



2027 SAM Call for Entries

100 - Above & Beyond Community Service Award for a Builder or Associate Member

Judging Criteria: Not for profit driven service, event or project provided by an NJBA Member for the overall benefit of a Community, Organization or Individual. Impact, benefit and results of the project or service.

Submission Requirements: Completed Entry Form (no fee required), written description noting recipient and scope of work. Supporting material of the service, event or project may include video, photos and correspondence and at least one image that represents the entry.

101 - Community of the Year For a Community of 50 Homes or Less

Judging Criteria: The Grand Award will be presented to the community that earns the highest total score in the 5 required categories. If entering more than the required categories, the entry that scores the highest within each group will be used toward the Grand Award calculation.

Submission Requirements: Completed Community of the Year Grand Award Entry Form (no additional fee for this category). At least one entry in the following Categories:

1. Marketing Strategy (250 to 252), 2. Product Design (301 to 308). , Plus at least one entry in any three of the following groups: , Best Logo (201 or 202), Best Brochure (205 to 208), Best Advertising - Print, Digital, Billboard or Direct Mail (210 to 217), Best Website (220 or 221), Best Sales or Leasing Office (225 to 227), Best Interior Merchandising (230 to 235), Best Landscaping Design or Outdoor Living Space and/or Outdoor Amenities (240 to 243) or Best Signage (245 or 246).

Additional Requirements: Site plan of the community, 6 images including 1 exterior, 1 interior and any 4 images of your choice. Other supporting material may include ads, flyers, mailers, videos or other collateral.

102 - Community of the Year For an Adult Community

Judging Criteria: The Grand Award will be presented to the community that earns the highest total score in the 8 required categories. If entering more than the required categories, the entry that scores the highest within each group will be used toward the Grand Award calculation.

Submission Requirements: Completed Community of the Year Grand Award Entry Form (no additional fee for this category). At least one entry in each of the following categories:

1. Best Logo (201), 2. Advertising - Print, Digital, Billboard or Direct Mail (210 to 217), 3. Best Website (220), 4. Best Sales Office (225 or 226), 5. Marketing Strategy (250 or 251)., 6. Product Design (301), Plus at least one entry in any two of the following groups: , Best Brochure (205, 206 or 208), Best Interior Merchandising (230 to 233), Best Landscaping Design or Outdoor Living Space and/or Outdoor Amenities (240 or 242) or Best Signage (245).

Additional Requirements: Site plan of the community, 6 images including 1 exterior, 1 interior and any 4 images of your choice. Other supporting material may include ads, flyers, mailers, videos or other collateral.

103 - Community of the Year For an Attached Community with an Average Base Sales Price Under \$700,000

Judging Criteria: The Grand Award will be presented to the community that earns the highest total score in the 8 required categories. If entering more than the required categories, the entry that scores the highest within each group will be used toward the Grand Award calculation.

Submission Requirements: Completed Community of the Year Grand Award Entry Form (no additional fee for this category). At least one entry in each of the following categories:

1. Best Logo (201), 2. Best Advertising - Print, Digital, Billboard or Direct Mail (210 to 217), 3. Best Website (220), 4. Best Sales Office (225 or 226), 5. Marketing Strategy (250), 6. Product Design (302). , Plus at least one entry in any two of the following groups: , Best Brochure (205 or 208) , Best Interior Merchandising (230, 232 or 233), Best Landscaping Design or Outdoor Living Space and/or Outdoor Amenities (240 or 242), Best Signage (245).

Additional Requirements: Site plan of the community, 6 images including 1 exterior, 1 interior and any 4 images of your choice. Other supporting material may include ads, flyers, mailers, videos or other collateral.

104 - Community of the Year For an Attached Community with an Average Base Sales Price Over \$700,000

Judging Criteria: The Grand Award will be presented to the community that earns the highest total score in the 8 required categories. If entering more than the required categories, the entry that scores the highest within each group will be used toward the Grand Award calculation.

Submission Requirements: Completed Community of the Year Grand Award Entry Form (no additional fee for this category). At least one entry in each of the following categories:

1. Best Logo (201), 2. Best Advertising - Print, Digital, Billboard or Direct Mail (210 to 217), 3. Best Website (220), 4. Best Sales Office (225 or 226), 5. Marketing Strategy (250), 6. Product Design (303). , Plus at least one entry in any two of the following groups: , Best Brochure (205 or 208) , Best Interior Merchandising (230, 232 or 233), Best Landscaping Design or Outdoor Living Space and/or Outdoor Amenities (240 or 242), Best Signage (245).

Additional Requirements: Site plan of the community, 6 images including 1 exterior, 1 interior and any 4 images of your choice. Other supporting material may include ads, flyers, mailers, videos or other collateral.

