brothers magazine is published twice a year by the marketing team at Schell Brothers. Its main purpose is to create a touch point with our existing homeowners and increase brand awareness with the general public. The magazine showcases the quality of our product, communities, and local area without directly ‘selling’, and highlights our unique company culture and the Schell difference. Every issue of our lifestyle magazine features a homeowner story, design dos & don’ts, employee Q&As, community and model home feature, and tips for weekend getaways.

We’ve partnered with a local fine dining restaurant to bring mouth watering recipes to our readers in each issue. We also connect with local business owners who provide professional advice on landscaping, floral decor and more. The premier issue of At Home with Schell Brothers was published in December 2018 and distributed to our homeowners and prospects, and made available to the public at our model homes and some local businesses. It was met with overwhelmingly positive response. The magazine is truly a labor of love for the marketing team at Schell and we hope that it inspires our homeowners and the community to relish every aspect of home.

SILVER AWARD

The Residences Mandarin Oriental Honolulu

Honolulu, HI

Builder/Developer: Mana’olana Partners, LLC
Marketing Director: Tyler Strateman
Ad Agency: InterCommunicationsInc

The Park Bankers Hill

San Diego, CA

Builder/Developer: Zephyr Partners
Marketing Director: Sara Baumann
Ad Agency: Blufish Design Studio

South Cove

Dana Point, CA

Builder/Developer: Zephyr Partners
Marketing Director: Sara Baumann
Ad Agency: Blufish Design Studio

Tanu

Port Credit, Mississauga, ON, Canada

Builder/Developer: Edenshaw
Marketing Director: David McComb
Ad Agency: 52 Pick-up Inc.
Strategic Design // Communications

BEST SOCIAL MEDIA CAMPAIGN

GOLD AWARD



Obsession Social Media Campaign

Horsham, PA

Builder/Developer: Toll Brothers

Ad Agency: Toll Brothers In-House Agency

Sin collaboration with Craft Worldwide

[PLAY VIDEO](#)

From February to May of this year, The Toll Brothers team set out to try something a little different with The Toll Brothers team marketing efforts: a brand awareness campaign. The Toll Brothers team objectives were to promote The Toll Brothers team brand, spark aspirational interest in active home seekers and future home seekers alike, drive traffic to a specialized landing page that centered on the theme of obsession with a new home, and engage The Toll Brothers team audience in the conversation. The Toll Brothers team social media campaign ran a set of videos developed for the digital marketing campaign on posts with links to The Toll Brothers team landing page. Additionally, a hashtag was created along with an Instagram Story bracket challenge in which the public could vote for their favorite home images.

The Toll Brothers team's vendors and internal sales teams used the hashtag we created leading to additional traction. This was an unusual initiative because we used home designs from all over the country to promote the brand, so it was not focused on one community or one home. The Toll Brothers team met their marketing objectives with strong creative in our videos and landing page along with 74 social posts that led to 29,000 social engagements, 6,300 video views, and 15,800 blog pageviews.

SILVER AWARD

Lakewood Ranch

Lakewood Ranch, FL

Builder/Developer: Schroeder-Manatee Ranch

Marketing Director: Laura Cole

Ad Agency: SparkFire Branding

Bedford

South Corona, CA

Builder/Developer: The New Home Company

Marketing Director: Megan Eltringham

Ad Agency: Paolucci Salling & Martin

Tyler Lockett and the Design Studio

Bellevue, WA

Builder/Developer: Quadrant Homes

Marketing Director: Megan West

Ad Agency: Wick Marketing

Altis

Beaumont, CA

Builder/Developer: Pardee Homes

Marketing Director: Matt Sauls

Ad Agency: Wick Marketing

GOLD AWARD



Using the community’s dynamic image of the man lifting the woman in celebration in front of the spotlight lit building the selected visual was the focus of all of the community’s online marketing efforts. On first view the recipient might think that they had received communications from some swank resort, so the opening rate soared. In every case specific offerings were aggressively positioned to highlight the immediacy of the messaging, creating a truly exciting campaign.

Universal City Tower Two

Pickering ON, Canada

Builder/Developer: Chestnut Hill Developments

Marketing Director: Ralph Del Duca

Ad Agency: Montana Steele Strategic Marketing

[PLAY VIDEO](#)

SILVER AWARD

Notting Hill

Toronto ON, Canada

Builder/Developer: Lanterra Development

Marketing Director: Karina Wieser

Ad Agency: Montana Steele Strategic Marketing

Viridian Elements Launch

Arlington, TX

Builder/Developer: Viridian

Marketing Director: Debra Meers

Ad Agency: Blue Sky Marketing

Exchange District

Mississauga, ON, Canada

Builder/Developer: Camrost Felcorp

Marketing Director: Christopher Castellano

Ad Agency: Gladstone Media

Empire Maven

Toronto ON, Canada

Builder/Developer: Empire Communities

Marketing Director: Sue MacKay

Ad Agency: Empire Communities

BEST DIGITAL MARKETING CAMPAIGN

GOLD AWARD



Skyline

Santa Clarita, CA

Builder/Developer: Pardee Homes

Marketing Director: Lyndsay Fuller

Ad Agency: Wick Marketing

[PLAY VIDEO](#)

Launched July 2018 and geared to a November grand opening, this multi-dimensional, buoyant campaign helped drive 2500 new registrants to the interest list before opening celebrations. Selling lifestyle before having much to show onsite, online outreach focuses on what's in store at this community—fun, discovery, possibilities and simplicity—a rich roster of advantages for all ages.

Components include: e-blasts, publicity, progress updates, invites to special events and social media posts, including a community blog. Dedicated phone numbers for each interest list initiative or event invitation yielded accurate response analytics and enhanced profile data, helping the marketing team fine tune message points and creative elements.

Also key was cultivating the VIP interest list of prequalified buyers, and steady communication from Online Sales Counselors. www.lifeatskyline.com facilitated all efforts for the marketing team and new home shoppers This outreach framework continues to support fresh initiatives and positive dynamics as the community continues to unfold.

SILVER AWARD

Urban North Townhomes

Barrie, ON, Canada

Builder/Developer: Pace Developments / P2 Realty

Marketing Director: Pamela Ventresca

Ad Agency: NGEN Communications

Pecan Square

Northlake, TX

Builder/Developer:

Hillwood Communities

Marketing Director: Taylor Campbell

Ad Agency: Strada

Home Reimagined

Rehoboth Beach, DE

Builder/Developer: Schell Brothers

Marketing Director: Alyssa Titus

Ad Agency: Schell Brothers

The Woodlander

The Woodlands, TX

Builder/Developer:

The Howard Hughes Corporation

Marketing Director: Kim Phillips

Summerlin — Be Part of Something Beautiful

Las Vegas, NV

Builder/Developer:

The Howard Hughes Corporation

Marketing Director:

Danielle Bisterfeldt

Ad Agency: Robertson+Partners —

ThriveHive — Faiss Foley Warren

Public Relations

BEST PRINT AD

GOLD AWARD



Seagate Glasses Ad

Florida

Builder/Developer: Seagate Development Group

Ad Agency: Spiro & Associates

Seagate Development Group LLC, launched in 2015, is the shared vision of Bill Price, James Nulf and Matt Price. Since 1995, they have completed over \$500 million in sales and construction of luxury custom homes and helped develop more than three million square feet of office space and industrial parks locally. Seagate Development Groups brand is rooted in the belief that what other builders consider standard is substandard and what is labelled as an upgrade should be truly exceptional, one-of-a-kind and transformative. That is why Seagate Development Group came to Spiro & Associates looking for a brand rebirth. With year after year of continual growth, Seagate wanted to establish their brand definitively and stand by it.

Spiro & Associates created a bold print campaign that showcased Seagate's broad range of capabilities, with an emphasis on luxury homes. The two-page spread features an extreme closeup of a woman's face, wearing sunglasses. In the lenses are reflections of actual Seagate properties. The headline declares they are outright leaders in the industry. The body copy acknowledges the affluence and sophistication of those they build for. Logos of their divisions and their capabilities round out the announcement of their corporate brand position in dramatic fashion.

SILVER AWARD

Summerlin — Be Part of Something Beautiful

Las Vegas, NV

Builder/Developer: The Howard Hughes Corporation

Marketing Director: Danielle Bisterfeldt

Ad Agency: Robertson+Partners

The Stockyards District

Toronto, ON, Canada

Builder/Developer: Marlin Spring

Marketing Director: Erin Millar

Ad Agency: Gladstone Media

77 Greenwich

New York, NY

Builder/Developer: Trinity Place Holdings

c/o The Marketing Directors

Marketing Director: Jacqueline Uργο/Denham Apperley

Ad Agency: RODE Advertising

11 Yorkville

Toronto, ON, Canada

Builder/Developer: RioCan / Metropia /

Capital Developments

Marketing Director: Lee Koutsaris and

Amanda Milborne Ireland

Ad Agency: Montana Steele Strategic Marketing

BEST PRINT CAMPAIGN — SERIES OF ADS

GOLD AWARD



Summerlin — Be Part of Something Beautiful

Las Vegas, NV

Builder/Developer: The Howard Hughes Corporation

Marketing Director: Danielle Bisterfeldt

Ad Agency: Robertson+Partners

[PLAY VIDEO](#)

The community is a dynamic, transformative place. You can call it many things—a master planned community, a global fashion, dining, retail and resort destination, a hub for professional sports, a gateway to the great outdoors, a city unto itself—it's a place for many to love for different reasons. Our scope and maturity challenges us to transcend transactional, product-focused residential marketing and build a truly human-centered brand that creates a set of shared values and defines our greater place in the world and in people's lives. We're finding that today's evolving lifestyle trends are not specific to one age group

or socio-economic category. They're pervasive and multi-generational—defined more by attitude and personal values than life stage or status. Ultimately, our target audience is everyone and the challenge is speaking to them as individuals in a multi-channel media world where one message does not fit all. Our Be Part of Something Beautiful campaign weaves a common human thread which allows people to define beauty on their own terms—a feeling, a moment, a person, a place, an action—anything you create. And that's what our campaign invites people to do—create beauty. What could be more beautiful than that?

SILVER AWARD

Home Reimagined

Rehoboth Beach, DE

Builder/Developer: Schell Brothers

Marketing Director: Alyssa Titus

Lākhouse

Barrie, ON, Canada

Builder/Developer: Aalto Development

Marketing Director: Piia Alatalo

Ad Agency: Montana Steele Strategic Marketing

Lakewood Ranch

Lakewood Ranch, FL

Builder/Developer: Schroeder-Manatee Ranch

Marketing Director: Laura Cole

Ad Agency: SparkFire Branding

Menkes

Toronto, ON, Canada

Builder/Developer: Menkes

Ad Agency: The Brand Factory

BEST RADIO COMMERCIAL/CAMPAIGN

GOLD AWARD



Crosstown

Toronto, ON, Canada

Builder/Developer: Aspen Ridge Homes

Marketing Director: Roberto Yangosian

Ad Agency: The Brand Factory

[PLAY SPOT](#)

With 60 acres of space to live, work, play and thrive, this spectacular new master-planned community is innovative and modern. It's an opportunity to live in an ideal neighbourhood, a city within a city that gives you a taste of tomorrow. In the radio commercial to introduce the new community, we turn upside down the concept of every tomorrow being the same old same old by proposing, "What if you could make tomorrow better?" The question is answered by an upbeat-sounding young man: It's at this community where everything that makes Toronto great will be even better. In fact, it will be the perfect tomorrow, a place to live, work, play and thrive. The wording is simple and easy to understand, the offer, fresh and exciting. A feeling of high energy pervades the spot. We were lucky enough to secure the right to use New Order's Blue Monday as our soundtrack, and its cool synthesizer sound subtly underpins the promise of a better tomorrow, while also adding a compelling rhythm.

