

THE
NATIONALS



THE NATIONALS

CALL FOR ENTRIES

07-10-23: ENTRY WINDOW OPENS
10-23-23: ENTRIES DUE
10-23-23: MATERIALS DUE
02-27-24: EVENT IN LAS VEGAS



THE NATIONALS



CALL FOR ENTRIES: DEADLINE EXTENDED!



ENTRY DEADLINE: 10-23-23 | AWARDS CEREMONY: 02-27-24 | LAS VEGAS, NV

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QUESTIONS

The Nationals are administered by TeamPMP. If you have any questions during the process, please feel free to contact Shane or Lisa Parrish:

(800) 658-2751 US ONLY or 909-987-2758 • 9:00 a.m. to 5:30 p.m. PST

EMAIL: lisa@thenationals.com OR shane@thenationals.com

MAILING ADDRESS: The Nationals, 10416 Hamilton Street, Alta Loma, CA 91701

ELIGIBILITY REQUIREMENTS

- Those who excelled in industry contributions, sales volume, community involvement and overall professionalism during the period of October 1, 2022, to September 30, 2023 are eligible for The Nationals Awards judging.
- **MARKETING CATEGORIES:** New or rehabilitated residential real estate projects with homes available FOR SALE OR RENT during the period of October 1, 2022, to September 30, 2023 are eligible for The Nationals Awards judging.

JUDGING

Each entry will be judged on its own merits by a panel of distinguished individuals selected for professional expertise in sales, marketing, and design. The Nationals Awards Judges Panel reserves the right to combine or eliminate any category or categories due to insufficient entries. The Nationals also reserves the right to create new categories if the judges believe it is warranted. Judges may re-categorize an entry if they believe it has been entered in the wrong category or is better suited to another category. Special Awards for specific innovations may be presented at the Judges' discretion.

All entries, except for Local Sales & Marketing Council entries to the Best Sales & Marketing Council category, become the property of the NSMC/NAHB. In entering the awards program, entrants grant permission to the NSMC and/or NAHB to publish and/or reproduce entries in any NAHB publication and/or product, as well as grant the NSMC and/or NAHB the right to grant permission for the entries to be published and/or reproduced in any trade or consumer publication or product.

IMPORTANT DATES

- July 10 – Call for Entries Open
- October 23 – Entry Deadline Extension
- October 23 – Materials Deadline
- November 29 to December 1 — Judging — BSH Experience
- December 18 – Silver Winners Announced
- February 27 – Nationals Awards Ceremony – Caesar's Palace Ballroom, Las Vegas NV



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STEPS TO ENTER

1. Click on each item in the CATEGORY list to view required entry materials and downloadable forms (also available for download from the list below).
2. Complete the Nationals [ENTRY APPLICATION HERE](#) and pay entry fees no later than October 23, 2023.
3. Once submitted online, the entry system will generate your unique entry serial number(s) per entry.

ENTRY FEES

- NSMC/55+ Council Member \$300.00 per entry
- NAHB (but Non-NSMC/55+) Member \$325.00 per entry
- Non-NAHB Member \$350.00 per entry

ENTRY FORMS

THE NATIONALS

- (Category 1) [NAHB SALES AND MARKETING PROFESSIONAL FORM](#)
- (Category 4) [ROOKIE SALES/LEASING PROFESSIONAL FORM](#)
- (Category 5) [SALES/LEASING PROFESSIONAL FORM](#)
- (Category 6) [SALES/LEASING TEAM FORM](#)
- (Category 7 through 9) [ONLINE SALES OR TEAM FORM](#)
- (Category 10) [SALES MANAGER FORM](#)
- (Category 11) [MARKETING PROFESSIONAL FORM](#)
- (Category 12) [LIFESTYLE DIRECTOR FORM](#)
- (Category 13) [SMC FORM](#)
- (Category 14 through 22 and 29 through 71) [TEAM-PROJECT FORM](#)
- (Category 23 through 25) [WEBSITES FORM](#)
- (Category 26) [SOCIAL MEDIA FORM](#)
- (Category 27) [EMAIL MARKETING FORM](#)
- (Category 28) [DIGITAL MARKETING FORM](#)
- (Category 60 through 63) [COMMUNITY OF THE YEAR FORM](#)

55+ HOUSING AWARDS FORMS

- (Category 64-71) [TEAM-PROJECT FORM](#)
- (Category 72) [DIGITAL MARKETING FORM](#)
- (Category 73) [LIFESTYLE DIRECTOR FORM](#)



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GLOBAL INNOVATION AWARDS FORMS

- (Category 74) [GIA HOME OF THE YEAR FORM](#)
- (Category 75) [GIA BUILDING MATERIALS FORM](#)
- (Category 76) [GIA GLOBAL RESEARCH FORM](#)
- (Category 77) [GIA SPECIAL PURPOSE FORM](#)
- (Category 78) [GIA LAND PLANNING FORM](#)

MATERIALS REQUIREMENTS

Materials for all entries include:

- Team/ Information Form (Professional Achievement categories require specialized forms)
- Digital Files — floor plan and photo images required.

We suggest you submit your entry materials via file sharing services, e.g., FTP, Dropbox, or Hightail. Send link for download to: entries@teampmp.com.

All electronic file names should include your category number, entry serial number and sequence number (or description). For example:

- 01-1005_1.jpg, 01-1005_2.jpg, 01-1005_3.jpg, etc.
- 01-1005_floorplan.pdf
- 01-1005_siteplan.pdf
- 01-1005_form.pdf
- 01-1005_audio.mp3
- 01-1005_video.mov

PLEASE NOTE: Electronic files that are not submitted in the correct format will be subject to disqualification.

IMAGES:

- JPEG only: 300 dpi at highest quality (ideal file size is approximately 6 megabytes)
- Minimum width 1800 px / maximum width 2500 px (vertical or horizontal)
- Cosmetic alterations are acceptable for environmental challenges (power lines, construction, traffic, reflections, etc.).