105 - Community of the Year For a Mid-Rise/High-Rise Community (For Sale Housing)

Judging Criteria: The Grand Award will be presented to the community that earns the highest total score in the 8 required categories. If entering more than the required categories, the entry that scores the highest within each group will be used toward the Grand Award calculation.

Submission Requirements: Completed Community of the Year Grand Award Entry Form (no additional fee for this category). At least one entry in each of the following categories:

1. Best Logo (201) , 2. Best Advertising - Print, Digital, Billboard or Direct Mail (210 to 217), 3. Best Website (220), 4. Best Sales Office (225 or 226), 5. Marketing Strategy (250), 6. Product Design (302 or 303). , Plus at least one entry in any two of the following groups: , Best Brochure

(205 or 208), Best Interior Merchandising (230, 232 or 233), Best Landscaping Design or Outdoor Living Space and/or Outdoor Amenities (240 or 242) or, Best Signage (245).

Additional Requirements: Site plan of the community, 6 images including 1 exterior, 1 interior and any 4 images of your choice. Other supporting material may include ads, flyers, mailers, videos or other collateral.

106 - Community of the Year For a Detached Community

Judging Criteria: The Grand Award will be presented to the community that earns the highest total score in the 8 required categories. If entering more than the required categories, the entry that scores the highest within each group will be used toward the Grand Award calculation.

Submission Requirements: Completed Community of the Year Grand Award Entry Form (no additional fee for this category). At least one entry in each of the following categories:

1. Best Logo (201) , 2. Best Advertising - Print, Digital, Billboard or Direct Mail (210 to 217), 3. Best Website (220), 4. Best Sales Office (225 or 226), 5. Marketing Strategy (251), 6. Product Design (304). , Plus at least one entry in any two of the following groups: , Best Brochure (206 or 208), Best Interior Merchandising (231 or 233), Best Landscaping Design or Outdoor Living Space and/or Outdoor Amenities (240 or 242) or, Best Signage (245).

Additional Requirements: Site plan of the community, 6 images including 1 exterior, 1 interior and any 4 images of your choice. Other supporting material may include ads, flyers, mailers, videos or other collateral.

107 - Community of the Year For a Rental Community with 75 Apartments or Less

Judging Criteria: The Grand Award will be presented to the community that earns the highest total score in the 8 required categories. If entering more than the required categories, the entry that scores the highest within each group will be used toward the Grand Award calculation.

Submission Requirements: Completed Community of the Year Grand Award Entry Form (no additional fee for this category). At least one entry in each of the following categories:

1. Best Logo (202), 2. Advertising - Print, Digital, Billboard or Direct Mail (210 to 217), 3. Best Website (221), 4. Best Leasing Office (227), 5. Marketing Strategy (252), 6. Product Design (306)., Plus at least one entry in any two of the following groups:, Best Brochure (207 or 208), Best Interior Merchandising (234 to 235), Best Landscaping Design or Outdoor Living Space and/or Outdoor Amenities (241 or 243), Best Signage (246).

Additional Requirements: Site plan of the community, 6 images including 1 exterior, 1 interior and any 4 images of your choice. Other supporting material may include ads, flyers, mailers, videos or other collateral.

108 - Community of the Year For a Rental Community with 76 - 200 Apartments

Judging Criteria: The Grand Award will be presented to the community that earns the highest total score in the 8 required categories. If entering more than the required categories, the entry that scores the highest within each group will be used toward the Grand Award calculation.

Submission Requirements: Completed Community of the Year Grand Award Entry Form (no additional fee for this category). At least one entry in each of the following categories:

1. Best Logo (202), 2. Advertising - Print, Digital, Billboard or Direct Mail (210 to 217), 3. Best Website (221), 4. Best Leasing Office (227), 5. Marketing Strategy (252), 6. Product Design (307)., Plus at least one entry in any two of the following groups:, Best Brochure (207 or 208),

Best Interior Merchandising (234 to 235), Best Landscaping Design or Outdoor Living Space and/or Outdoor Amenities (241 or 243), Best Signage (246).

Additional Requirements: Site plan of the community, 6 images including 1 exterior, 1 interior and any 4 images of your choice. Other supporting material may include ads, flyers, mailers, videos or other collateral.

109 - Community of the Year For a Rental Community with over 200 Apartments

Judging Criteria: The Grand Award will be presented to the community that earns the highest total score in the 8 required categories. If entering more than the required categories, the entry that scores the highest within each group will be used toward the Grand Award calculation.