SILVER AWARD

Universal City Tower Two

Pickering ON, Canada

Builder/Developer: Chestnut Hill Developments

Marketing Director: Ralph Del Duca

Ad Agency: Montana Steele Strategic Marketing/

In2ition Realty

ARTAVIA

Conroe, TX

Builder/Developer: Airia Development Company

Marketing Director: Lisa Connell

Ad Agency: Anderson Hanson Blanton

Tridel at The Well

Toronto, ON, Canada

Builder/Developer: Tridel

Marketing Director: Agata Narancic

Ad Agency: The Brand Factory

Menkes

Toronto, ON, Canada

Builder/Developer: Menkes

Ad Agency: The Brand Factory

Friday Harbour Resort

Innisfil, ON, Canada

Builder/Developer: Geranium; Pemberton Group

Ad Agency: The Brand Factory

BEST 30–60 SECOND COMMERCIAL

GOLD AWARD



Friday Harbour Resort

Innisfil, ON, Canada

Builder/Developer: Geranium; Pemberton Group

Ad Agency: The Brand Factory

[PLAY VIDEO](#)

On Lake Simcoe’s Big Bay Point, 45 minutes from the Greater Toronto Area, this resort community infuses fun with relaxation, creating an invigorating blend of natural greenery and urban amenity. The community gives you that wonderful feeling you get on Friday, the day of the week you wish could last forever, its intrinsic promise of the weekend ahead. Our commercial showcases the lifestyle and speaks to the inherent high-value amenities of the resort. It evokes a feeling, woven through with footage showing the breadth of experiences available — all within a package that embodies elevated elegance. A soothing yet authoritative voice-over speaks to the poetry of the place “beyond our briefcases and boardrooms, a place that beckons us,” where we can “add one more log to the fire” and find adventure at every turn. The aspirational nature of the commercial speaks to people’s emotions, and effectively helps prospective owners picture themselves at this resort. A man leaps into the water, a boat leaves for a lake tour, two friends golf together, kids and parents play happily. All these inspiring vignettes trigger our target audience to find out how they can have this amazing Friday feeling 365 days of the year.

SILVER AWARD

Ave Maria

Naples, FL

Builder/Developer: Barron Collier Companies

Marketing Director: Andrea McLendon

Ad Agency: Milesbrand

Davidson Collection at Delta Coves

Bethel Island, CA

Builder/Developer: Davidson Communities

Marketing Director: Lenette Hewitt

Ad Agency: Breadtruck Films

Lights

Horsham, PA

Builder/Developer: Toll Brothers

*Ad Agency: Toll Brothers In-House Agency
in collaboration with Craft Worldwide*

Make Moves (Ready)

Austin, TX

Builder/Developer: Taylor Morrison

*Marketing Director: Stephanie McCarty,
Stormy Rasmussen and John Rodeman*

Ad Agency: 180LA

BEST VIDEO — LONG FORMAT

GOLD AWARD



Oak Bay

Port Severn, ON, Canada

Builder/Developer: Eden Oak

Marketing Director: Dennis Nam

Ad Agency: 52 Pick-up Inc.

Strategic Design // Communications

[PLAY VIDEO](#)

In order to portray the lifestyle experience available at this highly desirable community, we created a video that is in effect a short story. Our hero is a woman who moves into her dream home here – and instantly becomes part of its active lifestyle community. She meets a man to enjoy it all with and the video shows the pair participating in all of the many activities available. Rather than creating a typical video that extolls all the benefits of the community in a chest-beating format (aren't we great?), we created a story showcasing one woman's experience here. We let the story tell itself. You can feel her excitement, her happiness at having made the move here without actually saying it. The magic is its subtlety, its ability to quietly let the imagery do its work. Watching the video creates an emotional connection between the viewer and the project – the promise that a wonderful future is here. This video is a winner because it tells the story in a single minute – all of the advantages of living here are communicated through action and not words. It is compelling, interesting and unquestionably effective in creating a dream come true.

SILVER AWARD

Woodson's Reserve

Houston, TX

Builder/Developer: Toll Brothers

Marketing Director: Margarita Flores

Ad Agency: The Voice Society

11 Yorkville

Toronto, ON, Canada

*Builder/Developer: RioCan / Metropia /
Capital Developments*

*Marketing Director: Lee Koutsaris and
Amanda Milborne Ireland*

*Ad Agency: Montana Steele Strategic Marketing/
Binyan Studios*

Davidson Collection at Delta Coves

Bethel Island, CA

Builder/Developer: Davidson Communities

Marketing Director: Lenette Hewitt

Ad Agency: Breadtruck Films

Observatory Hill "A Day at DDO Park"

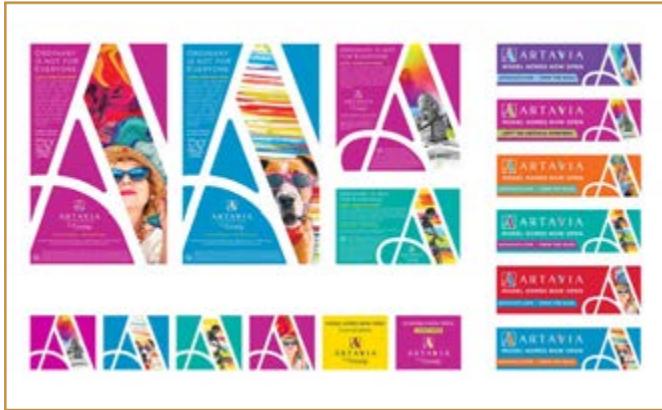
Richmond Hill, ON, Canada

*Builder/Developer: Aspen Ridge Homes / CountryWide
Homes / Regal Crest Homes / The Conservatory Group*

Marketing Director: Richard Mariani
*Ad Agency: NGEN Communications (ad agency)
Wings Films (video production)*

BEST OVERALL ADVERTISING CAMPAIGN

GOLD AWARD



ARTAVIA

Conroe, TX

Builder/Developer: Airia Development Company

Marketing Director: Lisa Connell

Ad Agency: Anderson Hanson Blanton

[PLAY VIDEO](#)

The graphic design steps outside of typical master-planned community marketing and makes the brand instantly recognizable. The bold colors and patterns are striking and impactful. They also visually communicate the community tagline: Live Colorfully. Another strong element used throughout the campaign is an Angle. The angles used for copy and color blocks mimic the angle of the “A” in the logo and are found in all campaign designs.

The imagery communicates lifestyle messages since the community is in the process of construction and the amenities are not complete/ready for photography. In the 3 weeks the community has been open for sales, 22 sales. Upon launch of campaign, website traffic went from average of 200 units daily to 2,000+ daily.

SILVER AWARD

11 Yorkville

Toronto, ON, Canada

Builder/Developer: RioCan / Metropia /

Capital Developments

Marketing Director: Lee Koutsaris and

Amanda Milborne Ireland

Ad Agency: Montana Steele Strategic Marketing

Thelement

San Luis Potosí, SLP, México

Builder/Developer: Promotora Delher

Marketing Director: Esteban Castro

Ad Agency: Grupo 4S Central SA de CV

Summerlin — Be Part of Something Beautiful

Las Vegas, NV

Builder/Developer: The Howard Hughes Corporation

Marketing Director: Danielle Bisterfeldt

Ad Agency: Robertson+Partners

Waterline

Point Richmond, CA

Builder/Developer: Shea Homes

Marketing Director: Michele Cervantez

Ad Agency: Gauger + Associates

BEST SPECIAL PROMOTION

GOLD AWARD



Latitude Margaritaville/ Wheel of Fortune Promotion

Daytona Beach, FL/ Hilton Head, SC
Builder/Developer: Minto Communities
Marketing Director: Channa Calzone
Ad Agency: Minto Communities
Overabove
[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 In an unprecedented promotion, Wheel of Fortune, Minto Communities and Margaritaville Holdings made it possible for one lucky viewer to win a new “Home Sweet Home” valued at \$350,000 at Latitude Margaritaville. The “Home Sweet Home Giveaway,” aired nationally October 29 through November 2, 2018. The winner will be revealed this fall during the kick off of Wheel of Fortune’s new season. Due to the success of the first promotion Wheel of Fortune, Minto and Margaritaville will partner again during the 2019-2020 television season for another special week of shows and “Home Sweet Home” giveaway in celebration of the Latitude Margaritaville lifestyle. This unique multi-channel integration includes premium in-show placement and tremendous digital exposure. As a result of the first promotion, a total of 161,000+ viewers of Wheel of Fortune opted-in to receive additional information on Latitude Margaritaville communities, resulting in multiple sales at Latitude Margaritaville Daytona Beach and Hilton Head. 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

Kindness Rocks

Rehoboth Beach, DE
Builder/Developer: Schell Brothers
Marketing Director: Alyssa Titus
Ad Agency: Schell Brothers (in house)

ARTAVIA

Conroe, TX
Builder/Developer: Airia Development Company
Marketing Director: Lisa Connell
Ad Agency: Anderson Hanson Blanton

Skyline

Santa Clarita, CA
Builder/Developer: Pardee Homes
Marketing Director: Lyndsay Fuller
Ad Agency: Wick Marketing

Urban North Townhomes

Barrie, ON, Canada
Builder/Developer: Pace Developments / P2 Realty
Marketing Director: Pamela Ventresca
Ad Agency: NGEN Communications

BEST LIFESTYLE PROGRAM FOR A COMMUNITY

GOLD AWARD



Harvest

Argyle, TX

Builder/Developer: Hillwood Communities

Marketing Director: Taylor Campbell

Program Provider: FirstService Residential

[PLAY VIDEO](#)

With a master-planned community offering homes that appeal to a wide range of buyers, constructing a lifestyle program that has something for everyone can be a considerable challenge. This community has done just that, with an incredible 340 events hosted every year.

Teens found a purpose through the teen council. A “Masters 50+” program has flourished, with dozens of people meeting multiple times a month. A resource for parents of twins and triplets was launched. A college panel introduced for students (and their parents) making that all-important transition from high school to college. Market Days gave residents a chance to sell their wares. Add in cooking classes, comedy shows, garden seminars and an Easter event that saw 10,000 plastic eggs dropped from a helicopter, and you have one spectacular lifestyle program. But what really sets this program apart is its heart. Through various donations during events, 21,500 meals were donated to the North Texas Food Bank in 2018 and we expect even more for 2019. Plus, residents farmed community gardens to grow more than 1,100 pounds of produce for a local food pantry. The enterprising lifestyle director sought out sponsorships so the indefatigable program would not stress the HOA budget, another advantage to residents.

SILVER AWARD

Windsong Ranch

Prosper, TX

Builder/Developer: Tellus Group LLC

Marketing Director: Kriste Klepper

Design: Maximum Design & Advertising, Inc.

