

THE NATIONALS

NATIONAL ASSOCIATION OF HOME BUILDERS



2026 CALL FOR ENTRIES

JUNE 22: ENTRY WINDOW OPENS

SEPT 21: ENTRIES DUE

FEB 2: AWARDS GALA IN LAS VEGAS

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THE NATIONALS

Presented by the National Sales and Marketing Council (NSMC) — a council of the National Association of Home Builders (NAHB) — **The NationalsSM** showcase the most exciting trends in New Homes Sales and Marketing, including:

- **Best of 55+ Housing:** Recognizing excellence in the 55+ housing sector.
- **Global Innovation:** Celebrating cutting-edge products, services and projects worldwide.

Outstanding achievements are recognized in these categories — and more:

- Homebuilders and communities
- Model homes
- Sales experience
- Architecture, interiors and sales offices
- Landscaping
- Merchandising
- Individual sales professionals
- Councils and associates
- Logos, graphics, brochures and signage
- Websites
- Special promotions
- Advertising and overall campaigns

NAHB HONORS

The National Association of Homebuilders honors members on multiple levels for their remarkable contributions to the housing industry. Additional details about their many prestigious awards can be found here: [NAHB AWARDS](#).

QUESTIONS?

The Nationals are administered by TeamPMP. If you have any questions during the process, please feel free to contact Shane or Lisa Parrish between 9:00 a.m. and 5:30 p.m. Pacific Time:

- (800) 658-2751 US ONLY or 909-987-2758
- EMAIL: lisa@thenationals.com OR shane@thenationals.com
- MAILING ADDRESS: The Nationals, 10416 Hamilton Street, Alta Loma, CA 91701

ENTRY INFORMATION

IMPORTANT DATES

- June 22: Call for Entries Opened
- September 21: Entry Deadline
- September 21: Materials Deadline
- November 11-13: Judging
- November 30: Silver Winners announced
- February 2: Nationals Awards Ceremony – Caesar’s Palace Ballroom, Las Vegas NV

ENTRY FEES

- Council Member: \$300.00 per entry
- NAHB Member (but Non-Council member): \$325.00 per entry
- Non-NAHB Member: \$350.00 per entry

ELIGIBILITY TERM & REQUIREMENTS

October 1, 2025, to September 30, 2026

PROFESSIONAL ACHIEVEMENT CATEGORIES: Those who excelled in industry contributions, sales volume, community involvement and overall professionalism, during the eligibility term.

MARKETING CATEGORIES: New or rehabilitated residential real estate projects with homes available FOR SALE OR RENT, during the eligibility term.

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.

DISCLAIMER

NOTE: 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.

ENTRY INSTRUCTIONS

STEPS TO ENTER

1. View the entry requirements for individual categories, starting on [PAGE 10](#). Complete the [ENTRY APPLICATION HERE](#) and pay entry fees no later than Sept. 21. Once submitted, the online entry system will generate your unique entry serial number(s) per entry.
2. Complete and submit the required entry form(s) indicated for each category. The form(s) will be provided in your entry confirmation email.
3. Submit entry materials no later than midnight on Sept. 21.

ONLINE FORM FUNCTIONALITY

After you submit the Entry Application (Step 2 above), you will receive a confirmation email that provides access to the entry forms, which are fully editable online. When form is complete, click SUBMIT. Entries will not be editable once submitted. However, if you need to edit or change the entry, simply open and complete a new form and resubmit. The system will update the entry.

NOTE: A confirmation of your submittal will be emailed to you.

ENTRY MATERIALS & DIGITAL FILE FORMATS

All entries must include an Entry Form (provided in your entry confirmation email), plus additional elements as specified for each category. (Category requirements start [HERE](#).)

PLEASE NOTE: Electronic files that are not submitted in the correct format may be subject to disqualification. Cosmetic alterations are acceptable for environmental challenges ONLY (power lines, construction, traffic, reflections, etc.). Acceptable formats are as follows:

- Forms: PDF or Word document
- Images:
 - 300 dpi JPEG ONLY, saved at highest quality
 - Minimum width 1800 px/maximum width 2500 px (vertical or horizontal)
 - Ideal file size is approximately six megabytes
- Plans: High resolution PDF ONLY at 8.5” x 11”
- Video Formats: .mov, QuickTime or mp4
- Audio: mp3 format ONLY

FILE NAMES: Must include the category number (e.g., “01”), your entry serial number (e.g., “1005”) and the sequence number (e.g., “1, 2, 3) or description (e.g., “floorplan”).