PLANS AND FORMS: 8.5” x 11” high-resolution PDF only

VIDEOS: .mov, QuickTime or .mp4

AUDIO: mp3 only



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2023 CATEGORY LIST

NAHB HONORS
1. NAHB SALES & MARKETING PROFESSIONAL OF THE YEAR (OPEN TO BUILDERS, ASSOCIATES, VENDORS)
1A. NAHB REMODELER OF THE YEAR — PRESENTED IN COORDINATION WITH NAHB REMODELERS
1B. NAHB CUSTOM BUILDER OF THE YEAR — PRESENTED IN COORDINATION WITH CUSTOM HOME BUILDERS COMMITTEE
2. NAHB ASSOCIATE OF THE YEAR — PRESENTED IN COORDINATION WITH ASSOCIATES COMMITTEE
3. NAHB WOMAN OF THE YEAR AWARD — PRESENTED IN COORDINATION WITH PWB
PROFESSIONAL ACHIEVEMENT AWARDS
4. ROOKIE SALES PROFESSIONAL OF THE YEAR
5. SALES PROFESSIONAL OF THE YEAR
6. SALES TEAM OF THE YEAR (TWO OR MORE PEOPLE)
7. ROOKIE ONLINE SALES COUNSELOR OF THE YEAR (NEW)
8. ONLINE SALES COUNSELOR OF THE YEAR
9. ONLINE SALES TEAM OF THE YEAR
10. SALES MANAGER/LEADER OF THE YEAR
11. MARKETING PROFESSIONAL OF THE YEAR FOR A BUILDER/DEVELOPER
12. LIFESTYLE DIRECTOR OF THE YEAR
COUNCIL HONOR AWARDS
13. SALES & MARKETING COUNCIL OF THE YEAR
BRANDING/MARKETING CATEGORIES:
14. BEST LOGO DESIGN
15. BEST GRAPHIC CONTINUITY
16. BEST BROCHURE — COMMUNITY
17. BEST BROCHURE — MASTER PLANNED COMMUNITY
18. BEST SINGLE PRINT AD (COLOR OR B&W)
19. BEST PRINT CAMPAIGN — SERIES OF 2 OR MORE ADS (COLOR OR B&W)
MEDIA CATEGORIES
20. BEST RADIO COMMERCIAL/CAMPAIGN
21. BEST 30–60 SECOND COMMERCIAL (BROADCAST OR YOUTUBE)
22. BEST VIDEO — LONG FORMAT (OVER ONE MINUTE)
ONLINE MARKETING CATEGORIES
23. BEST WEBSITE FOR AN ASSOCIATE OR SUPPLIER



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ENTRY DEADLINE: 10-23-23 | AWARDS CEREMONY: 02-27-24 | LAS VEGAS, NV

24. BEST WEBSITE FOR A BUILDER
25. BEST WEBSITE FOR A COMMUNITY
26. BEST SOCIAL MEDIA CAMPAIGN
27. BEST EMAIL MARKETING/WEB BANNERS/RICH MEDIA ADVERTISING
28. BEST DIGITAL MARKETING CAMPAIGN
TECHNOLOGY CATEGORIES
29. BEST USE OF TECHNOLOGY
CAMPAIGN/SALES PROGRAM CATEGORIES
30. BEST OVERALL ADVERTISING CAMPAIGN
31. BEST REALTOR/BROKER PROGRAM
32. BEST SPECIAL PROMOTION — GRAND OPENINGS, BROKER PROMOTIONS, LIMITED TIME SALES EVENTS
33. BEST LIFESTYLE PROGRAM FOR A COMMUNITY
34. BEST PROFESSIONAL INDUSTRY INSIGHTS SERIES
35. BUILDING INDUSTRY COMMUNITY SPIRIT AWARD
SALES ENVIRONMENT CATEGORIES
36. BEST SALES/LEASING CENTER
37. BEST COMMUNITY WELCOME CENTER
38. BEST PRESENTATION CENTER
39. BEST COMMUNITY AMENITY — CLUBHOUSES, ETC.
40. BEST DESIGN CENTER
41. BEST SIGNAGE
42. BEST LANDSCAPE OF A MODEL
43. BEST LANDSCAPE OF A COMMUNITY
MODEL HOME CATEGORIES
44. BEST INTERIOR MERCHANDISING OF A MODEL PRICED UNDER \$500,000
45. BEST INTERIOR MERCHANDISING OF A MODEL PRICED \$500,000 TO \$600,000
46. BEST INTERIOR MERCHANDISING OF A MODEL PRICED \$600,000 TO \$700,000
47. BEST INTERIOR MERCHANDISING OF A MODEL PRICED \$700,000 TO \$800,000
48. BEST INTERIOR MERCHANDISING OF A MODEL PRICED \$800,000 TO \$1 MILLION
49. BEST INTERIOR MERCHANDISING OF A MODEL PRICED \$1 MILLION TO \$1.5 MILLION
50. BEST INTERIOR MERCHANDISING OF A MODEL PRICED OVER \$1.5 MILLION
51. BEST INTERIOR DESIGN OF A CUSTOM HOME
52. BEST SINGLE FAMILY DETACHED MODEL HOME — UNDER 2,000 SQ. FT.
53. BEST SINGLE FAMILY DETACHED MODEL HOME — 2,000 TO 2,500 SQ. FT



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54. BEST SINGLE FAMILY DETACHED MODEL HOME — 2,501 TO 3,000 SQ. FT
55. BEST SINGLE FAMILY DETACHED MODEL HOME — 3,001 TO 3,500 SQ. FT
56. BEST SINGLE FAMILY DETACHED MODEL HOME — 3,501 TO 4,000 SQ. FT
57. BEST SINGLE FAMILY DETACHED MODEL HOME — OVER 4,000 SQ. FT.
58. BEST MULTIFAMILY MODEL HOME
59. BEST ONE-OF-A-KIND HOME (CUSTOM OR SPEC)
COMMUNITY HONOR CATEGORIES
60. MULTIFAMILY COMMUNITY OF THE YEAR — UP TO 4 STORIES (INCLUDES DUPLEX/TRIPLEX, CONDOS)
61. MULTIFAMILY COMMUNITY OF THE YEAR — 4 STORIES AND ABOVE
62. DETACHED COMMUNITY OF THE YEAR — A SINGLE NEIGHBORHOOD AND COLLECTION OF PLANS BY ONE BUILDER
63. MASTER PLANNED COMMUNITY OF THE YEAR — MULTIPLE PRODUCT LINES BY ONE OR MORE BUILDERS
BEST OF 55+ HOUSING
64. APARTMENT OR INDEPENDENT LIVING COMMUNITY FOR 55+ BUYER
65. ASSISTED LIVING OR MEMORY CARE COMMUNITY
66. DETACHED HOME FOR 55+ BUYER
67. ATTACHED HOME FOR 55+ BUYER
68. COMMUNITY AMENITY
69. INTERIOR MERCHANDISING OF A MODEL FOR 55+ BUYER
70. INTEGRATED MARKETING STRATEGY OR CAMPAIGN FOR 55+ BUYER
71. PRINT FOR 55+ BUYER
72. DIGITAL FOR 55+ BUYER
73. LIFESTYLE DIRECTOR OF THE YEAR FOR 55+ COMMUNITY
GLOBAL INNOVATION AWARDS (GIA)
74. NAHB GLOBAL INNOVATION HOME OF THE YEAR
75. NAHB GLOBAL INNOVATION BUILDING MATERIALS AND CONSTRUCTION COMPONENTS
76. NAHB GLOBAL INNOVATION RESEARCH AND EXCHANGE
77. NAHB GLOBAL INNOVATION SPECIAL PURPOSE PROJECT
78. NAHB GLOBAL LAND PLANNING



THE NATIONALS CATEGORIES

NAHB HONOR AWARDS

1. NAHB SALES & MARKETING PROFESSIONAL OF THE YEAR (OPEN TO BUILDERS, ASSOCIATES, VENDORS)

Purpose of Award: This award recognizes and honors the outstanding achievements and work done by a Sales & Marketing Leader whose efforts bring a positive and significant impact to the residential construction industry.