Submission Requirements: Completed Community of the Year Grand Award Entry Form (no additional fee for this category). At least one entry in each of the following categories:

1. Best Logo (202), 2. Advertising - Print, Digital, Billboard or Direct Mail (210 to 217), 3. Best Website (221), 4. Best Leasing Office (227), 5. Marketing Strategy (252), 6. Product Design (308)., Plus at least one entry in any two of the following groups:, Best Brochure (207 or 208), Best Interior Merchandising (234 to 235), Best Landscaping Design or Outdoor Living Space and/or Outdoor Amenities (241 or 243), Best Signage (246).

Additional Requirements: Site plan of the community, 6 images including 1 exterior, 1 interior and any 4 images of your choice. Other supporting material may include ads, flyers, mailers, videos or other collateral.

110 - Community of the Year for an Affordable Housing Community (must be 100% restricted, for sale or rental)

Judging Criteria: The Grand Award will be presented to the community that earns the highest total score in the 5 required categories. If entering more than the required categories, the entry that scores the highest within each group will be used toward the Grand Award calculation.

Submission Requirements: Completed Community of the Year Grand Award Entry Form (no additional fee for this category). At least one entry in the following Categories:

1. Marketing Strategy (250 to 252), 2. Product Design (309)., Plus at least one entry in any three of the following groups:, Best Logo (201 or 202), Best Brochure (205 to 208), Best Advertising - Print, Digital, Billboard or Direct Mail (210 to 217), Best Website (220 or 221), Best Sales or Leasing Office (225 to 227), Best Interior Merchandising (230 to 235), Best Landscaping Design or Outdoor Living Space and/or Outdoor Amenities (240 to 243), Best Signage (245 or 246).

Additional Requirements: Site plan of the community, 6 images including 1 exterior, 1 interior and any 4 images of your choice. Other supporting material may include ads, flyers, mailers, videos or other collateral.

201 - Best Logo Design in a For Sale Housing Community

Judging Criteria: Overall design, concept, theme, message and appropriateness for target market.

Submission Requirements: Completed Entry Form and one copy of logo (jpeg preferred).

202 - Best Logo Design for a Rental Community

Judging Criteria: Overall design, concept, theme, message and appropriateness for target market.

Submission Requirements: Completed Entry Form and one copy of logo (jpeg preferred).

205 - Best Brochure for an Attached Community

Judging Criteria: Overall design, concept, copy, layout and appropriateness for target market.

Submission Requirements: Completed Entry Form, six images including cover, sample of contents and inserts (pdf preferred) and one copy of current price list.

206 - Best Brochure for a Detached Community

Judging Criteria: Overall design, concept, copy, layout and appropriateness for target market.

Submission Requirements: Completed Entry Form, six images including cover, sample of contents and inserts (pdf preferred) and one copy of current price list.

207 - Best Brochure for a Rental Community

Judging Criteria: Overall design, concept, copy, layout and appropriateness for target market.

Submission Requirements: Completed Entry Form, six images including cover, sample of contents and inserts (pdf preferred) and one copy of current price list.

208 - Best E-Brochure for a Community

Judging Criteria: Overall design, concept, copy, functionality and appropriateness for target market.

Submission Requirements: Completed Entry Form, URL/link viewable by the judges at their own computer and three images showing cover and contents (pdf preferred).

210 - Best Print Ad

Judging Criteria: Overall design, concept, copy, layout and appropriateness for target market.

Submission Requirements: Completed Entry Form, one copy of ad (pdf preferred).

211 - Best Digital Advertising Campaign

Judging Criteria: Design, concept, content/script, creativity, and appropriateness for target market.

Submission Requirements: Completed Entry Form, digital file/screenshot or URL/link to artwork viewable by the judges at their own computer and one image that represents the entry (jpeg preferred).

212 - Best Email Marketing Campaign

Judging Criteria: Design, concept, content/script, creativity, and appropriateness for target market.

Submission Requirements: Completed Entry Form, digital file/screenshot or URL/link to artwork viewable by the judges at their own computer and one image that represents the entry (jpeg preferred).

213 - Best Social Media Campaign

Judging Criteria: Concept or strategy, design, consistency, audience engagement, execution, creativity, appropriateness for target market & results.

Submission Requirements: Completed Entry Form with URL/link viewable by the judges at their own computer. A brief (not more than one page) description explaining concept or strategy and one image that represents the entry (jpeg preferred).

214 - Best App or online interactive tool

Judging Criteria: Overall design, concept, content, functionality, engagement and appropriateness for target market.

Submission Requirements: Completed Entry Form with URL/link viewable by the judges at their own computer. A brief (not more than one page) description explaining concept or strategy of App or interactive tool and one image that represents the entry (jpeg preferred).

215 - Best VideoMarketing Campaign

Judging Criteria: Concept or strategy, design & production elements, execution, creativity, appropriateness for target market & results.

Submission Requirements: Completed Entry Form with Supplied URL/link viewable by the judges at their own computer. One image that represents the entry (jpeg preferred).

