

OBIE THE 38TH AWARDS

NOVEMBER 3, 2018

call for entries

ENTER ONLINE TODAY!

BRAND NEW CATEGORIES

Free Consumer Advertising
for the Winners

Multiple Entry Discounts

www.AtlantaHomeBuilders.com



WELCOME TO THE 38TH ANNUAL OBIE AWARDS!

Now is the time for you to show the Atlanta community that you are the BEST by winning a 2018 OBIE Awards. Just by entering this prestigious awards program, you'll gain industry recognition, attract promotional opportunities and hopefully display your awards for every potential homebuyer to see.

Enclosed you will find information about the awards that will help you decide how many categories you want to enter this year. The materials enclosed include:

- Directions for Entering
- Entry Rules
- Important OBIE Dates
- New Important Reminders
- List of Categories
- Intent to Enter Form

We are also excited to announce that we have been working hard to improve the Awards program. We will continue to offer:

A SPECIAL DISCOUNT for MULTIPLE ENTRIES
FREE CONSUMER ADVERTISING

OBIE Awards winners will be promoted to consumers in Television, Print, Web, Social Media and Realtor media outlets

CHECK OUT THE NEW CATEGORIES

It is important that you carefully read the entry forms and checklists to ensure that your entry meets the new requirements.

Be sure to save the date for the OBIE Awards Ceremony. All OBIE entrants, HBA members and guests are invited to attend the gala dinner on Saturday, Nov. 3, 2018 at the Omni Hotel/CNN Center. We will honor the prestigious few who will walk away with a highly coveted OBIE Award as the most outstanding in their field.

We look forward to seeing you on stage,

Jim Chapman
HBA President

Rose Humphrey
SMC Chairman



CALL FOR ENTRIES

The Sales and Marketing Council (SMC) of the Greater Atlanta Home Builders Association (HBA) announces the 38th Annual OBIE Awards, presented for outstanding achievement in building, marketing, remodeling and personal achievement excellence. This coveted award is the highest accolade given by the Atlanta housing industry. The 2018 OBIE Awards will be presented at the annual Awards Gala on Saturday, Nov. 3, 2018. The Sales and Marketing Council invites you to be a part of this prestigious awards program.

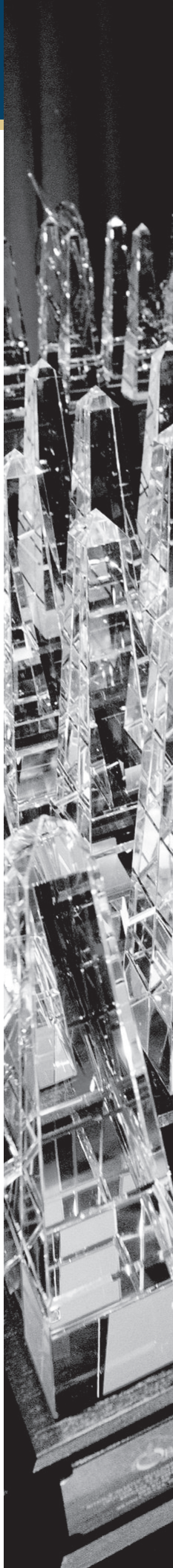
STEPS TO ENTER

1. Read the enclosed entry procedures, rules and review the categories.
2. Declare your INTENT TO ENTER for the OBIE Awards by entering online at www.AtlantaHomebuilders.com or request a form if needed.
3. Return the Intent to Enter, with payment, to the HBA by 5 p.m. on Friday, April 13. (additional forms available at www.AtlantaHomebuilders.com)
4. After the HBA receives your intent to enter, you will be sent an official Entry Packet and ID Number with all of the documents and forms needed to complete your entry, including a detailed checklist.