Travisso

Leander, TX

Builder/Developer: Taylor Morrison and Toll Brothers

Marketing Director: Kathy Mayer

Design: Seventh Scout

Lake Nona

Lake Nona, Orlando, FL

Builder/Developer:

Tavistock Development Company

Marketing Director: Brittani Luongo

Bayside Fenwick Island

Selbyville, DE

Builder/Developer: Carl M. Freeman Companies

Marketing Director: Jeff Evans

BEST REALTOR/BROKER PROGRAM

GOLD AWARD



Arden

Palm Beach County, FL

Builder/Developer: Freehold Communities

Marketing Director: Susan Moguel

Design: P11 Creative

[PLAY VIDEO](#)

Arden 101 is a class for realtors to learn more about this fascinating, successful community. The program offers exclusive information about Arden, its unique amenities, homes and the community lifestyle. Arden builders speak to the group about their product lines, inventory homes, incentives and how they stand out from homes in other communities. Agents also hear from Arden's Lifestyle Director, who discusses the resident engagement buyers can expect at Arden. And because Arden is centered around a unique five-acre community farm, the Arden Farm Directors speak to the group about The Barn community center, the edible "You Pick" garden, children's sensory garden, General Store offering local goods, and how the resident "farm-share" program works. The class ends with guided tours of the farm, The Barn, model homes and The Lakehouse – another high-level amenity unique to Arden. After graduating from Arden101, realtors receive a custom Arden USB drive loaded with digital marketing materials and professional photos they can use as an official Arden expert. To date, over 250 realtors have graduated, with participation increasing from approximately 50% to 55% of home sales in less than one year.

SILVER AWARD

Sienna

Houston, TX

Builder/Developer:

Johnson Development

Marketing Director: Allison Bond

Design: The Lee Group

Howard Hughes

Top Producers Program

Cypress and The Woodlands, TX

Builder/Developer:

The Howard Hughes Corporation –

Bridgeland, The Woodlands and

The Woodlands Hills

Marketing Director: Lona Shipp

Design: MMI Agency

Shearwater

St. Augustine, FL

Builder/Developer:

Freehold Communities

Marketing Director: Susan Moguel

Design: P11 Creative

BEST WEBSITE FOR AN ASSOCIATE OR SUPPLIER

GOLD AWARD



The objectives of this website were to generate intrigue, excitement and demand for the relaunch of our website, maximize highly visual and creative assets such as renderings, interactive touchscreen services, video production, photography and case studies and drive engagement from online audiences to convert into leads and potential prospects.

Pureblink

Toronto, ON, Canada

Marketing Director: Jose Uribe

Design: Pureblink

pureblink.digital

SILVER AWARD

Design Line Interiors

San Diego, CA

Marketing Director: Sara Kilburn

Design: Social Call Media

BSB Design

West Des Moines, IA

Marketing Director: Stephen C. Moore

Design: Blue Compass

Graphic Language

San Francisco, CA

Marketing Director: Richard Phillips

Design: Graphic Language

Group Two

Philadelphia, PA

Marketing Director: Georgia Castellano

Design: Group Two Advertising

BEST WEBSITE FOR A BUILDER

GOLD AWARD



Blackpine Communities

Sacramento, CA

Builder/Developer: Blackpine Communities

Design: The Brand Factory

blackpinecommunities.com

With big, colourful imagery and cinemagraph video, the website draws the viewer into a multi-faceted world where people, places, and lifestyle advantages are described and promoted. First and foremost, the builder makes an impression as a champion of this unique city. Like a city insider's blog, the website boasts three "Blackbooks" that serve as travel guides to entertainment, commuting, outdoor activities, neighbourhoods, and famous local people such as Tom Hanks and Pat Morita. The site is simple to use, functional, streamlined and modern, to reflect the overall aesthetic of the builder. Each community has its own dedicated section where videos, rich imagery, floorplans and descriptive copy provide all the details purchasers need to make an informed decision.

SILVER AWARD

Casa Fresca

Tampa Bay, FL

Builder/Developer: Casa Fresca Homes

Marketing Director: Richard Phillips

Design: Graphic Language, Inc.

Grand Homes

TX

Builder/Developer: Grand Homes

Marketing Director: Melissa Brooks

Maracay Homes

Phoenix, AZ

Builder/Developer: Maracay Homes

Marketing Director: Elise Goodell

Design: Pivot Labs, Inc

Winchester Homes

MD

Builder/Developer: Winchester Homes

Marketing Director: Julie Dillon

Design: Pivot Labs, Inc

BEST WEBSITE FOR A COMMUNITY

GOLD AWARD



The top 3 objectives for this website were to showcase healthy, outdoor living; the lifestyle enjoyed at Arden, “Agridhood”, a 5-acre organic farm, 20-miles of trails, open spaces and mile-long centerpiece lake, celebrate friends, family and fun, shown in the feature image of a happy young boy reaping the rewards of a recent harvest at Arden’s farm; “Life at Arden” and our homebuilders and their home offerings; “Homes”. While Arden’s choice of high-quality residences are essential to the community’s success, its website is rooted to an even deeper motivation for buyers: Families want to be part of this “Agridhood” where they share abundant, healthy living with their neighbors.

Arden

Palm Beach County, FL

Builder/Developer: Freehold Communities

Marketing Director: Susan Moguel

Design: O’Donnell Agency / p11 Creative

ardenfl.com

SILVER AWARD

77 Greenwich

New York, NY

Builder/Developer: Trinity Place Holdings

c/o The Marketing Directors

Marketing Director: Jacqueline Urgo/Denham Apperley

Design: RODE Advertising

The Woodlands

The Woodlands, TX

Builder/Developer: The Howard Hughes Corporation

Marketing Director: Kim Phillips

ARTAVIA

Conroe, TX

Builder/Developer: Airia Development Company

Marketing Director: Lisa Connell

Design: Anderson Hanson Blanton

Exchange District

Mississauga, ON, Canada

Builder/Developer: Camrost Felcorp

Marketing Director: Christopher Castellano

Design: Gladstone Media

BEST DIGITAL SALES TOOL/USE OF TECHNOLOGY

GOLD AWARD



Tesoro Viejo

Madera, CA

Builder/Developer: Tesoro Viejo, LLC

Marketing Director: Bob McCaffrey

Design: Focus 360, Inc.

[PLAY VIDEO](#)

The objective was to create a solution that could convey the message our client wanted to put forth about their dream; a dream 14 years in the making. With the unusual constraint of the time it took to adequately showcase their vision during the approval process, we were able to bring that vision to fruition and the project was approved for building. With our solution, we were able to show the planning commission, government agencies, surrounding public, and prospective home buyers that this master-planned community was something to be excited about. The target audience, home buyers of all ages and walks of life, could see the amenities they could enjoy as homeowners. They could see the neighborhood and the community-based lifestyle that they'd always dreamed about – all within their reach and budget. This solution deserves the Best Computer-Generated Sales Tool award based on its efficiency, ease of use, and quality. With a flawless interface and user experience, it is the best of the best – bar none. Our company has spent 30 years devoting its mission to making our clients lives easier through the sales process, and with this solution for this project, we have achieved just that.

SILVER AWARD

Latitude Margaritaville Daytona Beach

Daytona Beach, FL

Builder/Developer: Minto Communities

Marketing Director: Channa Calzone

Design: Minto Communities

Computer Presentation Systems

Ocean Place

Seal Beach, CA

Builder/Developer: Shea Homes

Marketing Director: Karen Ellerman

Design: Focus 360, Inc.

The Lobby

Toronto, ON, Canada

Builder/Developer: Tridel

Marketing Director: Jim Stoops

Design: Aareas Interactive

Property Brothers Forever Home

Las Vegas, NV

Builder/Developer: Scott Brothers Entertainment

Marketing Director: Drew Scott and Jonathan Scott

Design: NEEZO Studios

BEST IMMERSIVE DIGITAL SALES TOOL

GOLD AWARD



11 Yorkville

Toronto, ON, Canada

Builder/Developer: RioCan / Metropia / Capital Developments
Marketing Director: Lee Koutsaris and Amanda Milborne Ireland
Design: Montana Steele Strategic Marketing

[PLAY VIDEO](#)

When visitors arrived to the presentation center, one of the first spaces they encountered was the Immersion Room, a larger-than-life cinematic performance that “immersed” the viewer in a full on, multi-sensory experience of the brand. With kaleidoscopic video projected onto three walls (and the remaining wall, ceiling, and floor painted matte black to create a visual vacuum, sharpening the impact of the moving images), the Immersion Room created a visceral adventure for the viewer. Images and text were lifted from the main

campaign, maintaining continuity with the brand. The soundtrack and selected style of transitions (modern geometric shapes and changing facets reminiscent of precious jewels) supported a luxury identity and built excitement with every crescendo. The Immersion Room helped fuel desire and intrigue, putting the colors, textures, and lifestyle of the project in the spotlight and creating a lasting impression for an audience accustomed to glamour and drama.

BEST MARKETING PROMOTION BY SUPPLIER OR INDUSTRY PARTNER

GOLD AWARD



New ancillary events, increased community and industry engagement, added social media components, new sponsorship opportunities, and more, were all on deck for the official relaunch of the 2018 Colorado CARE Awards—the state’s largest and longest running industry-specific design recognition program. In re-branding the 2018 CARE Awards, it was not only critical for the design-elements and visuals to remain in lockstep with the energy of the newly reimagined industry event, but the programming and new digital-focus became equally paramount.

CARE Awards ReBrand

Denver, CO

Homebuilders Association of Metro Denver

Marketing Director: Becky Hasher

Design: Blufish Design Studio

[PLAY VIDEO](#)

SILVER AWARD

Stofft Cooney Corporate Brochure

FL

Stofft Cooney Architects

Design: Spiro & Associates

50 STANDOUT YEARS

Danielian Associates

Architects + Planners

Irvine, CA

Marketing Director: Cassie Cherry

Design: Danielian Associates

Marketing Team

25 Year Anniversary

Spiro & Associates

FL

Marketing Director: Christopher Spiro

BUILDING INDUSTRY COMMUNITY SPIRIT AWARDS

GOLD AWARD



Project Kudos

Rehoboth Beach, DE

Builder/Developer: Schell Brothers

Marketing Director: Alyssa Titus

[PLAY VIDEO](#)

Our company culture at Schell Brothers is anything but ordinary, and a huge part of our daily lives involves taking the time to acknowledge one another on the regular. By giving kudos to each other at company meetings, and throughout the workday, we have successfully created an environment that is overflowing with positivity, gratitude, and happiness. As we watched the positive effects of giving kudos manifest themselves amongst our team, we decided to start taking our good vibes (and a decked-out old school bus) to local events and businesses, encouraging the community to say thank you to the people who make their day awesome. And so, Project Kudos was born.

This public initiative invites students, and adults alike to take a moment and give gratitude to the things they appreciate. We use the school bus covered with thousands of Project Kudos stickers to visit schools, businesses and festivals and we invite the public to write a Kudos sticker, place it on our bus and share it on social media in order to spread positivity. We have created an explainer video for schools to play prior to our visit, and we leave a Project Kudos board with the schools so they can continue spreading positivity. We currently have boards in over 80 locations in both Delaware and Virginia. While Project Kudos started in September of 2018, it continues on and we have no intention of stopping this happiness movement any time soon.