FILE NAME EXAMPLES:

Series of three images:	PDFs:	Other Formats:
<ul style="list-style-type: none">• 01-1005_1.jpg• 01-1005_2.jpg• 01-1005_3.jpg	<ul style="list-style-type: none">• 01-1005_floorplan.pdf• 01-1005_siteplan.pdf• 01-1005_form.pdf	<ul style="list-style-type: none">• 01-1005_teamform.doc• 01-1005_audio.mp3• 01-1005_video.mov

CATEGORY LIST

NAHB HONORS

1. NAHB Sales & Marketing Professional of the Year (Open to Builders, Associates, Vendors)
2. Associate of the Year— Presented in coordination with Associates Council
3. NAHB Woman of the Year Award— Presented in coordination with PWB

PROFESSIONAL ACHIEVEMENT

4. Rookie Sales Professional of The Year — defined as selling for less than 24 month as of entry deadline
5. Sales/Leasing Professional of The Year
6. Sales/Leasing Team of The Year (Two Or More People)
7. Online Sales Counselor of The Year
8. Online Sales Team of The Year
9. Sales Manager/Leader of The Year
10. Marketing Professional of The Year for A Builder/Developer
11. Lifestyle Director of the Year
12. Sales & Marketing Council of The Year

MARKETING

13. Best Logo Design
14. Best Graphic Continuity
15. Best Brochure – Community
16. Best Brochure — Master-Planned Community
17. Best Print Ad (Color or Black & White) — Single Ad

MEDIA

18. Best 30-60 Second Commercial (Broadcast or You Tube)
19. Best Video — Long format — over 1 minute

ONLINE MARKETING

20. Best Website for an Associate and Supplier
21. Best Website for a Builder
22. Best Website for a Community
23. Best Social Media Campaign
24. Best Email Marketing/Web Banners/Rich Media Advertising
25. Best Digital Marketing Campaign

TECHNOLOGY

26. Best Use of Technology

CATEGORY LIST (CONT.)

CAMPAIGN/ SALES PROGRAMS

27. Best Overall Advertising Campaign — Includes all collateral and online platforms
28. Best Marketing Campaign for a 55+ Buyer Including Digital Social and Print
29. Best Realtor/Broker Program
30. Best Special Promotion — Grand openings, broker promotions, limited time sales events
31. Best Lifestyle Program for a Community
32. Heart and Hammer Award — Recognizing community service projects or campaigns (formerly Building Industry Community Spirit)

SALES ENVIRONMENTS

33. Best Sales/Leasing Center/ Welcome Center
34. Best Presentation Center — Canadian sales and marketing environments created to showcase a residential or mixed-use development, typically including displays, models, interactive experiences and design features intended to engage prospective buyers.
35. Best Community Amenity
36. Best Community Amenity for a 55+ Community
37. Best Design Center or Show Room
38. Best Signage
39. Best Landscape of a Model Complex

HOME DESIGN

40. Best Outdoor Living Space of a Home
41. Best Interior Merchandising of a Model Priced Under \$500,000
42. Best Interior Merchandising of a Model Priced \$500,000 To \$600,000
43. Best Interior Merchandising of a Model Priced \$600,000 To \$700,000
44. Best Interior Merchandising of a Model Priced \$700,000 To \$800,000
45. Best Interior Merchandising of a Model Priced \$800,000 To \$1 Million
46. Best Interior Merchandising of a Model Priced \$1 Million To \$1.5 Million
47. Best Interior Merchandising of a Model Priced Over \$1.5 Million
48. Best Interior Merchandising of a Model Home for a 55+ Buyer
49. Best Interior Design of a Custom Home
50. Best Single Family Detached Model Home under 2,000 sf
51. Best Single Family Detached Model Home 2,000 to 2,500 sf
52. Best Single Family Detached Model Home 2,501 to 3000 sf
53. Best Single Family Detached Model Home 3,001 to 3,500 sf

CATEGORY LIST (CONT.)