OBIE CALENDAR

April 13	Intent to Enter Deadline
April 20	Entry Material ID's emailed
June 1	Entry Materials and Photography Deadline
July 19, 20, 21	On-Site Judging
July 20 & 21	Personal Achievement Interview*
Nov. 3	Awards Gala at the Omni Hotel
Dec.1, 2018	Deadline to Claim Entry Materials

***The Judges will narrow each PA category down to the top 3. The top 3 will receive interviews.**



ENTRY RULES

ELIGIBILITY

To submit an entry in any category, you must be a member in good standing of the Greater Atlanta HBA. All entries must fall within the 21 metro Atlanta counties and must have been built or marketed between June 15, 2017 and June 15, 2018 (county map can be found in the packet or at www.AtlantaHomeBuilders.com). You MAY submit an entry that has been previously entered, as long as it falls within the above stated time frame and did not win a gold or silver OBIE the previous time it was entered.

ENTRY FEES

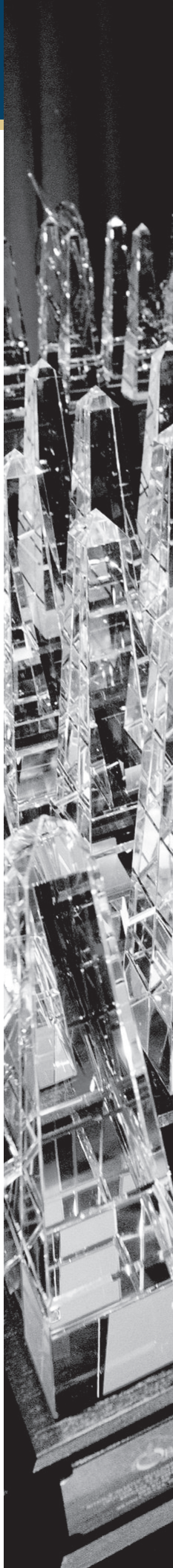
There is a fee of \$300 per entry for all categories. Enter 3 or more categories and reduce each entry fee by \$25 each. All entry fees are NON-REFUNDABLE after April 13, 2018, even if you do not complete and turn in your entry materials. Entry fees will not be transferred to the next year.

ID NUMBER

A separate ID number will be emailed by the HBA for each entry after your Intent to Enter form is submitted. Your ID number for each entry will be shown in the upper right-hand corner on all forms included in your official Entry Packet. For your records, please make a list of your ID numbers corresponding to each entry. Your ID number(s) will be required for all correspondence with the HBA.

PHOTOGRAPHY

Digital photography will be required for all entries, and while the use of a professional photographer is highly recommended, it is not mandatory. The photos you submit will be used in judging, in the Winner Book and at the Awards Dinner. Warren Bond Photography is the HBA's preferred photography vendor (770-997-6406) wbjr@warrenbond.com Details regarding photography requirements, such as image size and resolution will be included in your Entry Packet. Please indicate on the entry form if you plan to use Warren Bond Photography.



JUDGING

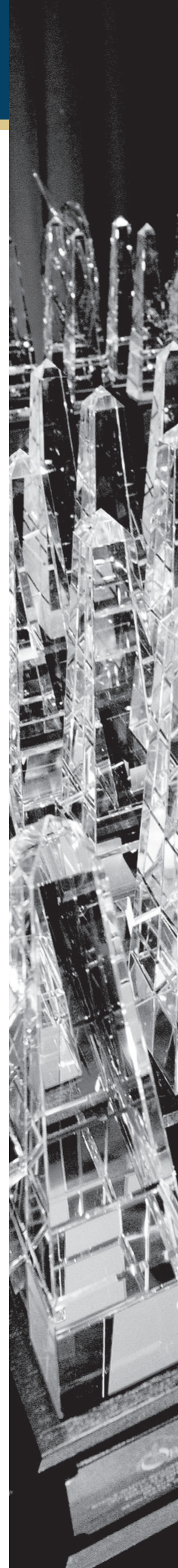
Each entry will be judged on its own merit by a group of highly qualified, out-of-town judges who are selected by the OBIE Awards Committee for their expertise in building, remodeling, sales and new home marketing. Only judges and HBA staff will be allowed to observe the judging. Homes must be available for judging from 8 a.m. to 6 p.m., **July 19, 20 & 21**. Personal Achievement candidates **MUST** be available for a personal phone interview on **July 19 or 20**.^{*} Occupied homes must have a signed Homeowner Release form to be judged. The form will be provided online.