SILVER AWARD

Kids Fun Run for Autism

Canton, OH

Builder/Developer:

Schumacher Homes

Marketing Director:

Mary Schumacher Becker

Operation Finally Home

Conroe & Willis, TX

Builder/Developer:

The Howard Hughes Corporation

Marketing Director: Kim Phillips

Operation Coming Home — Hero Home 18: Sonoma Springs

Hero Home 19: Hidden Valley

Fuquay-Varina, NC

Hero Home 18 Builder:

Royal Oaks by Mattamy Homes

Hero Home 19 Builder: Centex Homes

Marketing Director: Andrew Ladner

Tiny House Project

St. Petersburg, FL

Builder/Developer: Tampa SMC

Operation Homefront

Commerce City, CO

Builder/Developer:

Meritage Homes with TRIO

Marketing Director: Mark Barger

BEST SALES/LEASING CENTER

GOLD AWARD



Nuevo

Santa Clara, CA

Builder/Developer: Summerhill Homes

Marketing Director: Tad Holland

Design: Marketshare Inc

[PLAY VIDEO](#)

Addressing the target buyer who will work in the technology sector nearby, the Sales Studio retained a very open, light and airy feeling without a lot of displays on the wall. All of the product information is housed in several free standing kiosks and on I Pads so people can work with the sales staff at the kiosks or sit at the bars and view the floorplans, elevations, interior parks and other amenities. Comfortable seating is provided in several areas so there is privacy for informal sales presentation.

Both areas contain an overall plot map, so sales can explain the various features of the master plan. Cabinetry is elegantly finished in a smooth painted finish and the offices are large and comfortable for closing. Several large aerials reinforce the fact that this community is right in the heart of the Tech Sector and is perfectly situated near the new Santa Clara Center shopping/restaurants and near convenient transportation.

SILVER AWARD

Latitude Margaritaville Daytona Beach

Daytona Beach, FL

Builder/Developer: Minto Communities

Marketing Director: Channa Calzone

Design: Minto Communities / The McBride Company

Davidson Collection at Delta Coves

Bethel Island, CA

Builder/Developer: Davidson Communities

Marketing Director: Lenette Hewitt

Design: Design Line Interiors

Sola

Santa Clarita, CA

Builder/Developer: Pardee Homes

Marketing Director: Lyndsay Fuller

Design: Pacific Dimensions, Inc.

Emerald Park Welcome House

Ontario, CA

Builder/Developer: Brookfield Residential

Marketing Director: Lauren Donahue

Design: Chameleon Design

BEST COMMUNITY WELCOME CENTER

GOLD AWARD



Kissing Tree Welcome Center

San Marcos, TX

Builder/Developer: Brookfield Residential

Marketing Director: Tammy Schneider

Design: Creative License International

[PLAY VIDEO](#)

This is an environmental experience that communicates the lifestyle, amenities and residential products associated with this adventurous active adult community. A building with windows on all sides provides a look into the illuminated space, and a challenge to bring furnishings, built-ins and displays into the space. 6'h toy punch-out panels fill one side of the windows and provide all the fun accessories associated with the recreational amenities. Visitors are welcomed with a large bar sporting a 26'H stain-grade wood tree spanning from the back bar into the exposed mechanical ceiling. The Front of the bar is covered with 8 track tapes, and guests can play their favorite vinyl hits on a nearby turntable with an assortment of vintage speakers. A video wall is surrounded with 60's era muscle cars cut in half for seating with drive-in speakers. An oversized view master shows photo of events, and the scale model was installed in an oversized pinball machine. A framed house was constructed with projected images of community gatherings playing on the subway tile surface. Inside, interactive information about the residences and an architect's studio provide a place to select and customize future homes.

SILVER AWARD

Reunion Coffee House

Commerce City, CO

Builder/Developer: Oakwood Homes

Marketing Director: Jennifer Cooper

Design: Kimberly Timmons Interiors

Delta Coves

Bethel Island, CA

Builder/Developer: Davidson Communities

Marketing Director: Lenette Hewitt

Design: DMB, Inc., Creative License and Design Line Interiors

Cadence Park at Great Park Neighborhoods

Irvine, CA

Builder/Developer: FivePoint

Marketing Director: Jann Rowe

Design: Pivot Interiors

Whisper Valley

Austin, TX

Builder/Developer: Taurus Investment Holdings

Marketing Director: Jody Hanson

Design: Creative License International with Anderson Hanson Blanton

BEST PRESENTATION CENTER

GOLD AWARD



Trailside

Oakville, ON, Canada

Builder/Developer: Distrikt Developments

Design: Figure3

[PLAY VIDEO](#)

Designed with a casual hospitality approach instead of high-pressure, while still exhibiting the luxurious feel of the condo. Offering a sneak peek at the amenity design of the condo, the design direction was sophisticated yet inviting, with emphasis on comfort for potential buyers. Fashion house meets interior inspiration was the concept, specifically Ted Baker, combining strong patterns and decorative prints. Guests enter into the sales and marketing area of the space, featuring the building's scale model and site plan. So the marketing could speak for itself after hours, the model table was designed to mechanically tilt toward the front window as a feature display, so passersby could get a closer look.

The long, narrowness of the space proved to be a design challenge but became an opportunity. A millwork archway with bookcase acts as a threshold from the marketing space to the lounge designed for one-on-one conversations in a relaxed setting. A working model of the condo's personal AI assistant is found on the way to the finish boards and vignette. This resulted in 60% sold within the first month the presentation centre opened.

SILVER AWARD

Exchange District

Toronto, ON, Canada

Builder/Developer: Camrost Felcorp

Marketing Director: Christopher Castellano

Design: Gladstone Media

RUSH

Toronto, ON, Canada

Builder/Developer: Alterra

Marketing Director: Roberto Yangosian

Design: The Brand Factory/Quadrangle Architects/U31

11 Yorkville

Toronto, ON, Canada

Builder/Developer: RioCan / Metropia / Capital Developments

Marketing Director: Lee Koutsaris and Amanda Milborne Ireland

Design: Montana Steele Strategic Marketing

Urban North Townhomes

Barrie, ON, Canada

Builder/Developer: Pace Developments / P2 Realty

Marketing Director: Pamela Ventresca

Design: NGEN Communications

BEST COMMUNITY AMENITY

GOLD AWARD



Arden

Palm Beach County, FL

Builder/Developer: Freehold Communities

Marketing Director: Suzanne Maddalon

Design: Peacock and Lewis

[PLAY VIDEO](#)

Arden's new, two-story clubhouse, named the Lakehouse beautifully embodies the mission to cultivate an active, engaged community. Its design and amenities compare with those of first-rate resorts. The Lakehouse offers inviting ways to be active and energized, or just to relax with family and neighbors. Highlights include two pool environments: an upper-level, tranquil pool and spa bordered by private cabanas, and a lower-level pool with play areas perfect for families. The two connect with a dramatic waterfall yet remain separate experiences. The upper level of The Lakehouse includes a bright and airy Wi-Fi café called the Social Hub, with coffees, smoothies, and grab-and-go food. There are event rooms and a covered patio with a welcoming fireplace. The lower level offers a large fitness room and exercise studio with Wellbeats™ virtual trainers. Other amenities include a basketball/pickleball court, four illuminated Har-Tru tennis courts, a soccer field, picnic areas and numerous playgrounds, a lakeside gazebo, and fishing pier that accommodates both motorized and non-motorized boats.

Arden is the only masterplan in South Florida with a significant community farm as a central component, and it is gaining nationwide recognition for this unique amenity. Arden's identity as an "agrihood" sustains its focus on healthy living, community engagement and connection to the outdoors. The Barn, a 4,000-square-foot amenity—is base of operations for Arden Farm. The Farm is professionally managed by two experienced directors who guide year-round cultivation that celebrates Florida's agricultural abundance.

More than 100 varieties of fruits, vegetables, herbs and flowers are shared among residents through a Farm Share program included in their HOA dues. The Barn is also where residents gather for seasonal themed events, "Farm Share" pickups of crops, and hands-on workshops, from organic gardening to flower arranging. The Farm is a living classroom where residents connect with the source of their food. They can also join in Farm production through scheduled volunteer days. The Arden General Store in The Barn features authentically local sourced products. Its products highlight seasonal, Florida-made goods that prioritize community and environmental impact. These include coffees/teas, honey, popsicles, ceramics, natural body-care products and more. Excess produce is donated to local charities and foodbanks.

SILVER AWARD

Dragonfly Park at Bridgeland

Cypress, TX

Builder/Developer: The Howard Hughes Corporation — Bridgeland

Marketing Director: Lona Shipp

Ranch House at Tesoro Viejo

Madera, CA

Builder/Developer: McCaffrey Homes

Marketing Director: Karen McCaffrey

Architect: Bassenian Lagoni

Landscape: Land Creative

Interior Design: CDC Designs

Downtown Summerlin

Las Vegas, NV

Builder/Developer:

The Howard Hughes Corporation

Marketing Director:

Danielle Bisterfeldt

Ad Agency:

Robertson+Partners / Faiss Foley

Warren Public Relations

Oceanaire

Long Beach, CA

Builder/Developer: Lennar Multifamily

Design: Urban Arena

Epperson's Metro Lagoon by Crystal Lagoons

Wesley Chapel, FL

Builder/Developer: Metro Development Group/Crystal Lagoons

Marketing Director: Jen Austin

Design: Heidt Design

BEST DESIGN CENTER

GOLD AWARD



TRI Pointe Homes Design Studio

San Ramon, CA

Builder/Developer: TRI Pointe Homes

Marketing Director: Carrie Newbery

Design: HDR Architecture, Inc.

[PLAY VIDEO](#)

Unique use of space, technology and retail techniques qualify this dynamically successful, advanced Design Studio for deserving consideration. Oriented to underscore the company's key brand pillars of premium products and customer satisfaction, the Design Studio is devoted to providing today's home shoppers with convenience and control, regardless of price point. The show-and-tell aspect of the studio engages buyers in envisioning fully researched structural, technology and finishing opportunities available to them. Buyers seek an exceptional experience in purchasing their home, from search to sale and the studio dovetails with that effort. This special place is where curated selections are orchestrated to fit buyers' individual needs and lifestyles, and to support their understanding of costs and financing. Establishing rapport with all price-point buyers is a challenge this studio overcomes with experienced design consultants who present both pre-created packages or customized a la carte selections. Whether design choices relate to room options, flooring, counters, cabinets and appliances, or in-home technology, the studio and designers are expert facilitators, guides and advisers so that home buyers enjoy their Design Studio experience and achieve maximum satisfaction from imprinting their personal and aspirational style that makes their new home individually distinctive.

SILVER AWARD

Akron Design Studio

Akron, OH

Builder/Developer: Schumacher Homes

Marketing Director: Mary Schumacher Becker

Design: Success Strategies

Schell Brothers Design Studio

Richmond, VA

Builder/Developer: Schell Brothers

Marketing Director: Alyssa Titus

Design: Success Strategies

Winchester Homes Design Studio

Potomac, MD

Builder/Developer: Winchester Homes

Marketing Director: Julie Dillon

Design: Success Strategies

New Jersey Design Studio

Dayton, NJ

Builder/Developer: Toll Brothers Inc.

Marketing Director: Andrea Meck

Design: HRI Design /Success Strategies

BEST SIGNAGE

GOLD AWARD



Objectives: Develop sign package that will read in a heavily wooded location. Provide directions and information. Convey community quality and attention to detail. Design for long-term project use with ease of change, but durable materials.