HOME DESIGN (Continued)

- 54. Best Single Family Detached Model Home 3,501 to 4,000 sf
- 55. Best Single Family Detached Model Home over 4,000 sf
- 56. Best Single Family Detached Home for 55+ Buyer
- 57. Best One of a Kind Home Design — Custom or Spec
- 58. Best Attached Model Home Design
- 59. Best Attached Home Design for 55+ Buyer
- 60. Best Apartment or Independent Living Community for 55+
- 61. Best Assisted Living/Memory Care Community for 55+

COMMUNITY

- 62. Multifamily Community of the Year
- 63. Single Family Community of the Year
- 64. Master-Planned Community of the Year

GLOBAL INNOVATION AWARDS (GIA)

- 65. Global Innovation — International Community or Home Design
- 66. Global Innovation — Building Material or Construction Component

LINKS TO FORMS

NOTE: DO NOT SUBMIT A FORM PRIOR TO ENTRY APPLICATION AND ENTRY FEE PAYMENT (entry will be rejected).

- [\(CATEGORY 1\) 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](#)
- [\(CATEGORY 7 THROUGH 8\) ONLINE SALES OR TEAM FORM](#)
- [\(CATEGORY 9\) SALES MANAGER FORM](#)
- [\(CATEGORY 10\) MARKETING PROFESSIONAL FORM](#)
- [\(CATEGORY 11\) LIFESTYLE DIRECTOR FORM](#)
- [\(CATEGORY 12\) SMC FORM](#)
- [\(CATEGORY 13 THROUGH 19 AND 26 THROUGH 64\) TEAM-PROJECT FORM](#)
- [\(CATEGORY 20 THROUGH 22\) WEBSITES FORM](#)
- [\(CATEGORY 23\) SOCIAL MEDIA FORM](#)
- [\(CATEGORY 24\) EMAIL MARKETING FORM](#)
- [\(CATEGORY 25\) DIGITAL MARKETING FORM](#)
- [\(CATEGORY 65 THROUGH 66\) GLOBAL INNOVATION AWARDS TEAM/PROJECT FORM](#)

ENTRY TIPS AND TRICKS

Here are some tips that will grab the judges' attention and make your entries shine:

1. **TELL A STORY:** Go beyond the facts — share your passion, purpose and results. What challenge did you solve? What impact did it have?
2. **KEEP IT CLEAR:** Be concise and compelling. Judges review hundreds of applications — make yours easy to follow and hard to forget.
3. **CHOOSE STRONG VISUALS:** Use high-quality images and videos to showcase your best angles, energy and atmosphere.
4. **SHOWCASE RESULTS:** Support your narrative with measurable success — sales numbers, engagement stats, awards or testimonials.
5. **FOLLOW THE GUIDELINES:** Every detail matters. Make sure your application is complete, formatted correctly and submitted on time.

CATEGORY REQUIREMENTS

NAHB HONORS

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 ([CLICK TO LOAD](#))
- Submit image of candidate

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

Entry Requirements:

- Complete Form ([CLICK TO LOAD](#))
- Submit image of candidate

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

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:

- What significant contributions have you or the nominee made to the home building industry that merit receiving this award? (750 words)
- Explain your contributions or the nominee's contributions in creating opportunities specifically for women in the building industry. (750 words)
- 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 Nationals.

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 TO LOAD](#))
- Submit image of candidate

CATEGORY REQUIREMENTS (CONT.)

PROFESSIONAL ACHIEVEMENT

4. ROOKIE SALES PROFESSIONAL OF THE YEAR — DEFINED AS SELLING FOR LESS THAN 24 MONTHS AS OF ENTRY DEADLINE

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 Rookie Sales/Leasing Professional Form ([CLICK TO LOAD](#))
- Submit image of candidate

5. SALES/LEASING PROFESSIONAL OF THE YEAR

Entry Requirements:

- Complete Sales/Leasing Professional Form ([CLICK TO LOAD](#))
- Submit image of candidate

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

Entry Requirements:

- Complete Sales/Leasing Team Form ([CLICK TO LOAD](#))
- Submit image of candidates

7. ONLINE SALES COUNSELOR OF THE YEAR

Entry Requirements:

- Complete Online Sales or Team Form ([CLICK TO LOAD](#))
- Submit image of candidate