216 - Best Billboard

Judging Criteria: Design, creativity, concept, readability and appropriateness for target market.

Submission Requirements: Completed Entry Form and one image of billboard (jpeg preferred).

217 - Best Direct Mail Piece or Direct Mail Campaign

Judging Criteria: Overall campaign concept and strategy, integration and consistency across digital channels, creativity, execution, appropriateness for the target market, audience engagement and measurable results.

Submission Requirements: Completed Entry Form, three images of the flyer, brochure, letter, etc. disseminated by mail (pdf preferred).

218 - Best Integrated Digital Marketing Campaign

Judging Criteria: Design, creativity, concept and appropriateness for target market.

Submission Requirements: Completed Entry form, examples demonstrating the integration of at least four (4) of the following digital marketing components used as part of a coordinated campaign: 1. Website or landing page, 2. Social Media, 3. Email Marketing, 4. Digital Advertising, 5. Video, 6. Virtual Tours, 7. AI-Generated content (where appropriate)

220 - Best Website

Judging Criteria: Technical production, content, concept, site navigation, flow of information and overall creativity.

Submission Requirements: Completed Entry Form with Web address/link so judges can view the site at their own computer. A brief (not more than one page) describe marketing philosophy and one image that represents the entry (jpeg preferred).

221 - Best Website for a Rental Community

Judging Criteria: Technical production, content, concept, site navigation, flow of information and overall creativity.

Submission Requirements: Completed Entry Form with Web address/link so judges can view the site at their own computer. A brief (not more than one page) describe marketing philosophy and one image that represents the entry (jpeg preferred).

225 - Best Sales Office 800 Square Feet or Less

Judging Criteria: Traffic flow, presentation of information, theme of environment and curb appeal.

Submission Requirements: Completed Entry Form, three images (jpeg preferred) including one exterior and two interior images of your choice, and one copy of floor plan (pdf preferred).

226 - Best Sales Office Over 800 Square Feet

Judging Criteria: Traffic flow, presentation of information, theme of environment and curb appeal.

Submission Requirements: Completed Entry Form, three images (jpeg preferred) including one exterior and two interior images of your choice, and one copy of floor plan (pdf preferred).

227 - Best Leasing Office for a Community

Judging Criteria: Traffic flow, presentation of information, theme of environment and curb appeal.

Submission Requirements: Completed Entry Form, three images (jpeg preferred) including one exterior and two interior images of your choice, and one copy of floor plan (pdf preferred).

228 - Best Design Center

Judging Criteria: Flow, presentation of finishes or selections and theme of environment.

Submission Requirements: Completed Entry Form, three images of your choice (jpeg preferred) and one copy of floor plan (pdf preferred).

230 - Best Interior Merchandising for an Attached Community (model home)

Judging Criteria: Approach for target market, use of space, use of color, furniture and accessories.

Submission Requirements: Completed Entry Form, three images of your choice (jpeg preferred), one copy of floor plan and one copy of current price list.

231 - Best Interior Merchandising for a Detached Community (model Home)

Judging Criteria: Approach for target market, use of space, use of color, furniture and accessories.

Submission Requirements: Completed Entry Form, three images of your choice (jpeg preferred), one copy of floor plan and one copy of current price list.

232 - Best Interior Merchandising for a Common Space (lobby, courtyard etc.)

Judging Criteria: Approach for target market, use of space, use of color, furniture and accessories.

Submission Requirements: Completed Entry Form, three images of your choice (jpeg preferred), one copy of floor plan and one copy of current price list.

233 - Best Interior Merchandising for a Clubhouse

Judging Criteria: Approach for target market, use of space, use of color, furniture and accessories.

Submission Requirements: Completed Entry Form, three images of your choice (jpeg preferred), one copy of floor plan and one copy of current price list.

234 - Best Interior Merchandising for a Rental Community (model home)

Judging Criteria: Approach for target market, use of space, use of color, furniture and accessories.

Submission Requirements: Completed Entry Form, three images of your choice (jpeg preferred), one copy of floor plan and one copy of current price list.

235 - Best Interior Merchandising for an Amenity Space in a Rental Community

Judging Criteria: Approach for target market, use of space, use of color, furniture and accessories.

Submission Requirements: Completed Entry Form, three images of your choice (jpeg preferred), one copy of floor plan and one copy of current price list.

240 - Best Landscaping Design in a For Sale Housing Community

Judging Criteria: Design, creativity, curb appeal, function and appropriateness for target market.

Submission Requirements: Completed Entry Form and three different landscaping areas of your choice (jpeg preferred).

241 - Best Landscaping Design for a Rental Community

Judging Criteria: Design, creativity, curb appeal, function and appropriateness for target market.