You will be notified by email approximately two weeks prior to judging of when your entry will be judged. Every effort will be made to judge homes on schedule. Judged entries must receive a score of at least 70 percent to win a gold or silver in any category.

SPECIAL REMINDERS

- The deadline for entry materials is June 1st. The contents will be reviewed, and you will be notified if you are missing any materials. Once you are notified, you will have 3 days to complete your packet. If the missing entry material is not received after 3 days your entry will be disqualified with **NO REFUND**.
- All Building, Interior Merchandising Models, Sales Centers, and Special Categories (other than Community Service) entries will be judged on site. Remodeling Categories are judged electronically
- Some marketing and remodeling categories will be judged electronically by judges around the country. Your entry checklist will detail the requirements for these entry materials.
- There is no limit to the number of entries you may enter in the same category. You must note on the Intent to Enter form how many entries you will have in each category (if more than one) as each entry will require a separate ID number. (i.e. B1; B12- 2 entries; M3, PA1)
- The OBIE Awards Committee and/or Judges may re-categorize an entry if entered in an incorrect category (i.e. the final sales price changes as a result of the sale.)
- By entering this awards program, you agree to be bound by the policies and procedures of the OBIE Awards.

^{} The OBIE Committee/ Judges reserves the right to expand, decrease or combine categories**



PERSONAL ACHIEVEMENT CATEGORIES

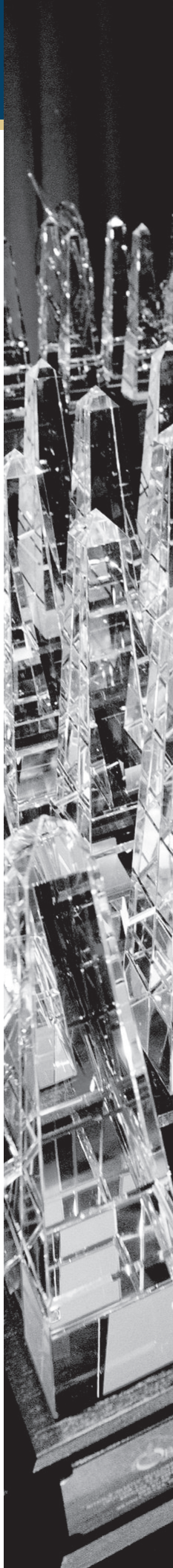
PA1	Rookie Salesperson of the Year	PA6	Online Specialist of the Year
PA2	Salesperson of the Year	PA7	Mortgage Professional of the Year
PA3	Sales Manager of the Year	PA8	Remodeler of the Year
PA4	Marketing Director of the Year	PA9	Attorney Professional of the Year -
PA5	Sales Team of the Year		NEW CATEGORY

REMINDERS FOR PERSONAL ACHIEVEMENT CATEGORIES:

- You must be a member in good standing of the Atlanta Sales and Marketing Council to enter the Personal Achievement categories except for Remodeler of the Year. Remodeler of the Year entrants must be a member in good standing of the Remodelers Council. For information on joining either council visit www.atlantahombuilders.com or call 678-775-1446.
- Candidates may only enter in the category which best describes their primary function. Multiple Personal Achievement entries by one candidate are prohibited. A candidate MAY re-enter into a personal achievement category that has been previously entered as long as that person did not win an OBIE Award in that specific category within the last 5 years.
- Personal achievement candidates MUST be available for an interview on Thursday July 19th or Friday, July 20th. Candidates will be notified of their specific phone interview time approximately one week prior to the interview.