ARTAVIA Conroe, TX

Builder/Developer: Airia Development Company

Marketing Director: Lisa Connell

Design: Anderson Hanson Blanton

[PLAY VIDEO](#)

SILVER AWARD

Davidson Collection at Delta Coves

Bethel Island, CA

Builder/Developer:

Davidson Communities

Marketing Director: Lenette Hewitt

Design: MSI

Union Park

Little Elm, TX

Builder/Developer:

Hillwood Communities

Marketing Director: Taylor Campbell

Design: Schaefer Advertising

11 Yorkville

Toronto, ON, Canada

Builder/Developer: RioCan /

Metropia / Capital Developments

Marketing Director: Lee Koutsaris and

Amanda Milborne Ireland

Design: Montana Steele Strategic

Marketing

Windsong Ranch

Prosper, TX

Builder/Developer: Tellus Group LLC

Marketing Director: Kriste Klepper

Design: Maximum Design &

Advertising, Inc.

Tesoro Viejo

Madera, CA

Builder/Developer: Tesoro Viejo

Marketing Director: Karen McCaffrey

Design: Greenhaus

BEST LANDSCAPE OF A COMMUNITY

GOLD AWARD



Davidson Collection at Delta Coves

Bethel Island, CA

Builder/Developer: Davidson Communities

Marketing Director: Lenette Hewitt

Design: Environmental Foresight

[PLAY VIDEO](#)

The landscaping for this community was specifically designed to enhance and accentuate the pristine blue Delta waters that glisten in the background. With stunning views as the main focal point, the hardscape details throughout the community offer functional, yet gorgeous, spaces intended to emphasize a relaxed and laid-back, social atmosphere. The use of interlocking grass pavers in backyards and patios create a warm and welcoming environment by balancing natural elements with luxury visual appeal. Ornamental grasses and low-growing shrubs are featured close to the water's edge to naturally draw guest's eye's out towards the stunning views, while simultaneously adding warmth and texture, without stealing the show from the main attraction. Life on the Delta also includes private boat docks for each residence, encouraging aquatic activities and adventures with the ease and convenience of simply stepping out into your backyard. The landings surrounding each dock feature large sitting areas equipped with subtle large tile flooring. This cozy space is the perfect gathering area for friends, family, and other water-life enthusiasts to kick-back and enjoy the good life. After socializing and spending the days on the water, guests can retreat to the backyard sanctuary and enjoy cocktails, BBQ, and a game of bocce ball among friends.

SILVER AWARD

The Woodlands Hills

Conroe & Willis, TX

Builder/Developer:

The Howard Hughes Corporation

Marketing Director: Kim Phillips

Estancia at Yorba Linda

Yorba Linda, CA

Builder/Developer: Toll Brothers

Marketing Director: Dottie Sweeney

Design: Land Creative

Altair

Irvine, CA

Builder/Developer: Lennar

Marketing Director: Janet Price

Design: C2 Collaborative

Ocean Hills

San Juan Capistrano, CA

Builder/Developer: Toll Brothers

Marketing Director: Dottie Sweeney

Design: SMP Environmental Design

McGraw Square at Queen Anne

Seattle, WA

Builder/Developer: Toll Brothers

Marketing Director: Jill Wilson

BEST LANDSCAPE OF A MASTER PLAN

GOLD AWARD



Parkland Village

Cypress, TX

Builder/Developer:

The Howard Hughes Corporation — Bridgeland

Marketing Director: Lona Shipp

[PLAY VIDEO](#)

Landscaping in our newest village offers a pastoral setting, designed to give residents the feeling of living within a park. We did this by creating inviting spaces and blending natural elements and hardscapes to make visually cohesive components. A star attraction is Josey Lake, a 140-acre recreational paradise. It offers residents a world-class amenity that not only provides an extremely efficient solution for stormwater detention, but also a diverse ecosystem for wildlife to thrive. Landscaping around its gently sloping perimeter features carefully selected meadow-like plantings that help cleanse rainwater before it reaches the lake. They also provide food and shelter to native wildlife and those visiting on migration, essentially creating an environment where residents of all ages can live in unison with nature. The walking path that meanders around the lake creates bucolic sightlines of wildflowers and native grasses. Dotted with benches made from reclaimed wood, shade trees, and signage that educates on the surrounding flora and fauna, it connects to the community's vast trail system.

The rustic landscape incorporates pedestrian and vehicle bridges that provide picturesque sight lines of the boat house, birding tower and the extensive playground tucked along the shoreline path. Maintenance and care posed challenges at first, as we transitioned from tightly manicured landscaping in the first village to more native and rustic landscape swaths in the new village. By adjusting our maintenance program, we are finding a schedule that balances eradicating weeds and mowing turf. The residents have embraced the difference in the look and feel of the new landscaping.

BEST LANDSCAPE OF A MODEL

GOLD AWARD



This luxury home was designed for maximizing the amazing views while demonstrating to the client the vacation at home experience. The exterior to interior experience is a constant testament to the beauty of the natural desert setting. The goal wasn't to suffocate the natural beauty but to enhance it with the indigenous boulders, flora and fauna from the actual site, incorporating into the landscape. Making a seamless transition from indoors to outdoors and then out into the desert.

Boulder Ranch — The Munari
Scottsdale, AZ

Builder/Developer: Toll Brothers
Marketing Director: Kari Laszlo
Design: Sonoran LanDesign

[PLAY VIDEO](#)

SILVER AWARD

Ocean Hills — Altamonte Model

San Juan Capistrano, CA
Builder/Developer: Toll Brothers
Marketing Director: Dottie Sweeney
Design: SMP Environmental Design

Sky Ranch — Residence Two

Ladera Ranch, CA
Builder/Developer: New Home Company
Marketing Director: Megan Eltringham
Design: C2 Collaborative

Oakcrest at Whitney Ranch — Newcastle Model

Rocklin, CA
Builder/Developer: Toll Brothers
Marketing Director: Dottie Sweeney
Design: LandCreative, Inc.

Oakcrest at Whitney Ranch — Lincoln Model

Rocklin, CA
Builder/Developer: Toll Brothers
Marketing Director: Dottie Sweeney
Design: LandCreative, Inc

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

GOLD AWARD



Raleigh Charleston

Benson, NC

Builder/Developer: Schumacher Homes

Marketing Director: Mary Schumacher Becker

Design: Possibilities for Design

[PLAY VIDEO](#)

Sophisticated furnishings combine with memorable lighting and curated trim details to make this East Coast model a top seller in the market. Wide-plank flooring in a raw, natural stain is a dramatic statement that brings a distinct design flair to the interiors. New, yet comfortable. Wood and metal accents on kitchen bar stools and dining lighting are an industrial nod. Stainless backsplash is utilitarian in material with distinctive, textured pattern, adding texture to this sleek kitchen.

A beautiful stained wood, crafted coffered ceiling is the star of the great room. The showcased, elegant chandelier is a tribute to turn-of-the-century design with a balance of simplicity and ornate. Oversized flanking mirrors are both an illusion to oversized windows and design statement that resonates with this buyer profile.

Black accents make an appearance throughout, lending a cohesive thread throughout all rooms. Owner's suite is dramatic with a black painted headboard wall and cut-crystal pendants. Remaining walls are painted bright white to emphasize contrast, while art and area rug bring in soft, muted accent colors. Owner's shower is a twist on traditional design, as white herringbone walls are bisected by a striking black display.

SILVER AWARD

The Verona Model

Harmony, FL

Builder/Developer: Jones Homes

Design: Kay Green Design

Lathem Model

Lincoln, AL

Builder/Developer: Smith Douglas

*Marketing Director:
Ingram and Associates*

Design: Set to Sell

Gateway at McKnight — Hudson Model

St Paul, MN

Builder/Developer: M/I Homes

Design: TRIO

GOLD AWARD



The Franklin Lofts

Birmingham, AL

Builder/Developer: Farris Properties

Marketing Director: Ingram and Associates

Design: Set to Sell

[PLAY VIDEO](#)

The challenge with this loft was to create separate but cohesive living spaces within an open floor plan, ensuring our selections gave the industrial lofts a warm, inviting touch. Targeting young homebuyers looking to move downtown, this bright, open space is filled with transitional and antique pieces.

The dining area features a sturdy wooden table surrounded by iron chairs with petite bases, as well as a cane back banquette. The unit's natural light is highlighted by an antique mirror on the wall adjacent to the dining area. Separate but cohesive, the living room sits to the right, inviting you in with a mixture of textures and layers. The seagrass rug warms up the industrial space, while carefully chosen accents like a Roman bust and urn add visual interest to the room. The layered bedding, mirrored chests, stone lamps and wooden architectural structure in the master create a curated and complete look. The office has a calming effect through natural textures, such as the cowhide rug and wooden desk. The guest bedroom follows a neutral theme while bringing in pops of navy blue. Two cane back chairs at the end of the bed provide seating when the dividing curtains are drawn.

SILVER AWARD

Charlotte Charleston — The Earnhardt

Mooresville, NC

Builder/Developer: Schumacher Homes

Marketing Director: Mary Schumacher Becker

Design: Possibilities for Design

**Toll Brothers at Inspirada:
Marin Collection — Hillcrest**

Las Vegas, NV

Builder/Developer: Toll Brothers

Marketing Director: Maricela Maciel

Design: Savannah Design Group

Elan at Altis — Plan 3

Beaumont, CA

Builder/Developer: Pardee Homes

Marketing Director: Matt Sauls

Design: Ver Designs

Ravenwood Village in Terrain

Castle Rock, CO

Builder/Developer: TriPointe Homes

Marketing Director: Tina Martelon

Design: Ellis Design Studio

GOLD AWARD



Shadow Point — The Solstice Elite

Las Vegas, NV

Builder/Developer: Toll Brothers

Marketing Director: Maricela Maciel

Design: Savannah Design Group

[PLAY VIDEO](#)

This home designed for the urban executive's mature family showcases their trendsetting edgy style by using sophisticated materials, subtle colors and progressive furnishings. Our design objective was to create a balance of modern interior finishes and natural elements resulting in a subtle sophistication. To achieve this, we designed with urban contemporary décor, luxurious tonal textiles, light walls and contrast trim.

Unique features exclusive to this home are the expansive walk in shower, unique kitchen island with seating for 6 and a private outdoor spa retreat. The floor to ceiling glass wall and focal fireplace is a stunning architectural feature. Our design constraint was providing the edgy master suite with privacy and sophisticated window treatments. A modern layered effect of automated treatments framed in neutral sheers provides a desired privacy, and calls attention to this unique trendsetting architectural element.

SILVER AWARD

Diamond Crest Brighton

Reno, NV

Builder/Developer: Toll Brothers

Marketing Director: Caryn Pollock

Design: HRI Design

**Toll Brothers at Inspirada:
Vistamar Collection — The Saguaro**

Henderson, NV

Builder/Developer: Toll Brothers

Marketing Director: Maricela Maciel

Design: HRI Design

North Hill

Thornton, CO

Builder/Developer: Toll Brothers

Marketing Director: Mark Barger

Design: TRIO

Candelas

Arvada, CO

Builder/Developer: Toll Brothers

Marketing Director: Mark Barger

Design: TRIO

GOLD AWARD



Southshore — The Orion

Aurora, CO

Builder/Developer: Toll Brothers

Marketing Director: Brian Cassidy

Design: TRIO

[PLAY VIDEO](#)

Designed to be marketed to a move-up family buyer as a forever home, this model gives a whole new meaning to work hard, play hard. With a high concentration of design on indoor/outdoor living, this model home team worked to accentuate the connection by using the optional slider walls, two-story glass windows, and interior architectural detailing, including a wood beam ceiling.