Description: The NAHB Sales & Marketing Professional of the Year award is presented by The National Sales and Marketing Council. It is the highest level of recognition presented by NAHB that recognizes a professional for accomplishments in the building industry and/or throughout the NAHB Federation.

Judging Considerations:

- Contribution to home building
- Impact to the residential construction industry
- Building industry involvement

Who Can Submit Nominations? This award is open to any NAHB professional who has made a significant impact to the residential construction community through sales and marketing.

Judge/Evaluators: Applications to be anonymously reviewed by members of NAHB National Sales & Marketing Council in collaboration with The NationalsSM.

Presentation: The NAHB Sales & Marketing Professional of the Year award will be presented during the Nationals GalaSM held in conjunction with the International Builders' Show.

Entry Requirements:

- Complete Form ([download](#))
- Submit image of candidate

1A. REMODELER OF THE YEAR — PRESENTED IN COORDINATION WITH NAHB REMODELERS

[NAHB Remodeler of the Year – NAHB](#)

1B. CUSTOM BUILDER OF THE YEAR — PRESENTED IN COORDINATION WITH CUSTOM HOME BUILDERS COMMITTEE

[Custom Home Builder of the Year Award – NAHB](#)

2. ASSOCIATE OF THE YEAR — PRESENTED IN COORDINATION WITH ASSOCIATES COMMITTEE

Entry Requirements:

- Complete Form ([click here](#))
- Submit image of candidate



3. NAHB WOMAN OF THE YEAR AWARD — PRESENTED IN COORDINATION WITH PWB

Purpose of Award: The NAHB Woman of the Year award recognizes and honors outstanding achievements and work done by a woman whose efforts bring a positive and significant impact to the residential construction industry.

Description: The NAHB Woman of the Year award is presented in collaboration with the NAHB Professional Women in Building Council. It is the residential construction industry’s premier award recognizing a woman for her exceptional achievement(s) — and/or extraordinary contributions advocating for the advancement of women — in the building industry and/or throughout the NAHB Federation. This respected individual demonstrates good business acumen, serves as a role model for excellence in leadership and embodies purpose and vision.

Application Elements:

Section 1—Applicant’s Contact Information (Nominator/Person completing form)

Section 2—Nominee Contact Information (May self-nominate)

Section 3—Nomination Details:

1. What significant contributions have you or the nominee made to the home building industry that merit receiving this award? (750 words)
2. Explain your contributions or the nominee’s contributions in creating opportunities specifically for women in the building industry. (750 words)
3. Describe how you or the nominee has demonstrated a commitment to advancing the home building industry through industry-related positions and/or activities. (750 words)

Judging Considerations:

- Contribution to home building and women in the industry
- Impact to the residential construction industry
- Building industry involvement

Who Can Submit Nominations? This award is open to any woman who has made a significant impact to the residential construction community.

Judge/Evaluators: Applications to be anonymously reviewed by members of NAHB PWB Council in collaborating with The NationalsSM.

Presentation: The NAHB Woman of the Year award will be presented during the Nationals GalaSM held in conjunction with the International Builders’ Show.

Entry Requirements:

- Complete Form ([click here](#))
- Submit image of candidate



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PROFESSIONAL ACHIEVEMENT AWARDS

4. ROOKIE SALES/LEASING PROFESSIONAL OF THE YEAR

Candidate must have no more than 24 months of experience in new-home sales or leasing. Demonstrates considerable judgment, initiative, and motivation to manage the sales performance and activities of new-home communities.

Entry Requirements:

- Complete Sales Awards Form ([download](#))
- Submit image of candidate

5. SALES/LEASING PROFESSIONAL OF THE YEAR

Entry Requirements:

- Complete Sales Awards Form ([download](#))
- Submit image of candidate

6. SALES/LEASING TEAM OF THE YEAR (TWO OR MORE PEOPLE)

Entry Requirements:

- Complete Sales Awards Form ([download](#))
- Submit image of candidates

7. ROOKIE ONLINE SALES COUNSELOR OF THE YEAR (NEW)

Entry Requirements:

- Complete Online Sales Awards Form ([download](#))
- Submit image of candidates

8. ONLINE SALES COUNSELOR OF THE YEAR

Entry Requirements:

- Complete Online Sales Awards Form ([download](#))
- Submit image of candidate

9. ONLINE SALES TEAM OF THE YEAR

Entry Requirements:

- Complete Online Sales Awards Form ([download](#))
- Submit image of candidate

10. SALES MANAGER/LEADER OF THE YEAR

Entry Requirements:

- Complete Sales Manager Form ([download](#))
- Submit image of candidate



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11. MARKETING PROFESSIONAL OF THE YEAR FOR A BUILDER/DEVELOPER

Entry Requirements:

- Complete Marketing Professional Form ([download](#))
- Submit image of candidate

12. LIFESTYLE DIRECTOR OF THE YEAR

Entry Requirements:

- Complete Lifestyle Director Form ([download](#))
- Submit image of candidate

COUNCIL HONOR AWARDS

13. SALES & MARKETING COUNCIL OF THE YEAR

Awards will be presented based upon membership size (membership of 1 – 25, 26-50, 51-75, 76+).

Note: These categories are based upon the size of the Sales and Marketing Councils nationally, and not based on NAHB's HBA size categories.

Entry Requirements:

Only Sales and Marketing councils that are affiliated with NAHB National Sales and Marketing Council and with a NAHB-affiliated Home Builders' Association are eligible to participate.

Affiliated organizations must be in full compliance with all NAHB bylaws, and individuals must be members in good standing with their dues fully paid.

Net growth will be determined based on the local council's highest number of members during the year (their "base" number) compared to their total number of active members on Oct. 31. (Both values will be determined using the WMS membership reports by the NAHB National Sales and Marketing Council Staff.)

- Complete SMC Entry Form ONLY ([download](#))

BRANDING/MARKETING CATEGORIES

Use the Team/Project Form for these categories ([download](#))

14. BEST LOGO DESIGN

Entry will be judged on graphics, concept, overall design, readability and execution.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that demonstrate logo usage
- Submit all images in JPEG format only



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15. BEST GRAPHIC CONTINUITY

Entry will be judged on graphics, concept, overall design, readability and execution.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that demonstrate graphic continuity of marketing materials
- Submit all images in JPEG format only

16. BEST BROCHURE — COMMUNITY

Entry will be judged on concept, creativity, copy, layout, overall design and readability.

Entry Requirements:

- Complete Team/Project Form
- (1) sample brochure sent to The Nationals office no later than November 5
- (1) image that represents entry (to be used in awards show, website, PR)

17. BEST BROCHURE — MASTER PLANNED COMMUNITY

Entry will be judged on concept, creativity, copy, layout, overall design and readability.