Submission Requirements: Completed Entry Form and three different landscaping areas of your choice (jpeg preferred).

242 - Best Outdoor Living Space and/or Outdoor Amenities in a For Sale Housing Community

Judging Criteria: Design, creativity, curb appeal, function, use of space and appropriateness for target market.

Submission Requirements: Completed Entry Form and three different images of your choice (jpeg preferred).

243 - Best Outdoor Living Space and/or Outdoor Amenities in a Rental Community

Judging Criteria: Design, creativity, curb appeal, function, use of space and appropriateness for target market.

Submission Requirements: Completed Entry Form and three different images of your choice (jpeg preferred).

245 - Best Signage Program in a For Sale Housing Community

Judging Criteria: Design, creativity, curb appeal, readability and appropriateness for target market.

Submission Requirements: Completed Entry Form and three different images one showing main I.D. and two other signs of your choice (jpeg preferred).

246 - Best Signage Program for a Rental Community

Judging Criteria: Design, creativity, curb appeal, readability and appropriateness for target market.

Submission Requirements: Completed Entry Form and three different images one showing main I.D. and two other signs of your choice (jpeg preferred).

250 - Best Marketing Strategy for an Attached Community

Judging Criteria: Creativity of strategy specifically related for target market, site difficulties, goals and results.

Submission Requirements: Completed Marketing Strategy Form and in 500 words or less answer the following questions: What challenges were faced and how were they overcome? What unique approach to your specific target market was used and how did you position your community to gain the competitive edge? What were the results? Do not mention name of Builder or Community.

251 - Best Marketing Strategy for a Detached Community

Judging Criteria: Creativity of strategy specifically related for target market, site difficulties, goals and results.

Submission Requirements: Completed Marketing Strategy Form and in 500 words or less answer the following questions: What challenges were faced and how were they overcome? What unique approach to your specific target market was used and how did you position your community to gain the competitive edge? What were the results? Do not mention name of Builder or Community.

252 - Best Marketing Strategy for a Rental Community

Judging Criteria: Creativity of strategy specifically related for target market, site difficulties, goals and results.

Submission Requirements: Completed Marketing Strategy Form and in 500 words or less answer the following questions: What challenges were faced and how were they overcome? What unique approach to your specific target market was used and how did you position your community to gain the competitive edge? What were the results? Do not mention name of Builder or Community.

301 - Best Home in an Adult Community

Judging Criteria: Exterior design, interior floor plan, flow, use of space and perceived value.

Submission Requirements: Completed Entry Form, three images including one exterior view and any two images of your choice (jpeg preferred, furnished or unfurnished), one copy of floor plan of unit entered and one copy of current price list (pdf preferred).

302 - Best Attached Home for a Community with an Average Base Sales Price Under \$700,000

Judging Criteria: Exterior design, interior floor plan, flow, use of space and perceived value.

Submission Requirements: Completed Entry Form, three images including one exterior view and any two images of your choice (jpeg preferred, furnished or unfurnished), one copy of floor plan of unit entered and one copy of current price list (pdf preferred).

303 - Best Attached Home for a Community with an Average Base Sales Price Over \$700,000

Judging Criteria: Exterior design, interior floor plan, flow, use of space and perceived value.

Submission Requirements: Completed Entry Form, three images including one exterior view and any two images of your choice (jpeg preferred, furnished or unfurnished), one copy of floor plan of unit entered and one copy of current price list (pdf preferred).

304 - Best Single Family Detached Home

Judging Criteria: Exterior design, interior floor plan, flow, use of space and perceived value.

Submission Requirements: Completed Entry Form, three images including one exterior view and any two images of your choice (jpeg preferred, furnished or unfurnished), one copy of floor plan of unit entered and one copy of current price list (pdf preferred).

305 - Best Custom Home (One time only, single-family home)

Judging Criteria: Exterior design, interior floor plan, flow, use of space and perceived value.

Submission Requirements: Completed Entry Form, six images including one exterior view and any five images of your choice (jpeg preferred, furnished or unfurnished), and one copy of floor plan.

306 - Best Home in a Rental Community with 75 Apartments or Less

Judging Criteria: Exterior design, interior floor plan, flow, use of space and perceived value.

Submission Requirements: Completed Entry Form, three images including one exterior view and any two images of your choice (jpeg preferred, furnished or unfurnished), one copy of floor plan of unit entered (pdf preferred).

307 - Best Home in a Rental Community with 76 - 200 Apartments or Less

Judging Criteria: Exterior design, interior floor plan, flow, use of space and perceived value.

Submission Requirements: Completed Entry Form, three images including one exterior view and any two images of your choice (jpeg preferred, furnished or unfurnished), one copy of floor plan of unit entered (pdf preferred).