Finding a common thread of decorative lighting throughout inspires a move-up buyer that dreams do come true. Balancing the price of the home with more attainable furniture and accessories that the buyer may find at their local retailer, the design team created a well-rounded, achievable home that buyers could get excited about raising a family in. Alongside a private office for dad, master retreat for mom, kids' rooms, and laundry room equipped for the family pet, the design team integrated an entertaining space for the kids to play in the lower level, modern-day media room, workout room facility, and outdoor storage to capture a paddle boarding lifestyle on the lake that the model resides.

SILVER AWARD

Colliers Hill

Erie, CO

Builder/Developer: Century Communities

Marketing Director: Katherine Laurin

Design: Kimberly Timmons Interiors

Fentons Corner — The Radford

Doylestown, PA

Builder/Developer: Toll Brothers

Marketing Director: Lauren Duca

Design: HRI Design

The Timbers

Parker, CO

Builder/Developer: Toll Brothers

Design: Possibilities for Design

Backcountry

Highlands Ranch, CO

Builder/Developer: Berkeley Homes

Marketing Director: Alexa Nickless

Design: Ellis Design Studio

GOLD AWARD



Luxe at Stapleton — Residence 2

Denver, CO

Builder/Developer: Infinity Homes

Marketing Director: Dave Steinke

Design: HRI Design

[PLAY VIDEO](#)

This affluent buyer has an affinity for clean lines, trend forward finishes, and lavish entertaining. A very specific design aesthetic that speaks to a Move-up family with luxurious taste and a bit of an edge. A gritty color palette of smoke, white, and accents of chrome maximize the eclectic furnishings and enviable art collection throughout. When attempting to capture the intrigue of a non-conformist at heart who values decadent design, no detail could be ignored. The intentional use of custom designer features and sleek, clean-lined furnishings struck a harmonious balance in this high-contrast scheme. The generous entertainers' kitchen features oversized marble waterfall island and contrasting textural bluestone backsplash. Further, the Great Room showcases a full-height, visually stunning neolith fireplace, modern 'segmented' trim detail, and graphic art installation, underscoring the dynamic architecture throughout. The not-to-be-missed study features a custom glass wall detail, granting an illusion of greater square footage and a sense of endlessness to the space. Upon entering the expansive Master Retreat, custom-designed trim details, decadent furnishings, and a remarkable art display appease this homebuyer's expectation for modern luxury. And not-to-be-missed dramatic master bath reiterates this high contrast scheme through the use of Carrera marble and dual black vanities. We dare to be imitated.

SILVER AWARD

Wickenburg Ranch — The Turquoise

Wickenburg, AZ

Builder/Developer: CS Edmunds Homes

Marketing Director: Scott Edmunds

Design: HRI Design

Thompson Woods — Enatai

Portland, OR

Builder/Developer: Toll Brothers

Marketing Director: McKenzie Ryan

Design: Ryan Young Interiors

Echo at Novel Park — Plan 2

Irvine, CA

Builder/Developer: William Lyon Homes

Marketing Director: Tracey Long

Design: Chameleon Design

Oakcrest at Whitney Ranch — Lincoln

Rocklin, CA

Builder/Developer: Toll Brothers

Marketing Director: Dottie Sweeney

Design: CDC Designs

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

GOLD AWARD



Strongly connected with the natural surroundings, interior design offers a skillful blend of elevated, yet casual concepts for enjoying outdoor living and scenic views. Clean, expansive spaces created the ideal canvas for design geared to confident buyers who appreciate eclectic aesthetics and contemporary luxuries—a comfortably modern twist on Southern California style.

Vista Santa Fe — Plan 2

San Diego, CA

Builder/Developer: Pardee Homes

Marketing Director: Brandon Hilpert

Design: Bobby Berk Interiors + Design

[PLAY VIDEO](#)

SILVER AWARD

Bella Vista — The Cielo

Irvine, CA

Builder/Developer: Toll Brothers

Marketing Director: Dottie Sweeney

Design: Design Line Interiors

Ocean Hills — The Altamonte

San Juan Capistrano, CA

Builder/Developer: Toll Brothers

Marketing Director: Dottie Sweeney

Design: Savannah Design Group

Davidson Collection at Delta Coves:

The Edgewater — Plan 1

Bethel Island, CA

Builder/Developer: Davidson Communities

Marketing Director: Lenette Hewitt

Design: Design Line Interiors

Davidson Collection at Delta Coves:

The Lodge — Plan 6

Bethel Island, CA

Builder/Developer: Davidson Communities

Marketing Director: Lenette Hewitt

Design: Design Line Interiors

BEST INTERIORS OF A CUSTOM HOME

GOLD AWARD



108 Leonard

New York, NY

Builder/Developer: C3BG with development managed by Elad Group

Marketing Director: Samantha Sax

Design: Neal Beckstedt

[PLAY VIDEO](#)

Designed to attract an affluent buyer who will relish in the property's architectural pedigree and unique character, this residence plays off the rich history of the landmarked building, seamlessly blending modern and traditional. In a competitive marketplace there is a need to differentiate the experience for clients who are constantly presented with a variety of products. The penthouse staging is intended to give clients an opportunity to not only visualize the lifestyle that we are promoting but, to also inspire an emotive and tactile response that is connected to their experience in the space. With this in mind, a carefully curated assemblage of furniture, textiles, and splashes of color transform the space into a unique home that is sophisticated and old world, yet youthful and casual. Modern abstract art inspired the bold use of color throughout the apartment and were a complementary addition to the vintage and antique furnishings and accessories. From the sage painted entry with mustard colored ceiling, to the double-height living room showcasing exceptional upholstery pieces, bold color continues throughout hallways and secondary rooms in the home. In contrast, the master suite was transformed into a soothing tranquil retreat where shades of ivory are masterfully mixed.

SILVER AWARD

Old Grove

Sarasota, FL

Builder/Developer: Nautilus Homes

Design: William B. Litchfield Designs

Rendezvous

Winter Park, CO

Builder/Developer: Koelbel

Design: Possibilities for Design

Jackson Residence

Austin, TX

Builder/Developer: Sterling Custom Homes

Marketing Director: Angie McDowell

Design: Austin Design Group

Greystone Point

Boerne, TX

Builder/Developer: Johnny Canavan Custom Homes

Design: Craig McMahon AIA

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

GOLD AWARD



Featuring distinctive, modern architecture carried throughout, this home has been thoughtfully created to pack a big punch in a small lot home. Spacious open floor plan with lots of natural light, a downstairs bedroom, dual master suites with private outdoor balconies and en suite baths, modern kitchen with slab granite counters, polished floors throughout, large glass sliding doors, and a sparkling pool with covered patio make this home perfect for your personal oasis or for entertaining guests.

ICON — The Ebony

Palm Springs, CA

Builder/Developer: Far West Industries

Marketing Director: Candice Katayama

Design: Danielian Associates Architects + Planners

[PLAY VIDEO](#)

SILVER AWARD

Sweet Caroline

Wickenburg, AZ

Builder/Developer: Dorn Homes

Design: Felten Group

Sola at Skyline — Plan 1

Santa Clarita, CA

Builder/Developer: Pardee Homes

Marketing Director: Lyndsay Fuller

Design: KTG Architecture + Planning

Dana/Camellia at The Colony at The Grand

Fairhope, AL

Builder/Developer: Stuart Construction, LLC

Marketing Director: Barbara Thomas /

RSA- Ingram New Homes

Design: Adams Stewart Architects, LLC

Icon at Levity — Plan 1

Tustin, FL

Builder/Developer: Lennar

Marketing Director: Janet Price

Design: WHA Architects + Planners

BEST SINGLE-FAMILY DETACHED MODEL HOME 2,001 TO 2,500 SQ. FT.

GOLD AWARD



The LX at Vibe | The LX I

Palm Springs, CA

Builder/Developer: GHA Companies

Marketing Director: Mario J. Gonzales

Design: Woodley Architectural Group, Inc.

[PLAY VIDEO](#)

Embracing the desert through architecture and lifestyle resonates with this home buyer. A shared use of property or reciprocal use easements is central to the homes' design. Buyers are treated to a resort-like setting on a standard 50' x 100' lot. The entry aligns with the court and the interplay between the indoor/outdoor space is immediately felt. The courtyard is framed and accessed by the main living space, master bedroom and office to reinforce the indoor/outdoor connection. A bedroom suite is located at the front of the home where guests can retreat during their stay. This home appeals to buyers who want a home that functions for today's lifestyle while embracing the nostalgia of desert modernism. Stone and wood tile accents add warmth to the otherwise clean modern exterior. The plan breaks from the predictive solutions to address the lifestyle and design preferences of today's buyers.

SILVER AWARD

Charlotte Charleston — The Earnhardt

Mooresville, NC

Builder/Developer: Schumacher Homes

Marketing Director: Mary Schumacher Becker

Shadow Point: Horizon

Las Vegas, NV

Builder/Developer: Toll Brothers

Marketing Director: Maricela Maciel

Design: KTG Architecture + Planning

Crescendo Collection at Crown Point — Plan 3204

Westminster, CO

Builder/Developer: TriPointe Homes

Marketing Director: Karna Pryor

Design: BSB Design

Icon at Levity — Plan 3

Tustin, CA

Builder/Developer: Lennar

Marketing Director: Janet Price

Design: WHA Architects + Planners

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

GOLD AWARD



Nuevo — Plan 3 of the Estates

Santa Clara, CA

Builder/Developer: Summerhill Homes

Marketing Director: Anabelle Salum

Design: Woodley Architectural Group, Inc.

[PLAY VIDEO](#)

Part of an urban infill, high density master plan, this small lot (38' x 48') single family home is designed for buyers seeking an urban lifestyle with the flexibility afforded by a detached home. With a 2-car garage and driveway, rear yard and street facing front door; all the trappings of a traditional home are achieved in 2990 SQ.FT. Inside, there are four levels of living to explore. A mid-level entry with 2-story volume draws attention up while generous stairs lead to the lower level. A bedroom and bath occupy the lower level of living with access to the garage and rear yard. At the main level, the home is airy and light with an expansive feel inside. To the front, a covered deck extends the interior living area, providing cover for the carport below. A corner staircase flush with natural light leads to the master suite, two (2) secondary bedrooms and bath. The 4th floor penthouse is ideal for entertaining and the roof terrace is quintessential to urban single-family detached living. From top to bottom, this home flows from all directions. A corner stair element, accented with vertical windows highlights the modern neighborhood aesthetic. Stone, siding & stucco add warmth and variety to the neighborhood streetscape. This Elevated Home is a unique solution for small lot, detached living in expensive markets.

SILVER AWARD

The LX at Vibe | The LX III

Palm Springs, CA

Builder/Developer: GHA Companies

Marketing Director: Mario J. Gonzales

Design: Woodley Architectural Group, Inc.

Elan at Altis — Plan 3

Beaumont, CA

Builder/Developer: Pardee Homes

Marketing Director: Matt Sauls

Design: Bassenian Lagoni Architects

Sendero — Plan 1

San Diego, CA

Builder/Developer: Pardee Homes

Marketing Director: Brandon Hilpert

Design: Bassenian Lagoni Architects

Catalina I

Liberty Hill, TX

Builder/Developer: Giddens Homes

Marketing Director: Lara Harris

Design: Kipp Flores Architects

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

GOLD AWARD



Canyon Point — The Ashton

Lehi, UT

Builder/Developer: Toll Brothers

Marketing Director: Kari Laszlo

Design: BSB Design

[PLAY VIDEO](#)

This gorgeous home was designed specifically for a new market. The topography along with developing a more luxury experience was the challenge. New plans were launched considering the unique hillside experience and the needs of the demographic. First floor easy living with a walkout basement accommodated both.

