



2019 Call For Entries

Wednesday, September 11, 2019
Embassy Suites Uptown Charlotte
6:30 p.m. Reception
7:30 p.m. Dinner & Awards



ELIGIBILITY

You must be a member of the National Association of Home Builders (NAHB) to be considered for any award. Each award winner will be announced and recognized at the STARS Awards Gala during the 21st Century Building Expo & Conference.

**Individual Achievements are based on performance
Between January 1, 2018 and December, 2018**

**Projects must have been completed between
January 1, 2018 and June 1, 2019**

ENTRY FEES & DEADLINES

Categories 1-39:

Early Bird Entry Fee: \$100 per entry

Regular Entry Fee: \$150 per entry

Categories 40-47, 50-53:

Entry Fee: \$50 per entry

Categories 48 and 49:

No entry fee required

Early Bird Deadline: All entries (fees and materials) must be received on or before **June 1, 2019**

Regular Deadline: All entries (fees and materials) must be received no later than **July 1, 2019**

SOMETHING TO CONSIDER

You work hard on your projects, let the judges see your hard work in the best light! Carefully review your entry in comparison to the judging criteria and ask yourself:

*Does my project statement tell the story
of my entry to someone who doesn't
know anything about me or what I do?*

STEPS TO ENTER

Carefully review all entry categories and judging criteria before preparing and submitting your team form, project statement and entry materials.

Materials for all entries include:

1. Team Form for Each Entry
2. Project Statement for Each Entry
3. Payment Form
4. Digital Files: site plan, floor plan, photos, audio or video files (varies by category).
5. Submit your completed entries electronically by file sharing through Dropbox with judging@nchba.org

** All entries must be submitted electronically. File names should include category and project name. All materials submitted become the property of the STARS Awards and will not be returned. Entry materials cannot be exchanged or modified after the final submission date.*

** Please ensure all digital files are high quality and in color when possible. All photos should be submitted as JPEG files. Any photos may be used by NCHBA and the STARS Awards for promotional purposes in the event your entry is a winner.*

JUDGING

Each entry will be judged on its own merits by a panel of distinguished individuals selected for professional expertise in the home building industry. Judges may re-categorize an entry if they believe it has been entered in the wrong category or it is better suited for another category. Judges reserve the right to divide categories into sub-categories depending on the range of entries.

If there is only one entrant in a category it does not automatically receive recognition. The entry must have an average score of 70% or higher based on the judging criteria and materials received.

CONTACT INFORMATION

North Carolina Home Builders Association
STARS Awards Maureen Mullen
5580 Centerview Drive, Suite 415
Raleigh, NC 27606
Phone: 919 676 9090
E mail: mmullen@nchba.org

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Categories & Judging Criteria

INDIVIDUAL ACHIEVEMENT

January 1, 2018 to December 31, 2018

1. Real Estate Rookie of the Year

Must have entered real estate sales after January 1, 2017.

Judging Criteria and Required Materials:

Obstacles overcome with sales, innovative selling ideas, prospecting techniques, broker relations, customer service, community and HBA involvement. Submit date starting in new home sales, net sales, total units closed, total number of buyer referral sales, total number of broker sales, state date with community and average traffic per month. Requires a team form, project statement and photo of entrant.

2. Sales Agent of the Year

Judging Criteria and Required Materials:

Obstacles overcome, innovative selling ideas, prospecting techniques, broker relations, customer service, community and HBA involvement. Submit net sales, units closed, number of buyer referral sales, total number of broker sales, agent start date with community and average traffic per month. Requires a team form, project statement and photo of entrant.

3. Sales Team of the Year

Two or more licensed agents reporting under one name.

Judging Criteria and Required Materials:

Obstacles overcome, innovative selling ideas, prospecting techniques, broker relations, customer service, follow-up, community and HBA involvement. Submit net sales, number of units closed, number of buyer referral sales, number of sales co-brokered, average sales price and traffic per month. Requires a team form, project statement and team photo.

4. Sales Manager of the Year

Must be a full-time sales manager with recruiting, hiring, training and supervising responsibilities.

Judging Criteria and Required Materials:

Challenges overcome, motivation and management style, recruiting and sales team training, industry activities, self-improvement pursued to increase managerial effectiveness, professional designations and HBA involvement. Submit number of homes sold, estimated number of homes built in division, number of employees directed, number of tracts or communities, number of future projects, number of counties managed and other functions supervised. Requires a team form, project statement and photo of entrant.

5. Online Sales Counselor of the Year

Judging Criteria and Required Materials:

Obstacles overcome, innovative selling ideas, prospecting techniques, ability to drive traffic to community, prospect conversion, community and HBA involvement. Submit years in new home online sales, number of communities and sales agents supported, total number of homes closed, volume of closed sales, average lead response time, percentage of time committed to online role and other responsibilities. Requires a team form, project statement and photo of entrant.