Entry Requirements:

- Complete Team/Project Form
- (1) sample brochure sent to The Nationals office no later than November 5
- (1) image that represents entry (to be used in awards show, website, PR)

18. BEST SINGLE PRINT AD (COLOR OR B&W)

Entry will be judged on concept, creativity, copy, layout and overall design, execution and continuity.

Entry Requirements:

- Complete Team/Project Form
- (1) image of each ad submitted

19. BEST PRINT CAMPAIGN — SERIES OF 2 OR MORE ADS (COLOR OR B&W)

Entry will be judged on concept, creativity, copy, layout and overall design, execution and continuity.

Entry Requirements:

- Complete Team/Project Form
- (1) image of each ad submitted



MEDIA CATEGORIES

Use the Team/Project Form for these categories ([download](#))

20. BEST RADIO COMMERCIAL/CAMPAIGN

Entry will be judged on originality, concept and execution of the spot as it relates to the specified target market and the qualified traffic that was generated.

Entry Requirements:

- Complete Team/Project Form
- One audio (mp3) file of the radio spot
- (2) to (4) images that represent entry (to be used in awards show, website, PR)

21. BEST 30–60 SECOND COMMERCIAL (BROADCAST OR YOUTUBE)

Entry will be judged on originality, concept and execution of the spot as it relates to the specified target market and the qualified traffic that was generated.

Entry Requirements:

- Complete Team/Project Form
- One video (.mov or QuickTime) file of the TV spot
- (2) to (4) images that represent entry (to be used in awards show, website, PR)

22. BEST VIDEO — LONG FORMAT (OVER ONE MINUTE)

Entry will be judged on originality, concept and execution of the spot as it relates to the specified target market and the qualified traffic that was generated.

Entry Requirements:

- Complete Team/Project Form
- One video (.mov or QuickTime) file of the TV spot
- (2) to (4) images that represent entry (to be used in awards show, website, PR)

ONLINE MARKETING CATEGORIES

23. BEST WEBSITE FOR AN ASSOCIATE OR SUPPLIER

Entry will be judged on design, effectiveness, use of best practices and user experience. Website must be fully updated by November 1, 2023, so that the judges can review it online.

Entry Requirements:

- Complete Website Form ([download](#))
- Up to (6) images that represent entry (to be used in awards show, website, PR)
- Link to website (for judging)



24. BEST WEBSITE FOR A BUILDER

Entry will be judged on design, effectiveness, use of best practices and user experience. Website must be fully updated by November 1, 2023, so that the judges can review it online.

Entry Requirements:

- Complete Website Form ([download](#))
- Up to (6) images that represent entry (to be used in awards show, website, PR)
- Link to website (for judging)

25. BEST WEBSITE FOR A COMMUNITY

Entry will be judged on design, effectiveness, use of best practices and user experience. Website must be fully updated by November 1, 2023, so that the judges can review it online.

Entry Requirements:

- Complete Website Form ([download](#))
- Up to (6) images that represent entry (to be used in awards show, website, PR)
- Link to website (for judging)

26. BEST SOCIAL MEDIA CAMPAIGN

Entry will be judged on concept, creativity, copy, layout and overall design, execution and continuity.

Entry Requirements:

- Complete Social Media Form ([download](#))
- Up to (6) images that represent entry (to be used in awards show, website, PR)

Link(s) to actual campaign highly encouraged.

27. BEST EMAIL MARKETING/WEB BANNERS/RICH MEDIA ADVERTISING

Entry will be judged on creativity, design, use of best practices and campaign performance.

Entry Requirements:

- Complete Email Marketing Form ([download](#))
- Up to (6) images that represent entry (to be used in awards show, website, PR)

Link(s) to actual campaign highly encouraged.

28. BEST DIGITAL MARKETING CAMPAIGN

Entry will be judged on creativity, user experience and overall design, continuity and effectiveness. Includes banners/rich media, eblasts, microsites, landing pages and online PR. Link(s) to actual campaign highly encouraged

Entry Requirements:

- Complete Digital Marketing Form ([download](#))
- Include at least two executions of campaign
- Up to (6) images that represent entry (to be used in awards show, website, PR)



TECHNOLOGY CATEGORIES

Use the Team/Project Form for these categories ([download](#))

29. BEST USE OF TECHNOLOGY

Awards may be presented for apps, virtual reality tours and point of sale tools. Entry will be judged on level of realism, creativity, cinematic quality, use of sound (music, sound effects, narration) and use of special effects.

Entry Requirements:

Complete Team/Project Form

- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Video (.mov or QuickTime) file of animation

CAMPAIGN/SALES PROGRAM CATEGORIES

Use the Team/Project Form for these categories ([download](#))

30. BEST OVERALL ADVERTISING CAMPAIGN

Entry will be judged on creativity, design and success of materials developed to gain product interest. Includes all collateral and online platforms, print/electronic media and billboards.

Entry Requirements:

- Complete Team/Project Form
- Up to (6) images of promotion (photos of events are suggested)
- Up to (6) images of ads that represent the campaign, including any or all of the following: print advertising, direct mail, television and radio spots, billboards, etc.
- Radio and television submissions should be sent as audio (mp3) files and video (.mov or QuickTime) files

31. BEST REALTOR/BROKER PROGRAM

Entry will be judged on creativity, design and success of materials developed to gain product interest. Includes ads, print/electronic media and billboards.

Entry Requirements:

- Complete Team/Project Form
- Up to (6) images of promotion (photos of events are suggested)
- Up to (6) images of ads that represent the campaign, including any or all of the following: print advertising, direct mail, television and radio spots, billboards, etc.
- Radio and television submissions should be sent as audio (mp3) files and video (.mov or QuickTime) files



32. BEST SPECIAL PROMOTION — GRAND OPENINGS, BROKER PROMOTIONS, LIMITED TIME SALES EVENTS

Entry will be judged on creativity, design and success of materials developed to gain product interest. Includes a series of ads, print/electronic media and billboards.

Entry Requirements:

- Complete Team/Project Form
- Up to (6) images of promotion (photos of events are suggested)
- Up to (6) images of ads that represent the campaign, including any or all of the following: print advertising, direct mail, television and radio spots, billboards, etc.
- Radio and television submissions should be sent as audio (mp3) files and video (.mov or QuickTime) files

33. BEST LIFESTYLE PROGRAM FOR A COMMUNITY

Entry will be judged on creativity, design and success of programs related to the community.

Entry Requirements

- Complete Team/Project Form
- Submit images of promotion (photos of events are suggested)
- Submit images of ads that represent the campaign, including any or all of the following: print advertising, direct mail, television and radio spots, billboards, etc.
- Radio and television submissions should be sent as audio (mp3) files and video (.mov) files

34. BEST PROFESSIONAL INDUSTRY INSIGHTS SERIES

Entry will be judged on creativity, design and success of programs related to the target market.