Open floor plans with large secondary spaces serve the needs of the family and empty nester. Care was taken to provide the signature indoor outdoor living that makes our homes unique and maximizing the breathtaking views.

SILVER AWARD

Davidson Collection at Delta Coves:

The Edgewater — Plan 1

Bethel Island, CA

Builder/Developer: Davidson Communities

Marketing Director: Lenette Hewitt

Design: Robert Hidey Architects

Axis — Infinity

Henderson, NV

Builder/Developer: Pardee Homes

Marketing Director: Kathy Hilty

Design: Bassenian Lagoni Architects

Toll Brothers at Turf Valley

Ellicott City, MD

Builder/Developer: Toll Brothers

Marketing Director: Allison Nugent

Borello Ranch Estates — Bellina

Morgan Hill, CA

Builder/Developer: Toll Brothers

Marketing Director: Dottie Sweeney

Design: edingerArchitects

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

GOLD AWARD



This home was designed to offer an ideal opportunity for two families who want to co-own for vacations and weekend getaways. An abundance of living space is offered with an open kitchen out to the dining and great room. A massive pantry off the kitchen allows for plenty of vacation storage items. The Super Laundry Room has a farmhouse sink and two double-stacked full-size washers and dryers for all the swim towels, wet boating clothing, and a dog bed cubby for the family pet.

Davidson Collection at Delta Coves: The Shoreline — Plan 5

Bethel Island, CA

Builder/Developer: Davidson Communities

Marketing Director: Lenette Hewitt

Design: Robert Hidey Architects

[PLAY VIDEO](#)

SILVER AWARD

Chadmar at Rolling Hills:

Product A — Plan 3

Rolling Hills, CA

Builder/Developer: Chadmar Group

Marketing Director: Dottie Sweeney

Design: Robert Hidey Architects

The Chesapeake

Rehoboth Beach, DE

Builder/Developer: Schell Brothers

Marketing Director: Alyssa Titus

Boulder Ranch — The Munari

Scottsdale, AZ

Builder/Developer: Toll Brothers

Marketing Director: Kari Laszlo

Design: Bassenian Lagoni Architects

Whitewing at Whisper Ranch — The Colton

Queen Creek, AZ

Builder/Developer: Toll Brothers

Marketing Director: Kari Laszlo

Design: BSB Design

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

GOLD AWARD



Toll Brothers at Rolling Hills Country Club — Fairway

Rolling Hills Estates, CA

Builder/Developer: Toll Brothers

Marketing Director: Dottie Sweeney

Design: Robert Hidey Architects

[PLAY VIDEO](#)

Set atop the gorgeous Palos Verdes Peninsula, this project is nestled between the extensive network of horse trails, while set against the backdrop of the Los Angeles skyline, and San Gabriel Mountains and expansive views of the Pacific Ocean. The architectural language of the project distinguishes itself with a unique palette of colors and materials that echo and compliment, the sensitivity of the local natural context. The contemporary architectural adaption of the farmhouse model promotes the blurring of the boundaries of indoor and outdoor living, taking full advantage of the Southern California climate and lifestyle. The flexible plan was designed to adapt to the needs of a wide range of buyers.

SILVER AWARD

Davidson Collection at Delta Coves:

The Lodge — Plan 6

Bethel Island, CA

Builder/Developer: Davidson Communities

Marketing Director: Lenette Hewitt

Design: Robert Hidey Architects

Canyon Point — The Evans

Lehi, UT

Builder/Developer: Toll Brothers

Marketing Director: Kari Laszlo

Design: BSB Design

Wedgewood — Plan 2

Yorba Linda, CA

Builder/Developer: Shea Homes

Marketing Director: Karen Ellerman

Design: Bassenian Lagoni Architects

Ocean Hills at Pacifica San Juan — Altamonte

San Juan Capistrano, CA

Builder/Developer: Toll Brothers

Marketing Director: Dottie Sweeney

Design: Bassenian Lagoni Architects

Ocean Hills — The Vera Cruz Elite

San Juan Capistrano, CA

Builder/Developer: Toll Brothers

Marketing Director: Dottie Sweeney

Design: Bassenian Lagoni Architects

Palomar at Pacific Highlands Ranch — Savanza

San Diego, CA

Builder/Developer: Toll Brothers

Marketing Director: Dottie Sweeney

Design: Bassenian Lagoni Architects

BEST MULTIFAMILY MODEL HOME

GOLD AWARD



Lido Villas is an enticing new enclave of 23 townhomes for those seeking luxury set against a coastal backdrop in Orange County, CA. These three-story townhomes have modern architecture, four distinct floor plans that range from approx. 1,818 to 2,303 sq. ft. with 2-3 bedrooms and 2.5-3.5 baths. Each home has an expansive rooftop deck to make the most of this premium location. Other unique signatures include gourmet kitchens, inspired open floor plans, master suites with walk-in closets and 2-car garages.

Lido Villas

Newport Beach, CA

Builder/Developer: Landsea Homes

Marketing Director: Kaylee Smith

Design: ShubinDonaldson/ SDG Architects, Inc

[PLAY VIDEO](#)

SILVER AWARD

388

Pasadena, CA

Builder/Developer: Adept Urban

Marketing Director: Johanna Gunther

Design: Adept Architecture

Duet at Cadence Park — Plan 2X

Irvine, CA

Builder/Developer: Pulte Homes

Marketing Director:

Jennifer Norwood

Design: SDK Atelier

Townhome — Emerson I

McKinney, TX

Builder/Developer: Grand Homes

Marketing Director: Melissa Brooks

Design: John Lively & Associates

Trilogy at Verde River — Evia

Rio Verde, AZ

Builder/Developer: Shea Homes

Design: Woodley Architecture Group

ICON at Silverleaf

Scottsdale, AZ

Builder/Developer:

The New Home Company

Marketing Director:

Megan Eltringham

Design: Robert Hidey Architects

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

GOLD AWARD



The Barn at Walnut Hill

Rockville, VA

Builder/Developer: Portico Classic Homes

Design: Poole & Poole Architecture

[PLAY VIDEO](#)

When the current owners saw the stately hay barn with a “for-sale” sign they knew they would save it by making it their home. Their design goals were clear; on the exterior there was to be minimal changes to respect the original Dutch gambrel design. On the interior it was important to express the impressive two-story volume of the barn, to keep the existing structural elements and to re-use and re-purpose any materials removed. On the exterior, the original vent and door openings were used for entry, window and dormer locations. On the interior, structural elements were not hidden or removed, instead they were used as focal points. The original cedar siding was preserved and re-used as the base of the kitchen island, an accent wall in the powder room and as the material for several sliding barn doors. For sustainability, solar panels are utilized across the western roof. Motorized blinds control solar gain in summer while allowing solar warming in winter. Nearly all systems are automated in the house: heat and air, fans, lights, lamps are all programmed to automatically come on when needed and to turn off when appropriate. For the owners the barn they fell in love with has been transformed into a remarkable family home.

SILVER AWARD

The Bay House

Fort Myers Beach, FL

Builder/Developer: Calusa Construction Inc.

Design: R.G. Designs

Bella Sera Ravenna

Littleton, CO

Builder/Developer: Bond General Contractors

Design: KGA Studio Architects

Vail

Vail, CO

Builder/Developer: Meadow Mountain Homes

Design: Brandon Architects

MH Residence

Highland Ranch, CO

Builder/Developer: Fletemeyer Homes

Design: Woodley Architectural Group, Inc.

MULTIFAMILY COMMUNITY OF THE YEAR

GOLD AWARD



11 Yorkville

Toronto, ON, Canada

Builder/Developer: RioCan / Metropia / Capital Developments

Marketing Director: Lee Koutsaris and Amanda Milborne Ireland

Ad Agency: Montana Steele Strategic Marketing

Architect: Sweeny & Co Architects

Interiors: Janet Rosenberg & Studio/Cecconi Simone/Binyan Studio

[PLAY VIDEO](#)

Manhattan has long been a bastion of residential luxury; a place respected by the world for timeless architecture and a sophisticated lifestyle that distinguishes the elite. This project brings that NYC-sensibility north of the border with a new world-renowned address, appealing to a target market of international purchasers who see this as an opportunity to gain access and prestige in a city that is quickly rising to the top on the international stage. This multifamily community serves up classic architecture, sophisticated urban amenities, opulently appointed suites, and 25,000 square feet of luxury retail, all in one of the Top 10 Most Influential Cities in the World.

SILVER AWARD

Broadstone on Fifth

Fort Worth, TX

Builder/Developer: Alliance Residential Company

Marketing Director: Cynthia Miller

Architect: GFF Architects

Interior Designer: Faulkner Design Group

McGraw Square at Queen Anne

Seattle, WA

Builder/Developer: Toll Brothers

Marketing Director: Jill Wilson

Architect: Dahlin Group Architecture Planning

Interior Designer: GGLO

Universal City Tower Two

Pickering ON, Canada

Builder/Developer: Chestnut Hill Developments

Marketing Director: Ralph Del Duca

Ad Agency: Montana Steele Strategic Marketing

Sales: In2ition Realty

Lākhouse

Barrie, ON, Canada

Builder/Developer: Aalto-Development

Marketing Director: Piia Alatalo

Ad Agency: Montana Steele Strategic Marketing

Architect: ISM Architects

Interiors: U31

Landscape: Catherine Kirk Landscape Architect

DETACHED COMMUNITY OF THE YEAR

GOLD AWARD



Davidson Collection at Delta Coves

Bethel Island, CA

Builder/Developer:

Davidson Communities

Marketing Director: Lenette Hewitt

Interior Designer:

Design Line Interiors

Architect/Designer: Robert Hidey

Architects / Persimmon Design

Landscape Design:

Environmental Foresight

Marketing: Social Call Media,

Scribe Communications

[PLAY VIDEO](#)

This was the most exciting and riskiest projects the builder has ever embarked upon in 40 years of homebuilding. It was a pioneering challenge. With a population of 2,000 people, Bethel Island had not seen a new home built in over 50 years. The builder was faced with a major challenge, sell luxury homes priced from \$1,005,000 to \$1,600,000 in a town with minimal amenities, boarded-up buildings, a trailer park, and a biker bar. Again...think Walter White and Jessie — Breaking Bad. The average home price had been approximately \$300,000. There wasn't a builder in the area that would touch it. The Arizona master developer had a vision, and hand-picked this Southern California builder to set the tone and anchor the master plan. The team has been working with the industry's best architect and interior design firm for the last 5 years. They studied how families can feel safe and at home, while living on the water's edge. The execution of thoughtful architecture, interior design, landscaping, the sales environment, and the overall marketing campaign portray the ultimate recreational lifestyle. During the process it was evident the homes would dazzle with a third story. However, the county's stringent ordinances knocked the builder out at every round. The builder finally succeeded by using the "Crow's Nest" moniker, with that — the optional "non-third" story debuts in all plans. With a Dusty Shoe sales event, July 5th, a Model Grand Opening September 14th, 8 homes were sold. With determination, collaboration, perseverance, and pure grit ... the island has been brought to life.