6. Marketing Director of the Year

Must be a current Sales & Marketing Council Member.

Judging Criteria and Required Materials:

Plan development and implementation, unique marketing ideas, team cooperation, leadership, plan performance, HBA and SMC involvement. Submit number of years in home sales marketing, number of employees directed, number of communities marketed, number of homes closed and average marketing budget. Requires a team form, project statement and photo of entrant.

7. Mortgage Professional of the Year

Judging Criteria and Required Materials:

Obstacles overcome, outreach with builders, buyers and community, buyer satisfaction, builder communication, innovative techniques used and HBA involvement. Submit total number of homes closed, volume of closed sales and sales philosophy. Requires a team form, project statement and photo of entrant.

8. Superintendent of the Year

Judging Criteria and Required Materials:

Obstacles overcome, jobsite performance, vendor relations, individual certification or designation, community and HBA involvement. Submit number of houses constructed and number of years in home building industry. Requires a team form, project statement and photo of entrant.

9. Construction Manager of the Year

Judging Criteria and Required Materials:

Obstacles overcome, organizational and planning skills, meeting budgets and goals, vendor relations, individual certification or designation, community and HBA involvement. Submit number of projects managed, supervision responsibilities and overall company responsibilities. Requires a team form, project statement and photo of entrant.

Categories & Judging Criteria

MARKETING & ADVERTISING

10. Best Brochure, Newsletter or Marketing Piece for a Community

11. Best Brochure, Newsletter or Marketing Piece for a Builder, Developer or Realty Company

Judging Criteria and Required Materials:

Concept, copy, design, creativity, readability, layout, overall presentation and project effectiveness. Requires a team form, project statement, completed project and one photo.

12. Best Logo for a Builder, Developer, Associate or Realty Company

13. Best Logo for a Community

Judging Criteria and Required Materials:

Concept, overall design, readability and execution. Requires a team form, project statement and six to eight photos.

14. Best New Homes Publication
Electronically submit one copy of two unique issues.

15. Best Advertisement
For any priced community, builder, developer, associate or realty company. Submit copy of the ad or two photos of the billboard from different angles.

16. Best Digital Marketing Project
For a builder, developer, associate, realty company or community. Entries may include e-blasts, banners, videos, social media campaigns, etc. Projects may be single-elements or a campaign. Submit copies of the project components and/or applicable web links.

17. Best Print Marketing Project
For a builder, developer, associate, realty company or community. May be solely print or a combination of print and digital. Projects may be single elements or a campaign. Submit examples of the project components and any other applicable supporting materials.

Judging Criteria and Required Materials:

Concept, creativity, overall design, execution, continuity and effectiveness. See individual categories for requirements in addition to team form and project statement.

18. Best Website for a Builder or Developer

19. Best Website for a Community

20. Best Website for an Associate

Judging Criteria and Required Materials:

Overall design, effectiveness, use of best practices and user experience. Requires a team form, project statement (with web address included on both) along with up to six photos.

21. Best Television or Radio Project

Judging Criteria and Required Materials:

Originality, creativity, concept and execution as it relates to reaching the target market and traffic generated. Requires a team form, project statement and two to four photos.

22. Best Sales / Information Center
For a builder, developer, associate, realty company or community.

Judging Criteria and Required Materials:

Effectiveness, function of layout, display content, creativity and design used in office. Requires a team form, project statement and five to ten photos of overall exterior, interior, displays, office space, etc.

INTERIOR MERCHANDISING

23. Best Interior Merchandising for a Home Under 2,500 Square Feet

24. Best Interior Merchandising for a Home 2,501 to 4,000 Square Feet

25. Best Interior Merchandising for a Home Over 4,000 Square Feet

Judging Criteria and Required Materials:

Concept, creativity, functionality of the space, overall appearance and design, impact of furniture and accessories. Requires a team form, project statement, floor plan and six to eight photos.

Categories & Judging Criteria

ARCHITECTURAL DESIGN

26. Best Single-Family Home
Under 2,500 Square Feet
27. Best Single-Family Home
Between 2,501 and 3,500 Square Feet
28. Best Single-Family Home
Between 3,501 and 4,500 Square Feet
29. Best Single-Family Home
Between 4,501 and 6,000 Square Feet
30. Best Single-Family Home
Over 6,000 Square Feet
31. Best Aging or Accessibility Residential
Project, Remodel or Renovation

Judging Criteria and Required Materials:

Overall exterior and interior architecture, design appeal, function of floor plan, creative use of interior space, creative integration of plan design with site considerations. Requires a team form, project statement, floor plan and six to eight photos to include front and rear view elevations and main living spaces. Square footage for entry based on heated living area square footage.