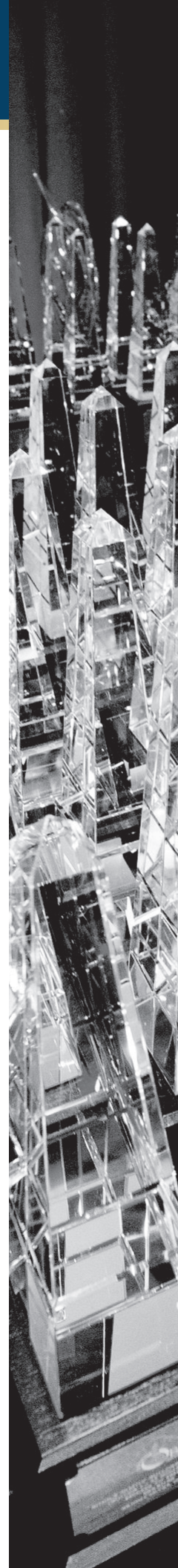
NOTE:

The OBIE judges will narrow down to the top 3 in each PA category and those top 3 will receive interviews. Please be sure your entry write-up tells your complete story.



REMODELING CATEGORIES JUDGED ELECTRONICALLY & ONSITE

- R1 Kitchen under \$50,000
- R2 Kitchen over \$50,000
- R3 Bathroom under \$25,000
- R4 Bathroom over \$25,000
- R5 Addition
- R6 Whole-House Renovation under \$250,000 ***Judged Onsite**
- R7 Whole-House Renovation \$250,000 - \$500,000 ***Judged Onsite**
- R8 Whole-House Renovation over \$500,000 ***Judged Onsite**
- R9 Residential Exterior under \$100,000
- R10 Residential Exterior over \$100,000
- Residential Exterior categories include but are not limited to alterations to the exterior of a residential building such as porticoes, porches, decks, glass or screen enclosures, windows, dormers, and exterior resurfacing such as siding, stucco, etc., which enhances the overall appearance of the exterior. The project cannot have added heated livable space to the home.*
- R11 Media Center/Home Theater under \$75,000
- R12 Media Center/Home Theater over \$75,000
- The Media Center/Home Theater category will be based on the most creative application of new technologies and may include entertainment or game room areas. The space must incorporate Audio & Video equipment and designated viewing area. A/V equipment can be built in or free standing. The space can be a remodel of an existing room, an addition or an attic conversion.*
- R13 Basement under \$75,000
- R14 Basement over \$75,000
- The basement category includes but is not limited to alterations to a basement space of a residential building to create a functionable space, i.e. work out room, media room, game room, etc.*
- R15 Outdoor Living Area under \$75,000
- R16 Outdoor Living Area over \$75,000
- The outdoor living category includes porches, decks, outdoor kitchens, hardscapes, pools or any combination that creates a beautiful and practical outdoor living environment.*
- R17 Specialty Room
- Specialty Room categories include but are not limited to the most creative application of game rooms, gun safe rooms, workout rooms, offices, laundry rooms etc. The space can be a remodel of an existing room, an addition or an attic conversion.*



BUILDING CATEGORIES JUDGED ON-SITE

Single Family Builder - Detached (Builds 1 -25 Homes/Year)

B1	\$199,999 and under	B8	\$800,000 to \$899,999
B2	\$200,000 to \$299,999	B9	\$900,000 to \$999,999
B3	\$300,000 to \$399,999	B10	\$1 Million to \$1.2 Million
B4	\$400,000 to \$499,999		
B5	\$500,000 to \$599,999		
B6	\$600,000 to \$699,999		
B7	\$700,000 to \$799,999		

Single Family Builder - Detached (Builds 26-100 Homes/Year)