Entry Requirements:

- Complete Team/Project Form
- Up to (6) images that represent the program
- Up to (6) images of ads that represent the campaign or promotion of the series
- Sample Reel of Series – Audio and Video samples should be sent as audio (mp3) files and video (.mov or QuickTime) files

35. BUILDING INDUSTRY COMMUNITY SPIRIT AWARD

Entry will be judged on originality, concept and execution of project program. Includes individual charities or builder-supported, non-profit programs (e.g., Boy Scouts, HomeAid, City of Hope, Extreme Home Makeover, etc.).

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)



SALES ENVIRONMENT CATEGORIES

Use the Team/Project Form for these categories ([download](#))

36. BEST SALES/LEASING CENTER

Neighborhood sales/leasing center for a single builder and product line. Entry will be judged on theme, function, display concept, creativity and design used in the office.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

37. BEST COMMUNITY WELCOME CENTER

Welcome center for multiple product lines. Entry will be judged on theme, function, display concept, creativity and design used in the office.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

38. BEST PRESENTATION CENTER

Defined as a sales center with vignette of model included. Entry will be judged on theme, function, display concept, creativity and design used in the office.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

39. BEST COMMUNITY AMENITY — CLUBHOUSES, ETC.

Entry will be judged on theme, function, display concept, creativity and design used in the office.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

40. BEST DESIGN CENTER

Entry will be judged on theme, function, display concept, creativity and design used in the space, as well as quality of product presentation, continuity within the space and continuity with the builders' branding.



Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

41. BEST SIGNAGE

Entry will be judged on concept, creativity, basic graphics and layout, design, execution, readability and continuity. Includes onsite and offsite signage.

Entry Requirements

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)

42. BEST LANDSCAPE OF A MODEL

Entry will be judged on the landscape effectiveness, impact and function in enhancing the product. Landscaping includes ground cover, hardscape and softscape for front and backyard spaces.

Entry Requirements

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)

43. BEST LANDSCAPE OF A COMMUNITY

Awards may be presented for builder, neighborhood or master planned community.

Entry will be judged on the landscape effectiveness, impact and function in enhancing the product or project. Landscaping includes ground cover, hardscape and softscape.

Entry Requirements

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)



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MODEL HOME CATEGORIES

Use the Team/Project Form for these categories ([download](#))

44. BEST INTERIOR MERCHANDISING OF A MODEL PRICED UNDER \$500,000

Entry will be judged on concept, creativity, impact of furniture and accessories as they relate to the intended target market and sales success.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

45. BEST INTERIOR MERCHANDISING OF A MODEL PRICED \$500,000 TO \$600,000

Entry will be judged on concept, creativity, impact of furniture and accessories as they relate to the intended target market and sales success.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

46. BEST INTERIOR MERCHANDISING OF A MODEL PRICED \$600,000 TO \$700,000

Entry will be judged on concept, creativity, impact of furniture and accessories as they relate to the intended target market and sales success.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

47. BEST INTERIOR MERCHANDISING OF A MODEL PRICED \$700,000 TO \$800,000

Entry will be judged on concept, creativity, impact of furniture and accessories as they relate to the intended target market and sales success.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG



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48. BEST INTERIOR MERCHANDISING OF A MODEL PRICED \$800,000 TO \$1 MILLION

Entry will be judged on concept, creativity, impact of furniture and accessories as they relate to the intended target market and sales success.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

49. BEST INTERIOR MERCHANDISING OF A MODEL PRICED \$1 MILLION TO \$1.5 MILLION

Entry will be judged on concept, creativity, impact of furniture and accessories as they relate to the intended target market and sales success.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

50. BEST INTERIOR MERCHANDISING OF A MODEL PRICED OVER \$1.5 MILLION

Entry will be judged on concept, creativity, impact of furniture and accessories as they relate to the intended target market and sales success.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

51. BEST INTERIOR DESIGN OF A CUSTOM HOME

Entry will be judged on concept, creativity, impact of furniture and accessories as they relate to its intended goals by the client.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

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

Entry will be judged on overall exterior and interior architecture, design appeal, functionality, innovative use of interior space and creative integration of the plan as it relates to the target market and sales success.

Entry Requirements:



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- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

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

Entry will be judged on overall exterior and interior architecture, design appeal, functionality, innovative use of interior space and creative integration of the plan as it relates to the target market and sales success.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

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

Entry will be judged on overall exterior and interior architecture, design appeal, functionality, innovative use of interior space and creative integration of the plan as it relates to the target market and sales success.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

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

Entry will be judged on overall exterior and interior architecture, design appeal, functionality, innovative use of interior space and creative integration of the plan as it relates to the target market and sales success.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

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

Entry will be judged on overall exterior and interior architecture, design appeal, functionality, innovative use of interior space and creative integration of the plan as it relates to the target market and sales success.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG



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

Entry will be judged on overall exterior and interior architecture, design appeal, functionality, innovative use of interior space and creative integration of the plan as it relates to the target market and sales success.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

58. BEST MULTIFAMILY MODEL HOME

Entry will be judged on overall exterior and interior architecture, design appeal, functionality, innovative use of interior space and creative integration of the plan as it relates to the target market and sales success.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

59. BEST ONE-OF-A-KIND HOME (CUSTOM OR SPEC)

Entry will be judged on overall exterior and interior architecture, design appeal, functionality, innovative use of interior space and creative integration of the plan as it relates to the desires and intended goals of the client.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG



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COMMUNITY HONOR CATEGORIES

Use the Team/Project Form ([download](#)) and Community of the Year form ([download](#)) for these categories

60. MULTIFAMILY COMMUNITY OF THE YEAR — UP TO 4 STORIES (Includes Duplex/Triplex, Condos)

Entry will be judged on the overall sales, marketing and design approach as it relates to the target market. Must also be entered in the following categories: Logo (14), Brochure (16), Website (25) Signage (41) Sales/Leasing Center (36) Interior Merchandising (44 through 50) and Architecture (52-57).

Additional Entry Requirements:

- Complete Team/Project Form and Community of the Year form
- Site plan of the community
- (4) to (6) images of community branding, including logo, brochure and ads
- (4) to (6) images of community, including exteriors of homes, interiors, signage and sales office
- Link to community website

61. MULTIFAMILY COMMUNITY OF THE YEAR — 4 STORIES AND ABOVE

Entry will be judged on the overall sales, marketing and design approach as it relates to the target market. Must also be entered in the following categories: Logo (14), Brochure (16), Website (25) Signage (41) Sales/Leasing Center (36) Interior Merchandising (44 through 50) and Architecture (52-57).

Additional Entry Requirements:

- Complete Team/Project Form and Community of the Year form
- Site plan of the community
- (4) to (6) images of community branding, including logo, brochure and ads
- (4) to (6) images of community, including exteriors of homes, interiors, signage and sales office
- Link to community website

62. DETACHED COMMUNITY OF THE YEAR—A Single Neighborhood and Collection of Plans By One Builder

Defined as a single neighborhood and collection of plans by one builder. Entry will be judged on the overall sales, marketing and design approach as it relates to the target market. Must also be entered in the following categories: Logo (14), Brochure (16), Website (25) Signage (41) Sales/Leasing Center (36) Interior Merchandising (44 through 50) and Architecture (52-57).