REMODELING/RENOVATION

32. Best Room Remodel/Renovation
33. Best Addition
34. Best Whole House Remodel/Renovation

Judging Criteria and Required Materials:

Design, workmanship, detailing, functionality of the space, creativity, challenge and impact of transformation. Requires a team form, project statement, starting and remodeled floor plans, eight to sixteen photos to demonstrate before and after renovation, elevation and other materials needed to understand the project. Each image should be taken from the same vantage point.

OUTDOOR DESIGN

35. Best Landscape Design
For a community, attached home or detached home.

Judging Criteria and Required Materials:

Impact, creativity, integration into surrounding area and product or project enhancement. Includes ground cover, hardscape and softscape. Requires a team form, project statement, site plan and six to eight photos.

36. Best Outdoor Living Area

For detached or attached homes. Entries could include outdoor kitchens, screened porches, patios, etc.

Judging Criteria and Required Materials:

Concept, creativity, functionality, overall appearance and design, impact of furniture and accessories. Requires a team form, project statement, floor plan and six to eight photos.

37. Best Community Amenity Center

Judging Criteria and Required Materials:

Theme, effectiveness, function, creativity and design used. Requires a team form, project statement, floor plan and five to ten photos.

GREEN BUILDING

38. Best Energy-Efficient Project

Judging Criteria and Required Materials:

Judged solely on final HERS score without Solar PV included by a certified HERS rater. Requires a team form, energy specification sheet ((to include the final certified HERS score (without PV), ACH₅₀ value and duct leakage (tested at 25 Pa)), original HERS rating certificate or ENERGY STAR certificate, one exterior photo and three interior photos.

39. Best Sustainable Project

Projects can include mixed-use development projects, redevelopment projects, community developments or individual building projects.

Judging Criteria and Required Materials:

Originality, innovation, overall integration, effectiveness, results, leadership collaboration and involvement. Requires a team form, project statement, copies of project certifications and six to eight photos of the project.

Categories & Judging Criteria

LOCAL HBA AWARDS

40. Best HBA Website or Social Media

Judging Criteria and Required Materials:

Overall presentation, content, creativity, organization, ease of use, balance and effectiveness. Requires a team form, project statement and link to website or social media.

41. Best HBA Marketing or Communication

May be single piece or campaign, print or electronic and targeted to members or consumers.

Judging Criteria and Required Materials:

Overall presentation, message relevance, content, graphic design, creativity and effectiveness. Requires a team form, project statement and copy or link to piece or campaign.

42. Best Educational Program

Judging Criteria and Required Materials:

Organization, execution, creativity, benefit to membership, level of member engagement and effectiveness. Requires a team form, project statement and materials (photos, reports, etc.) highlighting the initiative.

43. Best Government Affairs Initiative

Any event or program created to advance housing issues or combat anti-housing proposals.

Judging Criteria and Required Materials:

Organization, execution, creativity, pro-housing impact, level of association and member engagement, goals achieved and effectiveness. Requires a team form, project statement and materials (photos, reports, etc.) highlighting the initiative.

44. Best HBA Parade of Homes Marketing

May be single piece or campaign, print or electronic and targeted to members or consumers.

Judging Criteria and Required Materials:

Overall presentation, creativity, graphic design, content, organization, effectiveness and goals achieved. Requires a team form, project statement and copy or link to piece or campaign.

45. Best HBA Community Project or Program

Designed to provide community support and assistance.

Judging Criteria and Required Materials:

Organization, execution, creativity, community impact, goals achieved, level of engagement of association and members. Requires a team form, project statement and materials (photos, reports, etc.) highlighting the initiative.

46. Best HBA Event or Special Project

May be an event or project designed to generate non dues revenue, honor members, highlight the HBA, etc.

Judging Criteria and Required Materials:

Organization, execution, creativity, impact, goals achieved, level of engagement of association and members. Requires a team form, project statement and materials (photos, reports, etc.) highlighting the initiative.

SPECIAL AWARDS

47. Best Humanitarian Member Project

Individual HBA Member projects can include: volunteer activities, charitable works, etc. outside of the HBA.

Judging Criteria and Required Materials:

Originality, concept, overall presentation and execution. Requires a team form, project statement, six to eight photos and materials highlighting the initiative.

48. Community of the Year

To be considered community must enter at least five other categories. No additional entry fee required.

Judging Criteria and Required Materials:

Overall neighborhood design, unique design features, implementation and creativity of the marketing plan, effectiveness and continuity of marketing phases, overall quality of presentation and overall sales success. Requires a team form, project statement, community map or site-plan, at least five photos of different aspects of the community.