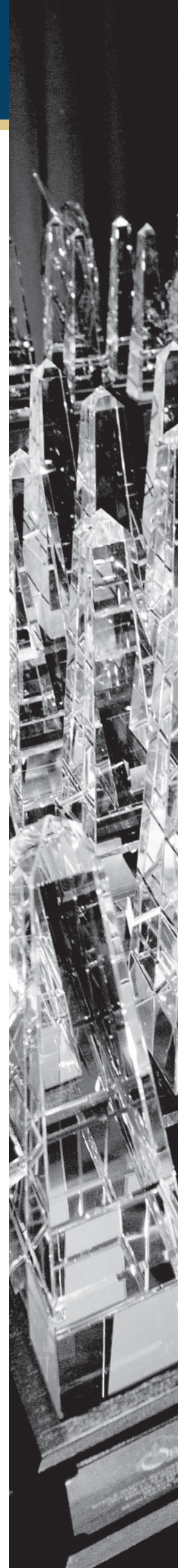
B11	\$199,999 and under	B18	\$800,000 to \$899,999
B12	\$200,000 to \$299,999	B19	\$900,000 to \$999,999
B13	\$300,000 to \$399,999	B20	\$1 Million to \$1.2 Million
B14	\$400,000 to \$499,999		
B15	\$500,000 to \$599,999		
B16	\$600,000 to \$699,999		
B17	\$700,000 to \$799,999		

Single Family Builder - Detached (Builds 100+ Homes/Year)

B21	\$199,999 and under	B28	\$800,000 to \$899,999
B22	\$200,000 to \$299,999	B29	\$900,000 to \$999,999
B23	\$300,000 to \$399,999	B30	\$1 Million to \$1.2 Million
B24	\$400,000 to \$499,999		
B25	\$500,000 to \$599,999		
B26	\$600,000 to \$699,999		
B27	\$700,000 to \$799,999		

Luxury Builder Category (All Builders)—New Category

B31	\$1.2 Million to \$1.49 Million	B34	\$ 3 Million to \$4 Million
B32	\$1.5 Million to \$2 Million	B35	\$5 Million and above
B33	\$2 Million to \$3 Million		



BUILDING CATEGORIES JUDGED ON-SITE

Best Building Design - Detached Model

B36	\$199,999 and under	B40	\$500,000 to \$599,999
B37	\$200,000 to \$299,999	B41	\$600,000 to \$699,999
B38	\$300,000 to \$399,999	B42	\$700,000 to \$799,999
B39	\$400,000 to \$499,999	B43	\$800,000 and above

Best Building Design is a project that will be judged on usage of space, indoor/outdoor relationships, function and design

Best Building Design - Attached Model (All Builders)

(includes townhomes, condos, lofts and conversions)

B44	\$199,999 and under	B48	\$500,000 to \$599,999
B45	\$200,000 to \$299,999	B49	\$600,000 to \$699,999
B46	\$300,000 to \$399,999	B50	\$700,000 to \$799,999
B47	\$400,000 to \$499,999	B51	\$800,000 above

Single Family Attached (All Builders)

(includes townhomes, condos, lofts and conversions)

B52	\$199,999 and under	B56	\$500,000 to \$599,999
B53	\$200,000 to \$299,999	B57	\$600,000 to \$699,999
B54	\$300,000 to \$399,999	B58	\$700,000 to \$799,999
B55	\$400,000 to \$499,999	B59	\$800,000 and above

Single Family Detached-Urban Redevelopment/Revitalization

(all Builders)

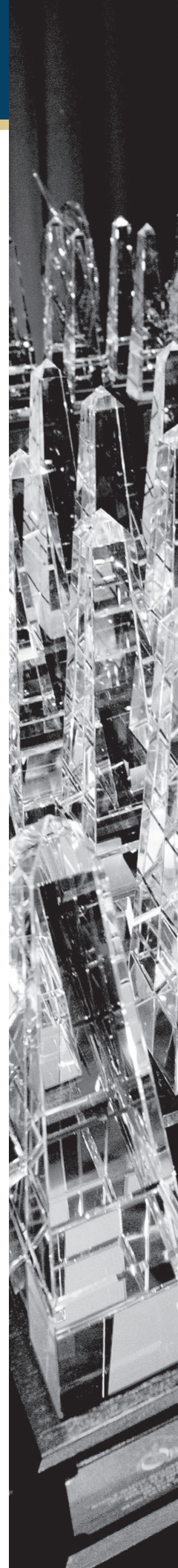
B60	\$299,999 and under	B63	\$500,000 to \$599,999
B61	\$300,000 to \$399,999	B64	\$600,000 and above
B62	\$400,000 to \$499,999		

