



2021 Call For Entries

Wednesday, September 22, 2021
Omni Charlotte Hotel
6:30 p.m. Reception
7:30 p.m. Dinner & Awards



ELIGIBILITY

You must be a member of the North Carolina Home Builders Association (NCHBA) to be considered for any award. All award winners 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, 2020 and December 31, 2020

Projects must have been completed between June 1, 2019 and June 1, 2021

ENTRY FEES & DEADLINES

Categories 1-58:

Early Bird Entry Fee: \$100 per entry
Regular Entry Fee: \$150 per entry

Categories 59 and 60:

No entry fee required

Categories 61-73:

Entry Fee: \$50 per entry

Early Bird Deadline: All entries (fees and materials) must be received on or before **June 1, 2021**

Regular Deadline: All entries (fees and materials) must be received on or before **July 1, 2021**

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, requirements and judging criteria before preparing and submitting your project statement and entry materials.

Materials for all entries include:

1. Project Statement for Each Entry
2. Payment Form
3. Digital Files: site plan, floor plan, photos, audio or video files (varies by category).
4. 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 number 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.*

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

Categories & Judging Criteria

INDIVIDUAL ACHIEVEMENT

January 1, 2020 to December 31, 2020

1. Sales Professional 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 project statement and photo of entrant.

2. 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 project statement and team photo.

3. 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 project statement and photo of entrant.

4. 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 project statement and photo of entrant.

5. Marketing Professional of the Year

Must be a current Sales & Marketing Council Member.

Judging Criteria and Required Materials:

Plan development and implementation, unique marketing strategies, plan performance, obstacles overcome, HBA and SMC involvement. Submit number of years in home sales marketing, number of communities marketed, number of homes closed and average marketing budget. Requires a project statement and photo of entrant.

6. 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 project statement and photo of entrant.

7. 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, and HBA involvement. Submit number of projects managed, supervision responsibilities and overall company responsibilities. Requires a project statement and photo of entrant.

8. 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 project statement, six to eight photos and materials highlighting the initiative.

Categories & Judging Criteria

MARKETING & ADVERTISING

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

10. 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 project statement, completed project and one photo.

11. Best Logo for a Builder or Developer

12. Best Logo for a Community

13. Best Logo for an Associate

Judging Criteria and Required Materials:

Concept, overall design, readability and execution. Requires a project statement and six images of logo and usage.

14. Best New Homes Publication

Electronically submit one copy of two unique issues.

15. Best Advertisement for a Builder

Submit a copy and/or image of the ad.

16. Best Advertisement for an Associate

Submit a copy and/or image of the ad.

17. Best Advertisement for a Community

Submit a copy and/or image of the ad.

18. Best Digital Marketing Campaign

For a builder, developer, associate, realty company or community. Entries may include banners/rich media, eblasts, microsites, landing pages, etc. Submit copies of the project components and applicable web links.

19. Best Print Marketing Campaign

Series of ads for a builder, developer, associate, realty company or community. Submit examples of project components and any applicable supporting materials.

20. Best Social Media Campaign

For a builder, developer, associate, realty company or community. Submit examples of project components and links to the campaign if possible.

Judging Criteria and Required Materials:

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

21. Best Website for a Builder or Developer

22. Best Website for a Community

23. Best Website for an Associate

Judging Criteria and Required Materials:

Overall design, effectiveness, use of best practices and user experience. Requires a project statement with web address included and up to six photos.

24. Best Video 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 project statement, project or links to project and two to four photos.

25. 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 project statement and eight to ten photos of overall exterior, interior, displays, office space, etc.

Categories & Judging Criteria

INTERIOR MERCHANDISING AND DESIGN

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

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

28. Best Interior Merchandising for a Model Home Over 4,001 Square Feet

Judging Criteria and Required Materials:

Concept, creativity, functionality, overall design, impact of furniture and accessories and sales success. Requires a project statement, floor plan and eight to ten photos.

29. Best Interior Design for a Custom Home Under 2,500 Square Feet

30. Best Interior Design for a Custom Home Between 2,501 to 4,000 Square Feet

31. Best Interior Design for a Custom Home Over 4,001 Square Feet

Judging Criteria and Required Materials:

Project can be new construction, remodel or renovation. Interior design and architecture, effective use of space, creative and innovative material application, challenges overcome and ability to meet client needs. Requires a project statement, floor plan and eight to ten photos.

OUTDOOR DESIGN

32. Best Home Landscape Design

33. Best Community Landscape Design

Judging Criteria and Required Materials:

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

34. Best Outdoor Living Space

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 project statement, floor plan and six to eight photos.

35. Best Community Amenity Center

Judging Criteria and Required Materials:

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

GREEN BUILDING

36. Best Green Single-Family Home
Projects can be custom or production.

37. Best Green Single-Family Home
Remodel or Renovation
Projects do not require green certifications.

38. Best Sustainable Project
Projects can include mixed-use development, redevelopment or community development.

Judging Criteria and Required Materials:

Design, architecture, creativity, innovation, effective site plan, use of space, green construction techniques, green features, green certifications, overcoming challenges and meeting client expectations. Requires a project statement, copies of green certifications and eight to ten photos.