308 - Best Home in a Rental Community with Over 200 Apartments

Judging Criteria: Exterior design, interior floor plan, flow, use of space and perceived value.

Submission Requirements: Completed Entry Form, three images including one exterior view and any two images of your choice (jpeg preferred, furnished or unfurnished), one copy of floor plan of unit entered (pdf preferred).

309 - Best Affordable Housing Home (Community must be 100% restricted, for sale or rental)

Judging Criteria: Exterior design, interior floor plan, flow, use of space and perceived value.

Submission Requirements: Completed Entry Form, three images including one exterior view and any two images of your choice (jpeg preferred, furnished or unfurnished), one copy of floor plan of unit entered (pdf preferred).

315 - Best Kitchen Remodeling/Renovation Project for a Builder or Associate Member

Judging Criteria: Creative approach, aesthetic and market appeal, sensitivity to existing structure, use of existing elements, functional value and cost effectiveness.

Submission Requirements: Completed Entry Form, six images including three BEFORE views and three AFTER views of your choice (jpeg preferred), brief (not more than one page) description of renovation work done, including hard cost per square foot and one floor plan of finished product.

316 - Best Bath Remodeling/Renovation Project for a Builder or Associate Member

Judging Criteria: Creative approach, aesthetic and market appeal, sensitivity to existing structure, use of existing elements, functional value and cost effectiveness.

Submission Requirements: Completed Entry Form, six images including three BEFORE views and three AFTER views of your choice (jpeg preferred), brief (not more than one page) description of renovation work done, including hard cost per square foot and one floor plan of finished product.

317 - Best Specialty Room Remodeling/Renovation Project for a Builder or Associate Member

Judging Criteria: Creative approach, aesthetic and market appeal, sensitivity to existing structure, use of existing elements, functional value and cost effectiveness.

Submission Requirements: Completed Entry Form, six images including three BEFORE views and three AFTER views of your choice (jpeg preferred), brief (not more than one page) description of renovation work done, including hard cost per square foot and one floor plan of finished product.

401 - Million Dollar Club/Option Sales

Judging Criteria: Recognition will be given to sales people whose contracted dollar volume totaled \$1 million or more from November 1, 2025 to October 31, 2026. Option Sales - Recognition will be given to sales people who exclusively sell options and upgrades whose contracted dollar volume totaled \$500,000 or more from November 1, 2025 to October 31, 2026.

In addition, an Award will be presented to the Salesperson with the highest dollar volume of sales from this group.

Submission Requirements: Completed Entry Form and one photo of nominee (jpeg preferred).

405 - Leasing Excellence Club

Judging Criteria: Recognition will be given to leasing consultant who executed 25 leases or more from November 1, 2025 to October 31, 2026. **In addition, an award will be presented to the Leasing Agent with the highest number of leases signed from this group.**

Submission Requirements: Completed Entry Form and one photo of nominee (jpeg preferred).

410 - Rookie of the Year - For Sale Housing (nominees must be in their first year of real estate sales hired on or after November 1, 2025).

Judging Criteria: Achievement of set goals for number of sales, volume of sales and closing ratios. Other areas of responsibility (marketing, training, processing, management, etc.) in addition to sales. Special personal qualities which enhance professionalism. Difficulties encountered in selling the product and how they were overcome. Level of growth achieved during first year. No nominee may be entered in more than one Individual Achievement Award Category except as part of a team.

Submission Requirements: Completed Entry Form, in 500 words or less, explain how nominee qualifies by meeting judging criteria plus any pertinent additional comments. It is imperative all questions and statistics on the form are answered and one photo of nominee (jpeg preferred).

411 - Salesperson of the Year - For Sales Housing

Judging Criteria: Achievement of set goals for number of sales, volume of sales and closing ratios. Other areas of responsibility (marketing, training, processing, management, etc.) in addition to sales. Special personal qualities which enhance professionalism. Difficulties encountered in selling the product and how they were overcome. No nominee may be entered in more than one Individual Achievement Award Category except as part of a team.

Submission Requirements: Completed Entry Form, in 500 words or less, explain how nominee qualifies by meeting judging criteria plus any pertinent additional comments. It is imperative all questions and statistics on the form are answered and one photo of nominee (jpeg preferred).

412 - Sales Team of the Year - For Sale Housing

Judging Criteria: Achievement of set goals for number of sales, volume of sales and closing ratios. Other areas of responsibility (marketing, training, processing, management, etc.) in addition to sales. Special personal qualities which enhance professionalism. Difficulties encountered in selling the product and how they were overcome. No nominee may be entered in more than one Individual Achievement Award Category except as part of a team.

Submission Requirements: Completed Entry Form, in 500 words or less, explain how team qualifies by meeting judging criteria plus any pertinent additional comments. It is imperative all questions and statistics on the form are answered and one photo of team (jpeg preferred).