8. ONLINE SALES TEAM OF THE YEAR

Entry Requirements:

- Complete Online Sales or Team Form ([CLICK TO LOAD](#))
- Submit image of candidate

9. SALES MANAGER/LEADER OF THE YEAR

Entry Requirements:

- Complete Sales Manager Form ([CLICK TO LOAD](#))
- Submit image of candidate

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

Entry Requirements:

- Complete Marketing Professional Form ([CLICK TO LOAD](#))
- Submit image of candidate

11. LIFESTYLE DIRECTOR OF THE YEAR

Entry Requirements:

- Complete Lifestyle Director Form ([CLICK TO LOAD](#))
- Submit image of candidate

12. SALES & MARKETING COUNCIL OF THE YEAR

Awards will be presented based upon membership size:

- Small (1-10 members)
- Medium (11-39 members)
- Large (40+ members)

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 ([CLICK TO LOAD](#))

CATEGORY REQUIREMENTS (CONT.)

MARKETING

Use the [Team/Project Form for these categories \(CLICK TO LOAD\)](#)

13. 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

14. 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

15. 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)

16. 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)

17. 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

MEDIA

Use the [Team/Project Form for these categories \(CLICK TO LOAD\)](#)

18. 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)

19. 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

20. BEST WEBSITE FOR AN ASSOCIATE AND 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 [\(CLICK TO LOAD\)](#)
- Up to (6) images that represent entry (to be used in awards show, website, PR)
- Link to website (for judging)

CATEGORY REQUIREMENTS (CONT.)

ONLINE MARKETING (Continued)

21. 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 ([CLICK TO LOAD](#))
- Up to (6) images that represent entry (to be used in awards show, website, PR)
- Link to website (for judging)

22. 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 ([CLICK TO LOAD](#))
- Up to (6) images that represent entry (to be used in awards show, website, PR)
- Link to website (for judging)

23. 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 ([CLICK TO LOAD](#))
- Up to (6) images that represent entry (to be used in awards show, website, PR)
- Link(s) to actual campaign highly encouraged

24. 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 ([CLICK TO LOAD](#))
- Up to (6) images that represent entry (to be used in awards show, website, PR)
- Link(s) to actual campaign highly encouraged

25. 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 ([CLICK TO LOAD](#))
- Include at least two executions of campaign
- Up to (6) images that represent entry (to be used in awards show, website, PR)

TECHNOLOGY

Use the Team/Project Form for this category ([CLICK TO LOAD](#))

26. 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 PROGRAMS

Use the Team/Project Form for these categories ([CLICK TO LOAD](#))

27. BEST OVERALL ADVERTISING CAMPAIGN — INCLUDES ALL COLLATERAL AND ONLINE PLATFORMS

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

CATEGORY REQUIREMENTS (CONT.)

CAMPAIGN/SALES PROGRAMS (Continued)

Use the [Team/Project Form for these categories \(CLICK TO LOAD\)](#)

28. BEST MARKETING CAMPAIGN FOR A 55+ BUYER INCLUDING DIGITAL, SOCIAL AND PRINT

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

29. 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

30. 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

31. 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

32. HEART AND HAMMER AWARD — RECOGNIZING COMMUNITY SERVICE

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 ENVIRONMENTS

Use the [Team/Project Form for these categories \(CLICK TO LOAD\)](#)

33. BEST SALES/LEASING CENTER/WELCOME 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

34. BEST PRESENTATION CENTER (Canadian sales and marketing environments created to showcase a residential or mixed-use development, typically including displays, models, interactive experiences and design features intended to engage prospective buyers.)

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

CATEGORY REQUIREMENTS (CONT.)

SALES ENVIRONMENTS (Continued)

Use the [Team/Project Form](#) for these categories [\(CLICK TO LOAD\)](#)

35. BEST COMMUNITY AMENITY

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

36. BEST COMMUNITY AMENITY FOR A 55+ COMMUNITY

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 DESIGN CENTER OR SHOW ROOM

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

38. 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)

39. BEST LANDSCAPE OF A MODEL COMPLEX

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)

HOME DESIGN

Use the [Team/Project Form](#) for these categories [\(CLICK TO LOAD\)](#)

40. BEST OUTDOOR LIVING SPACE OF A HOME

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)

41. 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

42. 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

CATEGORY REQUIREMENTS (CONT.)