Categories & Judging Criteria

ARCHITECTURAL DESIGN

Square footage based on heated living area.

39. Best Single-Family Custom Home
Under 2,500 Square Feet
40. Best Single-Family Custom Home
Between 2,501 and 3,500 Square Feet
41. Best Single-Family Custom Home
Between 3,501 and 4,500 Square Feet
42. Best Single-Family Custom Home
Between 4,501 and 6,000 Square Feet
43. Best Single-Family Custom Home
Over 6,000 Square Feet
44. Best Single-Family Production Home
Under 2,250 Square Feet
45. Best Single-Family Production Home
Between 2,250 and 2,750 Square Feet
46. Best Single-Family Production Home
Between 2,751 and 3,250 Square Feet
47. Best Single-Family Production Home
Over 3,250 Square Feet
48. Best One-Of-A-Kind Home
Project can be custom or spec.
49. Best Design Detail
Entries should highlight one particular detail and can include, staircases, window casing details, bars, etc.
50. Best Aging or Accessibility
Residential Project

Judging Criteria and Required Materials:

Projects built for a specific client or built as a spec home should be entered into the custom categories. Design, architecture, curb appeal, effective and efficient use of space, creativity, challenges, innovation, ability to meet market or client needs. Requires a project statement, floor plan and eight to ten photos including front and rear elevations.

REMODELING

51. Best Room Remodel Under \$50,000
52. Best Room Remodel Over \$50,000
53. Best Addition Under \$100,000
54. Best Addition Over \$100,000
55. Best Whole House Remodel
Under \$150,000
56. Best Whole House Remodel
Over \$150,000
57. Best Aging or Accessibility
Residential Remodel
58. Best Historic Preservation/Restoration
Project must preserve the character of the original structure and meet the local qualifications for a historic building. The project does not need to be registered as a historic building to be considered.

Judging Criteria and Required Materials:

Design, architecture, effective and efficient use of space, creativity, challenges, innovation, ability to meet client needs and impact of transformation. Requires a project statement, starting and remodeled floor plans, eight to sixteen photos showing before and after from same view point, elevation and other materials needed to understand the project.

Community of the Year

Category 59

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 project statement, community map or site-plan, supporting marketing plans and at least ten photos of different aspects of the community.

Categories & Judging Criteria

BUILDERS MUTUAL **SAFETY PROGRAM OF THE YEAR**

Category 60



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 project statement and submit responses to the following questions in paragraph form (350 words or less per question). You are also strongly encouraged to 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

LOCAL HBA AWARDS

61. Best HBA Website or Social Media

Judging Criteria and Required Materials:

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

62. 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 project statement and copy or link to piece or campaign.

63. Best HBA Educational Program

Judging Criteria and Required Materials:

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

64. Best Workforce Development Initiative

Any programs or projects that encourage and improve the number of qualified workers in the industry.

Judging Criteria and Required Materials:

Organization, execution, creativity, impact, association and member engagement, goals achieved and effectiveness. Requires a project statement and materials (photos, reports, etc.) highlighting the initiative.

65. Best Government Affairs Initiative

Any event or program created to advance housing issues or combat anti-housing proposals including Build-PAC events or fundraisers.

Judging Criteria and Required Materials:

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

66. 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 project statement and copy or link to piece or campaign.

67. 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 project statement and materials (photos, reports, etc.) highlighting the initiative.

68. 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 project statement and materials (photos, reports, etc.) highlighting the initiative.

69. Best Membership Recruitment and/or Retention Program

Any programs, projects or initiatives that encourage and improve membership recruitment or renewal. (New member orientations, member involvement efforts, short-term recruitment campaigns, ongoing recruitment efforts, retention time-line, HBA promotion, etc.)

Judging Criteria and Required Materials:

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

Categories & Judging Criteria

70. 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, 2020 as an executive officer of an NCHBA-affiliated local association.

71. 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, 2020 as an executive officer of an NCHBA-affiliated local association.

General Award Criteria:

- Candidate must be submitted by a sponsor other than the nominee.
- Previous winners are not eligible.
- Entries must include:
 - ◆ A one-page summary, submitted by the sponsor, on why the nominee qualifies and should receive the award being sure to address the judging criteria outlined below.
 - ◆ Along with the summary you may include photos, newspaper articles, etc. to detail the work of this Executive Officer.
 - ◆ At least one professional recommendation from a member of their local HBA.
 - ◆ At least one high resolution photo of the nominee.
 - ◆ Candidates must be an Executive Officer of an NCHBA-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 2020 calendar year must have promoted the goals of their HBA.
- The candidates' association management practices, concepts, techniques, and ideas during the 2019 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: _____



Categories & Judging Criteria

- 72. NCHBA Distinguished Associate Member or the Year
- 73. NCHBA Distinguished Builder Member or the Year

These awards recognize North Carolina 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 22, 2021.

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: _____