Categories & Judging Criteria

BUILDERS MUTUAL **SAFETY PROGRAM OF THE YEAR**

Category 49



At work with you.

Awarded to the builder or trade contractor who has developed, implemented and maintained a high quality safety program. The award will be judged on the following:

- Quality of the company safety program
- Management's involvement in the safety culture
- High level of employee or trade contractor involvement in safety
- Effectiveness of the safety program
- Hazard prevention and control
- Safety and health training
- New or innovative programs, practices, procedures or resources used to promote safety
- Unique program elements used to support and heighten safety awareness

Entrants are required to provide a team form and submit responses to the following questions in paragraph form (350 words or less per question). You may also include samples of any templates, materials, photos or programs you use in your safety initiatives.

1. Describe your company's safety program.
2. Why is your company's safety program effective and how is it unique?
3. Explain how your company's management supports the safety program and involvement the employees play in the safety culture.
4. Explain your company's procedures to correct or control present or potential safety hazards on the jobsite.

Categories & Judging Criteria

- 50. NCHBA Distinguished Builder Member of the Year
- 51. NCHBA Distinguished Associate Member of the Year

These awards recognize Home Builder Association members who have made significant long term contributions to the HBA, the building industry and community. Recipients of these prestigious awards will be announced at the STARS Awards Gala on Wednesday, September 11, 2019.

We invite you to nominate a Builder or Associate member that you believe is deserving of this special honor. Self nominations are accepted. Previous winners are not eligible.

Judges will use the following criteria when reviewing nominees:

Local HBA Association & Membership Activities

- Committee and Board involvement
- Special projects and accomplishments in relation to the local association
- Participation in and support of the local association, its events and programs

NCHBA/NAHB Association & Membership Activities

- Committee and Board involvement
- Special projects and accomplishments in relation to the association
- Participation in and support of the association, its events and programs

Civic Responsibility

- Community service projects
- Charity support and involvement
- Youth organizations
- Religious activities

I nominate _____ for **Distinguished Builder Member of the Year**

I nominate _____ for **Distinguished Associate Member of the Year**

Please prepare a summary outlining the nominee's service and why this member should be considered for this prestigious award. You may include photos, newspaper articles, etc. in your presentation to detail the work of this member. Take this form, the summary and any other items you wish to share and send to the NCHBA office along with a photo of the nominee. **Please refer to page 2 for deadlines and submittal instructions.**

Your name: _____

HBA: _____



Categories & Judging Criteria

52. NCHBA New Executive Officer of the Year

Presented to an EO who has served no more than three years in an association management position and is judged to have made major contributions to the profession during this time period. Eligible candidates must have served no more than three years cumulatively by December 31, 2018 as an executive officer of an NAHB-affiliated local association.

53. NCHBA EXECUTIVE OFFICER OF THE YEAR

Presented to an EO who has served more than three years in an association management position and is judged to have made major contributions to the profession during this time period. Eligible candidates must have served more than three years cumulatively by December 31, 2018 as an executive officer of an NAHB-affiliated local association.

General Award Criteria:

- One complete copy of entry (form, supporting materials, and samples) must be submitted.
- Candidate must be submitted by a sponsor other than the nominee.
- Entries must include:
 - ◆ A one page summary, submitted by the sponsor, on why the nominee qualifies and should receive the award. Along with the summary you may include photos, newspaper articles, etc. in your presentation to detail the work of this Executive Officer.
 - ◆ At least one professional recommendation for the nominee from the local HBA
 - ◆ At least one high resolution photo of the nominee
 - ◆ Candidates must be an Executive Officer of an NAHB affiliated local association .
 - ◆ Candidates must demonstrate participation in the State and/or National EOC.

Judges will use the following criteria when reviewing nominees:

- Candidates actions during the 2018 calendar year must have promoted the goals of their HBAs.
- The candidates association management practices, concepts, techniques, and ideas during the 2018 calendar year must have assisted in the advancement of other EOs.
- **Local Association & Membership Activities:** Committee and Board involvement; accomplishments in relation to the local association; Participation in and support of the local association, its events and programs.
- **NCHBA/NAHB Association & Membership Activities:** Committee and Board involvement; accomplishments in relation to the association; participation in and support of the association, its events and programs.
- **Civic Responsibility:** Examples include community service projects, charity support and involvement, youth organizations, religious activities, etc.

I nominate _____ for **New Executive Officer of the Year**

I nominate _____ for **Executive Officer of the Year**

Please refer to page 2 for deadlines and submittal instructions.

Your name: _____

HBA: _____