SILVER AWARD

Vista Santa Fe

San Diego, CA

Builder/Developer: Pardee Homes

Marketing Director: Brandon Hilpert

Architect: JZMK Partners

Interior Design: Bobby Berk Interiors + Design

Landscape Architect: C2 Collaborative

Marketing: Greenhaus (ads/logos, print) and Wick Marketing (social media)

Sky Ranch

Ladera Ranch, CA

Builder/Developer: The New Home Company

Marketing Director: Megan Eltringham

Ad Agency: Paolucci, Salling & Martin

Architect: EBTA Architects

Interiors: Meridian Interiors

Ocean Hills at Pacifica San Juan

San Juan Capistrano, CA

Builder/Developer: Toll Brothers

Marketing Director: Dottie Sweeney

Architect: Bassenian Lagoni Architects

Interior Designer: Savannah Design Group

Sales Office/Signage: Outdoor Dimensions

Landscape Design: SMP Environmental Design

Toll Brothers at Rolling Hills Country Club

Rolling Hills Estates, CA

Builder/Developer: Toll Brothers

Marketing Director: Dottie Sweeney

Architect/Designer: Robert Hidey Architects

Interior Designer: Savannah Design

MASTER PLANNED COMMUNITY OF THE YEAR

GOLD AWARD



Summerlin

Las Vegas, NV

Builder/Developer:

The Howard Hughes Corporation

Marketing Director: Danielle Bisterfeldt

Marketing: Robertson+Partners Faiss

Foley Warren Public Relations ThriveHive

[PLAY VIDEO](#)

This master-planned community, which began to develop nearly 30 years ago, boasts an enduring vibrancy that set the standard for quality of life in the region. Ranking among the nation's top selling MPCs for more than two decades, this community is home today to more than 100,000 residents. The community's hallmark lifestyle is created by a stunning location adjacent Red Rock Canyon – a world-class hiking and cycling destination; 150-plus miles of trails; 250-plus parks; 26 top-ranked public, private and charter schools; houses of worship; ten golf courses; millions of square footage of office space; medical and cultural facilities; and even its own Downtown that includes 125-plus national, regional and local retail and restaurant brands, entertainment and attractions. Two new major sports venues for professional hockey and minor league baseball have put the community on the map as a growing sports destination. Homes in a variety of styles, elevations and price points, make this community multi-generational. Homes built by a collection of ten national premier builders include single-family homes of all sizes to townhomes, condos, active adult neighborhoods – all priced from the \$270,000s to more than \$1.3 million. Meticulous and thoughtful attention to detail and planning is evident in beautifully landscaped streets, parks and neighborhoods that create a place markedly different and elevated from anywhere else in the valley.

SILVER AWARD

Windsong Ranch

Prosper, TX

Builder/Developer: Tellus Group LLC

Marketing Director: Kriste Klepper

Marketing: Maximum Design &

Advertising, Inc.

Latitude Margaritaville

Daytona Beach

Daytona Beach, FL

Builder/Developer:

Minto Communities

Marketing Director: Channa Calzone

Marketing:

United Landmark Associates

Interiors: Rhett Alexander

Arden

Palm Beach County, FL

Builder/Developer:

Freehold Communities

Marketing Director:

Suzanne Maddalon

Architect: Peacock and Lewis

Interiors: Ansana Interior Design

Marketing: O'Donnell Agency, p11

Creative, Wick Marketing

Land Planner:

ELM – Ervin Lovett Miller

Lucido & Associates

UDKS – Urban Design Kilday Studios

Skyline

Santa Clarita, CA

Builder/Developer: Pardee Homes

Marketing Director: Lyndsay Fuller

Architects: WHA Architects Planners,

KTGY Architecture & Planning and

Bassenian Lagoni Architects

Marketing: Wick Marketing

Signage: Wick Marketing and

Outdoor Dimensions

Landscape: BrightView

Exchange District

Mississauga, ON, Canada

Builder/Developer: Camrost Felcorp

Marketing Director:

Christopher Castellano

Marketing: Gladstone Media

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February 9, 2021
Orlando, FL

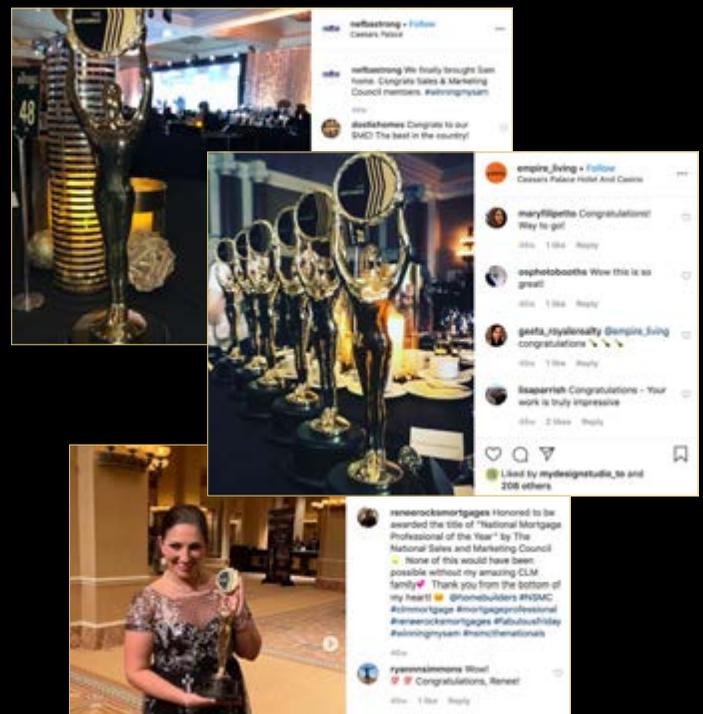
Call for Entries
Scheduled to Open
July 15, 2020

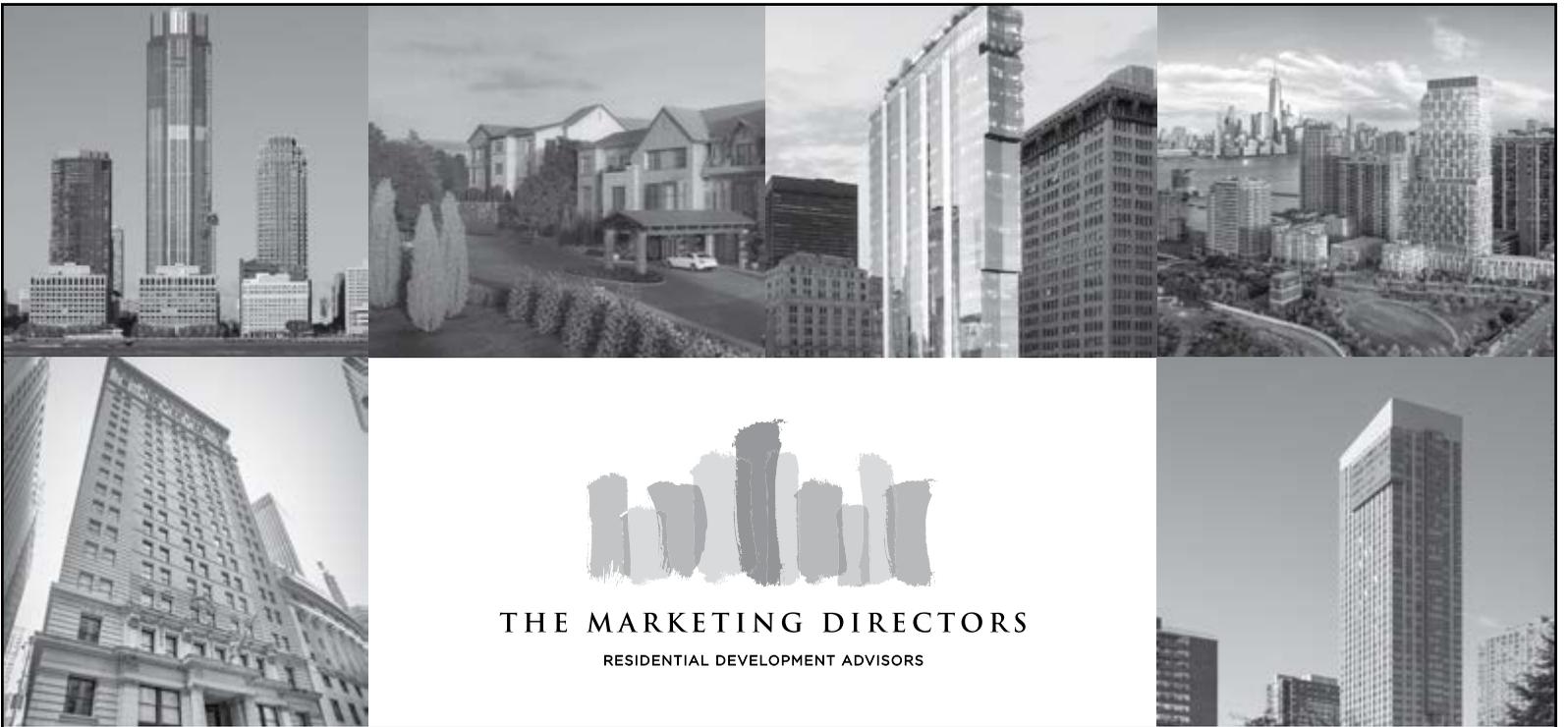
Entry Deadline
October 15, 2020



Share Your Win and Excitement #WinningmySAM / #WinningWithWF

HERE'S HOW SOME OF LAST YEAR'S WINNERS
MARKETED THEIR **SAMS** TO BUILD EXCITEMENT.





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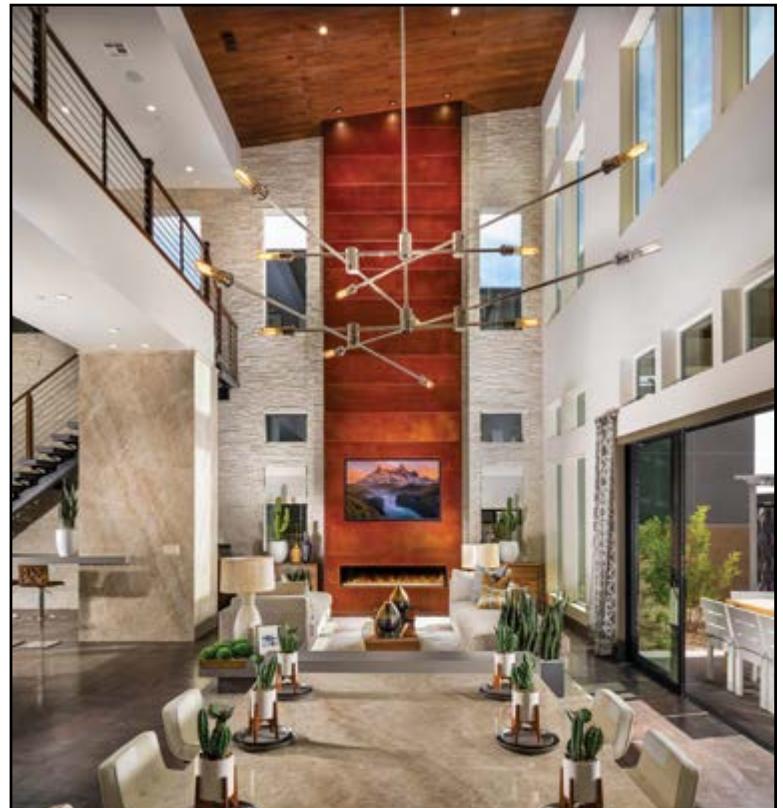


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