413 - Sales Manager of the Year - For Sale Housing

Judging Criteria: Ability to manage and train on-site new home sales personnel. Personal qualities which enhance professionalism. Difficulties encountered selling the project and how they were overcome. No nominee may be entered in more than one Individual Achievement Award Category except as part of a team.

Submission Requirements: Completed Entry Form, in 500 words or less explain how nominee qualifies by meeting judging criteria plus any pertinent additional comments. It is imperative all questions and statistics on the form are answered and one photo of nominee (jpeg preferred).

414 - Marketing Director of the Year - For Sale Housing

Judging Criteria: Development and implementation of marketing policy including market research, product development, marketing plan, merchandising and advertising. Special personal qualities which enhance professionalism. Difficulties encountered in marketing the product and how they were overcome. No nominee may be entered in more than one Individual Achievement Award Category except as part of a team.

Submission Requirements: Completed Entry Form, in 500 words or less explain how nominee qualifies by meeting judging criteria plus any pertinent additional comments. It is imperative all questions and statistics on the form are answered and one photo of nominee (jpeg preferred).

415 - Rookie of the Year - Rental Communities (nominees must be in their first year of real estate sales hired on or after November 1, 2025).

Judging Criteria: Achievement of set goals for number of executed leases, volume of leases and closing ratios. Other areas of responsibility (marketing, training, processing, management, etc.). Special personal qualities which enhance professionalism. Difficulties encountered in renting the product and how they were overcome. Level of growth achieved during first year. No nominee may be entered in more than one Individual Achievement Award Category except as part of a team.

Submission Requirements: Completed Entry Form, in 500 words or less explain how nominee qualifies by meeting judging criteria plus any pertinent additional comments. It is imperative all questions and statistics on the form are answered and one photo of nominee (jpeg preferred).

416 - Leasing Consultant of the Year - Rental Communities

Judging Criteria: Achievement of set goals for number of executed leases, volume of leases and closing ratios. Other areas of responsibility (marketing, training, processing, management, etc.) in addition to renting. Special personal qualities which enhance professionalism.

Difficulties encountered in renting the product and how they were overcome. No nominee may be entered in more than one Individual Achievement Award Category except as part of a team.

Submission Requirements: Completed Entry Form, in 500 words or less explain how nominee qualifies by meeting judging criteria plus any pertinent additional comments. It is imperative all questions and statistics on the form are answered and one photo of nominee (jpeg preferred).

417 - Leasing Team of the Year - Rental Communities

Judging Criteria: Achievement of set goals for number of leases, volume of leases and closing ratios. Other areas of responsibility (marketing, training, processing, management, etc.) in addition to renting. Special personal qualities which enhance professionalism. Difficulties encountered in selling the product and how they were overcome. No nominee may be entered in more than one Individual Achievement Award Category except as part of a team.

Submission Requirements: Completed Entry Form, in 500 words or less explain how nominee qualifies by meeting judging criteria plus any pertinent additional comments. It is imperative all questions and statistics on the form are answered and one photo of team (jpeg preferred).

418 - Leasing Manager of the Year - Rental Communities

Judging Criteria: Ability to manage and train leasing consultants. Personal qualities which enhance professionalism. Difficulties encountered renting the project and how they were overcome. No nominee may be entered in more than one Individual Achievement Award Category except as part of a team.

Submission Requirements: Completed Entry Form, in 500 words or less explain how nominee qualifies by meeting judging criteria plus any pertinent additional comments. It is imperative all questions and statistics on the form are answered and one photo of nominee (jpeg preferred).

419 - Leasing Marketing Director of the Year - Rental Communities

Judging Criteria: Development and implementation of marketing policy including market research, product development, marketing plan, merchandising and advertising. Special personal qualities which enhance professionalism. Difficulties encountered in marketing the product and how they were overcome. No nominee may be entered in more than one Individual Achievement Award Category except as part of a team.

Submission Requirements: Completed Entry Form, in 500 words or less explain how nominee qualifies by meeting judging criteria plus any pertinent additional comments. It is imperative all questions and statistics on the form are answered and one photo of nominee (jpeg preferred).

501 - Associate Member Sales Person of the Year (those who provide goods and services to the industry)

Judging Criteria: Achievement of set goals for number of sales and volume of sales. Other areas of responsibility (marketing, training, processing, management, etc.) in addition to sales. Special personal qualities which enhance professionalism. Difficulties encountered in selling the product or service and how they were overcome. No nominee may be entered in more than one Individual Achievement Award Category except as part of a team.

Submission Requirements: Completed Entry Form, in 500 words or less explain how nominee qualifies by meeting judging criteria plus any pertinent additional comments. It is imperative all questions and statistics on the form are answered and one photo of nominee (jpeg preferred).