Additional Entry Requirements:

- Complete Team/Project Form and Community of the Year form
- Site plan of the community
- (4) to (6) images of community branding, including logo, brochure and ads
- (4) to (6) images of community, including exteriors of homes, interiors, signage and sales office
- Link to community website



63. MASTER PLANNED COMMUNITY OF THE YEAR—Multiple Product Lines By One Or More Builders

Defined as multiple product lines offered by one or more builders in the same setting with a unique cohesive branding. Entry will be judged on the overall sales, marketing and design approach as it relates to the target market. Must also be entered in the following categories: Logo (14), Brochure (17), Website (25) and Signage (41), plus at least one of the following categories: Sales/Leasing Center (36), Welcome Center (37) or Amenity (39).

Additional Entry Requirements:

- Complete Team/Project Form and Community of the Year form
- Site plan of the community
- (4) to (6) images of community branding, including logo, brochure and ads
- (4) to (6) images of community, including exteriors of homes, interiors, signage and sales office
- Link to community website



BEST OF 55+ HOUSING AWARDS

Eligibility Requirements for All Categories

The project or home(s) must have been completed or first model opened between January 1, 2021, and August 31, 2023. Communities or project phases for larger communities must have at least 50% of the building units and 50% of the infrastructure completed by August 31, 2023. The same project may be entered for awards in multiple categories.

Gold winning projects previously entered are not eligible to submit again for the same category. Silver winning projects may enter again if they meet the criteria for the current year's program. Websites and online links must be active and functional at the time of submission. Any home owned or occupied by a staff member of NAHB shall be disqualified. Should the need arise, the judges reserve the right to subdivide or reassign any category or create a new category as appropriate to provide adequate competition.

55+ *COMMUNITY DESIGN*

Use the Team/Project Form for these categories ([download](#))

64. APARTMENT OR INDEPENDENT LIVING COMMUNITY

Independent living communities are commonly apartments, which may be rental, entrance fee, for-sale, cooperatives or mix of types. Some communities may also offer cottages, condominiums, and single-family homes. Residents do not require assistance with daily activities or 24/7 skilled nursing but may benefit from convenient services, senior-friendly surroundings, and increased social opportunities.

Entry will be judged on overall exterior and interior architecture, design appeal, functionality, innovative use of interior space and creative integration of the plan as it relates to the target market and sales success.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

65. ASSISTED LIVING OR MEMORY CARE COMMUNITY

Communities may be in a standalone building or part of a larger community as a part of a continuum-of-care. These communities provide services such as meals, housekeeping, wellness amenities, health care or supportive services and/or 24-hour staffing and are typically licensed through the state.

Assisted Living Communities provide assistance with daily living and health care services for residents and/or residents with special needs.

Memory Care refers to provisions of special care to address Alzheimer's or other forms of dementia.



Entry will be judged on overall exterior and interior architecture, design appeal, functionality, innovative use of interior space and creative integration of the plan as it relates to the target market and sales success.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

55+ SINGLE-FAMILY (Detached Home or Attached Home)

Use the Team/Project Form for these categories ([download](#))

66. DETACHED HOME FOR A 55+ BUYER

Home types include single-family detached as well as manufactured homes on fee simple or leased lots.

Detached refers to a home that is free of any shared walls and stands alone.

Square footage is defined as all living spaces as measured to the interior face of the exterior walls and does not include garages, unfinished basements, attics, covered patios and porches.

Entry will be judged on overall exterior and interior architecture, design appeal, functionality, innovative use of interior space and creative integration of the plan as it relates to the target market and sales success.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

67. ATTACHED HOME FOR A 55+ BUYER

Home types include attached homes, as well as manufactured homes on fee simple or leased lots.

Attached means that a home shares a common party wall often on both sides of the property.

Square footage is defined as all living spaces as measured to the interior face of the exterior walls and does not include garages, unfinished basements, attics, covered patios and porches.

Entry will be judged on overall exterior and interior architecture, design appeal, functionality, innovative use of interior space and creative integration of the plan as it relates to the target market and sales success.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG



55+ *SPECIAL PROGRAM OR DESIGN*

Use the Team/Project Form for these categories ([download](#))

68. COMMUNITY AMENITY FOR A 55+ BUYER

The community amenity category applies to a single amenity built for the use of residents, or events organized to engage the residents. Indoor or outdoor amenity would qualify, a community Health and Wellness Feature and Clubhouses. Includes community centers, recreation centers, clubhouses, wellness/fitness centers, educational centers, and amenity or activity centers for any type of 55+ lifestyle community, a feature that contributes to the resident's overall health and wellness. Examples could include air and water purification, biophilic design farm to table feature or unique exercise and fitness amenity. Other suggestions could be acafé, theatre, package lockers, garden area, library nook, barbeque and grill areas, terraces, fire pit and outdoor lounge areas, water features, community or neighborhood parks, dog parks, court games, miniature putting courses and children's play areas. Entry will be judged on function, use of space, creativity and design.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry

55+ *INTERIOR DESIGN (Interior Merchandising)*

Use the Team/Project Form for these categories ([download](#))

69. INTERIOR MERCHANDISING OF A MODEL FOR A 55+ BUYER

Interior Merchandising is the interior design of a model home and/or common area using color, textures, furnishing and accessories as it relates to their target market and how it complements the interior unit's space.

Entry will be judged on concept, creativity, impact of furniture and accessories as they relate to the intended target market and sales success.

Entry Requirements:

- Complete Team/Project Form
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG



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55+ *MARKETING (Integrated Marketing Strategy or Campaign, Print, Digital)*

Use the Team/Project Form for Category 70 and 71 ([download](#))

The Marketing categories are reserved for marketing and sales activities that pertain to age-qualified or age-preferred communities catering to the 55+ Consumer or Lifestyle. Websites must be live at the time of application submission.

70. INTEGRATED MARKETING STRATEGY OR CAMPAIGN FOR A 55+ BUYER

This category includes a specific marketing effort that integrates online and offline marketing elements to attract potential 55+ residents.

Entry will be judged on creativity, design and success of materials developed to gain product interest. Includes all collateral and online platforms, print/electronic media and billboards.

Entry Requirements:

- Complete Team/Project Form
- Up to (6) images of promotion (photos of events are suggested)
- Up to (6) images of ads that represent the campaign, including any or all of the following: print advertising, direct mail, television and radio spots, billboards, etc.
- Radio and television submissions should be sent as audio (mp3) files and video (.mov or QuickTime) file

71. PRINT FOR A 55+ BUYER

Includes all elements of print marketing. Includes single direct-mail piece or a direct-mail series. Examples might include letters, self-mailers or mailed sales promotions intended for 55+ consumers. A printed brochure of any length or composition that is intended to attract potential 55+ residents. A single black-and-white or color advertisement created to promote 55+ lifestyle and housing of any type to potential residents. Includes flyers and inserts.