HOME DESIGN (Continued)

Use the [Team/Project Form](#) for these categories [\(CLICK TO LOAD\)](#)

43. 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 (Click to Load)
- (6) to (8) images that represent entry (to be used in awards show, website, PR)
- Floor plan saved as PDF or JPEG

44. 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 (Click to Load)
- (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 \$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 (Click to Load)
- (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 \$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

47. 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

48. BEST INTERIOR MERCHANDISING OF A MODEL HOME FOR A 55+ BUYER

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 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

50. 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:

- 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

CATEGORY REQUIREMENTS (CONT.)

HOME DESIGN (Continued)

Use the [Team/Project Form](#) for these categories [\(CLICK TO LOAD\)](#)

51. 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

52. 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

53. 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

54. 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

55. 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

56. BEST SINGLE FAMILY DETACHED HOME FOR 55+ BUYER

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

57. 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

58. BEST ATTACHED MODEL HOME DESIGN

Entry will be judged on the overall exterior and interior architecture, design appeal, functionality, innovative use of interior and exterior spaces, and creative integration of the design as it relates to its target market and sales/rental 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

CATEGORY REQUIREMENTS (CONT.)

HOME DESIGN (Continued)

Use the [Team/Project Form](#) for these categories [\(CLICK TO LOAD\)](#)

59. BEST ATTACHED HOME DESIGN FOR 55+ BUYER

Entry will be judged on the overall exterior and interior architecture, design appeal, functionality, innovative use of interior and exterior spaces, and creative integration of the design as it relates to its target market and sales/rental 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

60. BEST APARTMENT OR INDEPENDENT LIVING COMMUNITY FOR 55+

Entry will be judged on the overall exterior and interior architecture, design appeal, functionality, innovative use of interior and exterior spaces, and creative integration of the design as it relates to its target market and sales/rental 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

61. BEST ASSISTED LIVING/MEMORY CARE COMMUNITY FOR 55+

Entry will be judged on the overall exterior and interior architecture, design appeal, functionality, innovative use of interior and exterior spaces, and creative integration of the design as it relates to its target market and sales/rental 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

COMMUNITY

Use the [Team/Project Form](#) for these categories [\(CLICK TO LOAD\)](#)

62. 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 (13), Brochure (15), Website (22), Signage (38), Sales/Leasing/Welcome Center (33), Interior Merchandising (41 through 48) and Architecture (58–59).

Additional Entry Requirements:

- Complete Team/Project 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. SINGLE FAMILY COMMUNITY OF THE YEAR

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 (13), Brochure (15), Website (22), Signage (38), Sales/Leasing/Welcome Center (33), Interior Merchandising (41 through 48) and Architecture (50 through 56).

Additional Entry Requirements:

- Complete Team/Project 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

64. MASTER-PLANNED COMMUNITY OF THE YEAR

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 (13), Brochure (16), Website (22), and Signage (38), plus at least one of the following categories: Sales/Leasing/Welcome Center (33), Presentation Center (34) or Amenity (35–36).

Additional Entry Requirements:

- Complete Team/Project 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

CATEGORY REQUIREMENTS (CONT.)

GLOBAL INNOVATION AWARDS (GIA)

65. GLOBAL INNOVATION — INTERNATIONAL COMMUNITY OR HOME DESIGN

This category recognizes the community or home design that provides quality of living, sustainable design, wellness and hospitality. Community must be outside North America. May be submitted by a company located within USA or Canada.

Entry Requirements:

- GIA Team/Project Information Form
- Up to (8) images to support entry submittal

66. GLOBAL INNOVATION — BUILDING MATERIAL OR CONSTRUCTION COMPONENT

Defined as a product or solution, this category recognizes products or components used in homes or communities globally. Should improve quality of living, sustainable design and wellness. May be submitted by a company located within USA or Canada — but must be offered globally.

Entry Requirements:

- GIA Team/Project Information Form
- Up to (8) images to support entry submittal

THE NATIONALS

NATIONAL ASSOCIATION OF HOME BUILDERS



2026 CALL FOR ENTRIES

JUNE 22: ENTRY WINDOW OPENS

SEPT 21: ENTRIES DUE

FEB 2: AWARDS GALA IN LAS VEGAS