502 - Associate Member Marketing Director of the Year (those who provide goods and services to the industry)

Judging Criteria: Development and implementation of marketing policy including market research, product development, marketing plan and advertising. Special personal qualities which enhance professionalism. Difficulties encountered in marketing the product or service and how they were overcome. No nominee may be entered in more than one Individual Achievement Award Category except as part of a team.

Submission Requirements: Completed Entry Form, in 500 words or less explain how nominee qualifies by meeting judging criteria plus any pertinent additional comments. It is imperative all questions and statistics on the form are answered and one photo of nominee (jpeg preferred).

503 - Associate Member In House Designer or Design Team (those who provide goods and services to the industry)

Judging Criteria: Project strategy, project concept, challenges faced and how they were overcome, the end product and results. Special personal qualities which enhance professionalism. Difficulties encountered in designing and/or selling the product or service and how they were overcome. No nominee may be entered in more than one Individual Achievement Award Category except as part of a team.

Submission Requirements: Completed Entry Form, in 500 words or less explain how designer or design team qualifies by meeting judging criteria plus any pertinent additional comments. It is imperative all questions and statistics on the form are answered and one photo of designer or design team (jpeg preferred).

600 - Grand Award for an Associate Member Marketing Program

Judging Criteria: The Grand Award will be presented to the company which earns the highest total score in the 4 required categories. If entering more than one category within a required group, the entry that scores the highest within that group will be used toward the Grand Award calculation.

Submission Requirements: Completed Entry Form (no additional fee for this category). One entry in each of the following groups: 1. Best Logo, Brochure or Advertisement (601-604) 2.

Best Use of Social Media, Best Digital Display, or Best On-line Video/Youtube (605-607) 3. Best Website (608) 4. Marketing Strategy (610).

601 - Best Logo for an Associate Member

Judging Criteria: Overall design, concept, theme, message and appropriateness for target market.

Submission Requirements: Completed Entry Form and one copy of logo (jpeg preferred).

602 - Best Brochure for an Associate Member (print or electronic)

Judging Criteria: Overall design, concept, copy, layout and appropriateness for target market.

Submission Requirements: Completed Entry Form, six images including cover, sample of contents and inserts (pdf preferred) and one copy of current price list.

603 - Best Print Ad for an Associate Member

Judging Criteria: Overall design, concept, copy, layout and appropriateness for target market.

Submission Requirements: Completed Entry Form and one copy of ad (pdf preferred).

604 - Best Direct Mail Piece or Direct Mail Campaign for an Associate Member

Judging Criteria: Design, creativity, concept and appropriateness for target market.

Submission Requirements: Completed Entry Form, three images of the flyer, brochure, letter, etc. disseminated by mail (pdf preferred).

605 - Best Use of Social Media (Facebook, X, Pinterest, Instagram etc.) for an Associate Member

Judging Criteria: Concept or strategy, design, consistency, audience engagement, execution, creativity, appropriateness for target market & results.

Submission Requirements: Completed Entry Form with URL/link viewable by the judges at their own computer. A brief (not more than one page) description explaining concept or strategy and one image that represents the entry (jpeg preferred).

606 - Best Digital Display (eblasts, banner ads, etc.) for an Associate Member

Judging Criteria: Concept or strategy, design, consistency, execution, creativity, appropriateness for target market & results.

Submission Requirements: Completed Entry Form, digital file/screenshot or URL/link to artwork viewable by the judges at their own computer and one image that represents the entry (jpeg preferred).

607 - Best On-line Video/YouTube for an Associate Member

Judging Criteria: Concept or strategy, design & production elements, execution, creativity, appropriateness for target market & results.

Submission Requirements: Completed Entry Form with Supplied URL/link viewable by the judges at their own computer. One image that represents the entry (jpeg preferred).

608 - Best Website for an Associate Member

Judging Criteria: Technical production, content, concept, site navigation, flow of information and overall creativity.

Submission Requirements: Completed Entry Form with Web address/link so judges can view the site at their own computer. A brief (not more than one page) describe marketing philosophy and one image that represents the entry (jpeg preferred).

609 - Best Interior Merchandising for an Associate Member

Judging Criteria: Approach for target market, use of space, use of color, furniture and accessories.

Submission Requirements: Completed Entry Form, three images of your choice (jpeg preferred), one copy of floor plan and one copy of current price list.

610 - Best Marketing Strategy for an Associate Member

Judging Criteria: Creativity of strategy, difficulties in selling product or service, goals and results.

Submission Requirements: Completed Marketing Strategy Form and in 500 words or less answer the following questions: What challenges were faced and how were they overcome? What unique approach to your specific target market was used and how did you position your company to gain the competitive edge? What were the results?