Entry will be judged on concept, creativity, copy, layout and overall design, execution and continuity.

Entry Requirements:

- Complete Team/Project Form
- (1) image of each ad submitted

72. DIGITAL FOR A 55+ BUYER

This category includes promoting a specific, web-driven marketing strategy using new marketing channels and methodologies to 55+ potential residents. Creative use of marketing elements may include a website for a 55+ individual project, 55+ residential community or 55+ company, online advertising, banners, landing pages, videos, e-newsletters, blogs and social networking campaigns.

Entry will be judged on creativity, user experience and overall design, continuity and effectiveness. Includes banners/rich media, eblasts, microsites, landing pages and online PR.

Entry Requirements:

- Complete Digital Marketing Form ([download](#))



NAHB THE NATIONALS CALL FOR ENTRIES: DEADLINE EXTENDED!

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The banner features the NAHB logo on the left, the text 'THE NATIONALS' in large gold letters, a gold trophy in the center, and the text 'CALL FOR ENTRIES: DEADLINE EXTENDED!' on the right. Below this, the entry deadline and awards ceremony date and location are listed.

- No Team/Project Form is required for this category
- Include at least two executions of campaign
- Up to (6) images that represent entry (to be used in awards show, website, PR)
- Link(s) to actual campaign highly encouraged.

55+ LIFESTYLE

73. LIFESTYLE DIRECTOR OF THE YEAR FOR A 55+ COMMUNITY

Nominee must be an onsite lifestyle director employed by a builder, developer or associate. Director has achieved success through implementing programs and events advancing the lifestyle pillars for the current residents and community. Judging for Lifestyle Director will evaluate an individual's performance and advances the lifestyle for the current residents and community. Nominee must be a NAHB 55+ Housing Industry Council Member.

Entry Requirements:

- Complete Lifestyle Director Form ([download](#))
- Submit image of candidate



GLOBAL INNOVATION AWARDS (GIA)

74. NAHB GLOBAL INNOVATION HOME OF THE YEAR AWARD

Entry Requirements:

- Complete GIA Home Project Form ([download](#))
- Up to 12 images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

Home of the Year Eligibility Requirements:

- This home must have been completed outside of the domestic United States between Jan. 1, 2018 and Oct. 7, 2023.
- Previously entered winning projects are not eligible to submit again for the same category.

Judging Criteria:

- Level Playing Field. Judges will always take into consideration the level of commitment that can be afforded by each applicant – so that smaller or poorer areas have just as much chance of success as bigger or richer ones. Ex. Uganda versus Paris.
- International Product. The project MUST have been completed outside of the domestic United States
- Local Culture. Does this home show evidence of making a distinct contribution to the local culture?
- Age of project. This home must have been completed outside of the domestic United States between Jan. 1, 2018 and Oct. 7, 2023. Projects older than 5 years will not be considered. (No On the Board Projects Accepted).
- Innovation. Does the home have products and/or services which are new (or significantly changed) make a positive difference for the home building industry?
- Functionality. Does the home have products and/or services easy to use or apply for builders and/or consumers?
- Does the home have products and/or services which are new (or significantly changed) make a positive difference for the home building industry?
- Does the home have products and/or services easy to use or apply for builders and/or consumers?
- Building Challenge(s) Solutions. Does the home have innovative techniques and technology to solve building challenge(s)?
- Sustainability, health and wellness. Does the home have protocols for sustainability, health and wellness?
- Unique Marketing Approach. Does the home have products and/or services that have been successfully marketed in a unique way?
- Lessons learned. Have the lessons learned through this home building process brought about a positive change for the global home building market?

Membership:

- Global membership is not required.



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Home Type Definitions:

Home types include single-family detached and attached homes, as well as manufactured homes on fee simple or leased lots. Detached refers to a home that is free of any shared walls and stands alone. Attached refers to a home that shares a common party wall often on both sides of the property. Square Footage is defined as all living space as measured to the interior face of the exterior walls and does not include garages, unfinished basements, attics, covered patios and porches. Universal Design refers to designs and features that make housing usable by persons with a broad range of needs. It is inclusionary design that applies to spaces, features, and products to maximize the number of people who can function independently in an environment.

Sustainability, Health and Wellness Elements:

Use the image/photograph upload area to demonstrate these specific features. Professional photography is not required. Images could include, but are not limited to, air quality, water quality, lighting, thermal, acoustics, biophilic elements.

75. NAHB GLOBAL INNOVATION BUILDING MATERIAL AND CONSTRUCTION COMPONENT AWARD (BM&CC)

Entry Requirements:

- Complete GIA Building Materials Form ([download](#))
- Up to 12 images that represent entry (to be used in awards show, website, PR)

BM & CC Eligibility Requirements

- Global Product: Is this a Builder Material, Construction Component, Exterior product, Interior Product, Technology solutions, Mechanicals, Appliances, Home Furnishings developed by professional designers, architects, product development companies, product manufacturers and/or other business in this industry worldwide?
- Global companies: (companies outside of the U.S.) that offer products or services from developers, builders, subcontractors, remodelers and lenders to global consumers.
- Photography Requirements for All Categories: It is highly recommended that for all categories that are not strictly interior architecture or design, marketing or individual that sufficient exterior photography be submitted to demonstrate the design characteristics of the home, residential building or community. Entries without sufficient exterior photography, if applicable, may be removed from consideration.
- Innovation: Product and/or service is new (never been offered) or significantly changed (would deem a game-changer in its product class).
- Functionality and Ease of Application: Product and/or service is easy to use, a go-to for builder and/or consumers.
- Good Design/Aesthetic Qualities: Product has clean lines and is attractive for its purpose.
- Realized Efficiency: Product and/or service will help the builder solve a specific issue, add to their bottom line, and/or solve a specific problem for the consumer.
- Product Timing: Was this product brought to market in the last five years? Requirement to be finished. Product should have brought to market in the last five years (2017-2022).



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BM&CC Judging Criteria

- Level Playing Field. Judges will always take into consideration the level of commitment that can be afforded by each applicant – so that smaller or poorer areas have just as much chance of success as bigger or richer ones. Ex. Uganda versus Paris.
- Global companies. (companies outside of the U.S.) Does this company offer products or services from professional designers, architects, product development companies, product manufacturers and/or other business in this industry worldwide?
- Global Product. Is this a Building material, Construction Component, Exterior product, Interior Product, Technology solution, Mechanical, Appliance, Home Furnishing, etc.?
- If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released. (Must be released to market).
- Does the home have products and/or services easy to use or apply for builders and/or consumers?
- Good Design/Aesthetic Qualities. Product has clean lines and is attractive for its purpose.
- Realized Efficiency. Product and/or service will help the builder solve a specific issue, add to their bottom line, and/or solve a specific problem for the consumer.
- Unique Marketing Approach. Does the home have products and/or services that have been successfully marketed in a unique way?
- Lessons learned. Have the lessons learned through this home building process brought about a positive change for the global home building market?

76. NAHB GLOBAL RESEARCH AND GLOBAL EXCHANGE AWARD

Entry Requirements:

- Complete GIA Global Research Form ([download](#))
- Up to 12 images that represent entry (to be used in awards show, website, PR)

Research and Global Exchange Award Eligibility Requirements

- Eligibility: Open to Domestic and International influencers.
- Eligibility: Ability to self-nominate.

RESEARCH AND GLOBAL EXCHANGE AWARD APPLICATION INSTRUCTIONS

- Essay: In 500 words or less, describe how this person in the housing and community development field has made an outstanding contribution toward international understanding and exchange of international experience. Each nominee must have direct affiliation with the housing and community development field and have made an outstanding contribution to international understanding in housing and community development.
- Accomplishments: In bullet-list form, a brief summary of up to ten (10) of the chief accomplishments of the nominee.
- Required Supporting Materials: Letters or recommendation (if self-nominating).



THE NATIONALS



CALL FOR ENTRIES:
DEADLINE EXTENDED!

ENTRY DEADLINE: 10-23-23 | AWARDS CEREMONY: 02-27-24 | LAS VEGAS, NV



- Optional Supporting Materials: A collection of supporting files and web addresses that support your entry and provide more background information to the judges. These might be customer testimonials, press clippings, work samples, photographs, video clips (five minutes or less), etc.

RESEARCH AND GLOBAL EXCHANGE AWARD JUDGING CRITERIA

- Purpose. Did this person further the work of the Global Opportunities Board by recognizing a person in the housing and community development field who has made an outstanding contribution toward international understanding and exchange of international experience.
- Each nominee must have direct affiliation with the housing and community development field and have made an outstanding contribution to international understanding in housing and community development.
- Open to Domestic and International influencers.

77. NAHB GLOBAL SPECIAL PURPOSE PROJECT AWARD

Entry Requirements:

- Complete GIA Special Purpose Form ([download](#))
- Up to 12 images that represent entry (to be used in awards show, website, PR)

Special Purpose Project Eligibility Requirements

- Special Purpose Project: This is a project with a unique physical design, special construction materials, or a layout that particularly adapts its utility to the use for which it was built? The land may be located in rural, suburban, or urban areas and may have the potential to be developed for commercial, industrial, agricultural, or special use. Although most building can be converted to other uses, the conversion of a special purpose project generally involves extra expense and design expertise. Such conversion may not be economically feasible or practical in many situations depending on a building's design and special construction features. Special Purpose Projects include:

- HOUSES OF WORSHIP
- THEATERS
- GREENHOUSES
- SCHOOLS
- RAIL & TRANSPORTATION FACILITIES
- SPORTS ARENAS

Eligibility Requirements:

This project must have been completed outside of the domestic United States between Jan. 1, 2018 and Oct. 7, 2023. Previously entered winning projects are not eligible to submit again for the same category. Previously entered non-winning projects may enter again if they meet the criteria for the current year's program.

SPECIAL PURPOSE PROJECT JUDGING CRITERIA



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- Level Playing Field. Judges will always take into consideration the level of commitment that can be afforded by each applicant – so that smaller or poorer areas have just as much chance of success as bigger or richer ones. Ex. Uganda versus Paris.
- Has the goal and/or purpose for the special purpose property, its relationship to its surroundings and local culture, any products that made a positive difference for the home building industry, innovative techniques and technology that solve building challenge(s), any protocols for sustainability, health and wellness, unique marketing of key features and amenities, evidence of success, etc.
- International Project. Was this project completed outside of the domestic United States?
- Age of project. This home must have been completed outside of the domestic United States between Jan. 1, 2017 and Oct. 7, 2023. Projects older than five years will not be considered. (No On the Board Projects Accepted).

78. NAHB GLOBAL INNOVATION LAND PLANNING AWARD

Entry Requirements:

- Complete GIA Land Planning Form ([download](#))
- Up to 12 images that represent entry (to be used in awards show, website, PR)

Land Planning Eligibility Requirements

- Introduction: NAHB Global Innovation Land Planning Award is open to residential and commercial property professionals from around the globe. The goal of planning is to maximize the health, safety, and economic well-being of all people living in our societies, how we can attract and retain thriving businesses, where we want to live, and opportunities for recreation. Planning helps create local societies of lasting value. While architects often focus on a single building, a planner's job is to work with residents and elected officials to guide the layout of an entire district or region. Planners take a broad view and look at how the pieces of a locality — buildings, roads, and parks — fit together like pieces of a puzzle. Planners then make recommendations on how the local environment should proceed. One of the greatest challenges for planners is to imagine what can and should happen to a local environment: how it should grow and change, and what it should offer residents 10, 15, or even 20 years into the future. This award celebrates the highest level of achievement by companies operating in all sectors of the property and real estate industry who demonstrate excellence in residential and mixed-use land development. These projects promote excellence in planning and design. Projects include residential, office, commercial, and institutional developments that exemplify good site design, such as building placement, project context, parking and circulation, pedestrian amenities, landscaping, and sustainable design practices.

Eligibility Requirements:

This project must have been completed outside of the domestic United States between Jan. 1, 2009 and Oct. 7, 2023. Previously entered winning projects are not eligible to submit again for the same category. Previously entered non-winning projects may enter again if they meet the criteria for the current year's program. All projects may be located in rural, suburban, or urban areas and may have the potential to be developed for residential, commercial, industrial, agricultural or special-purpose use.

Land Planning Judging Criteria

A blue banner for the NAHB The Nationals award. On the left is the NAHB logo. In the center is a gold trophy of a figure holding a globe. To the right of the trophy is the text 'CALL FOR ENTRIES: DEADLINE EXTENDED!' in large, bold, gold letters. Below this, in white letters, is 'ENTRY DEADLINE: 10-23-23 | AWARDS CEREMONY: 02-27-24 | LAS VEGAS, NV'. In the top right corner, there is a small logo with the text 'THE NATIONALS' and 'NAHB'.

- Level Playing Field. Judges will always take into consideration the level of commitment that can be afforded by each applicant – so that smaller or poorer areas have just as much chance of success as bigger or richer ones. Ex. Uganda versus Paris.
- Has this individual, organization or government addressed a commercial challenge?
- Has the goal and/or purpose for the land planning, its relationship to its surroundings and local culture, any products that made a positive difference for the home building industry, innovative techniques and technology that solve building challenge(s), any protocols for sustainability, health and wellness, unique marketing of key features and amenities, evidence of success, etc.
- International Project. Was this project completed outside of the domestic United States?
- Building Phase. Has the project been completed or in progress? Those in design stage will not be considered.
- Age of project. This project must have been completed outside of the domestic United States between Jan. 1, 2007 and Oct. 7, 2022. Projects older than 15 years will not be considered.