Single Family Attached-Urban Redevelopment/Revitalization (All Builders)

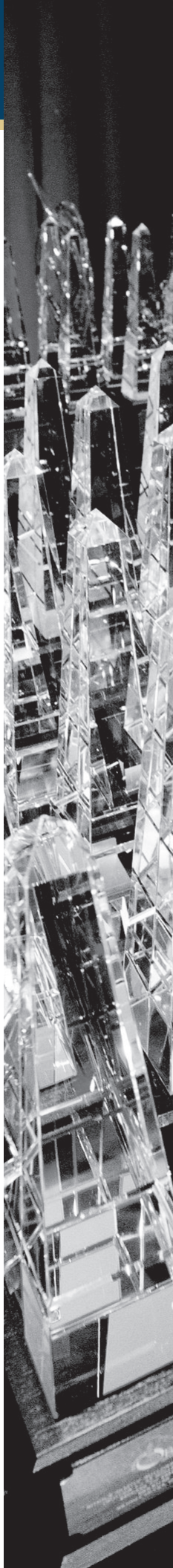
B65	\$299,999 and under	B68	\$500,000 to \$599,999
B66	\$300,000 to \$399,999	B69	\$600,000 and above
B67	\$400,000 to \$499,999		

Single Family - Zero Lot Line (All Builders)

B70	\$224,999 and under	B72	\$400,000 to \$499,999
B71	\$225,000 to \$299,999	B73	\$500,000 and above



- All building entries must be in the category that reflects the total sales price. Discount points, closing costs and a standard unfinished basement deduction can be used to determine your correct price category. All other costs must be added into the sales price, including any finished basement.
- UNFINISHED BASEMENT: If the home you're entering has an unfinished basement, you must subtract the standard unfinished basement deduction amount (see below) based on a ranch or two-story and then enter it in the proper price category:
Ranch: \$30,000 Two-story: \$20,000
- FINISHED BASEMENT: If the home you're entering has a finished basement and you want it judged, you cannot take any basement deduction, and you must include the cost of the finished basement in the category you enter.
- Model homes can only be entered in either the Best Building Design Model Categories (B36-B51) OR in the Merchandising Model Categories (M1-M16).
- Urban Redevelopment/Revitalization entries must be in or adjacent to existing urban development (street grid, urban or neighborhood street pattern), inside I-285 and have access to public transportation within 1/2 mile of property boundary
- ZERO LOT LINE (cluster homes) allow a smaller lot size than ordinarily required by zoning without allowing a higher overall density. They are not townhouses nor condos and are often found in 55+ in active adult communities



MARKETING CATEGORIES JUDGED ELECTRONICALLY & ON-SITE

Best Interior Merchandising - Detached Model (Judged On-site)

M1	\$199,999 and under	M5	\$500,000 to \$599,999
M2	\$200,000 to \$299,999	M6	\$600,000 to \$699,999
M3	\$300,000 to \$399,999	M7	\$700,000 to \$799,999
M4	\$400,000 to \$499,999	M8	\$800,000 and above

Best Interior Merchandising - Attached Model (Judged On-site)

M9	\$199,999 and under	M13	\$500,000 to \$599,999
M10	\$200,000 to \$299,999	M14	\$600,000 to \$699,999
M11	\$300,000 to \$399,999	M15	\$700,000 to \$799,999
M12	\$400,000 to \$499,999	M16	\$800,000 and above

Best Sales Center (Judged On-site)

M17	Model Home Sales Office
M18	Best Design Center
M19	Community Information & Sales Center/Welcome Center
M20	Condominium Complex Sales Center

Best Print Communication (Judged Electronically)

M21	Magazine Ad - any size, any amount of color
M22	Newspaper Ad - any size, any amount of color
M23	New Homes Publication

Best Brochure (Judged Electronically)

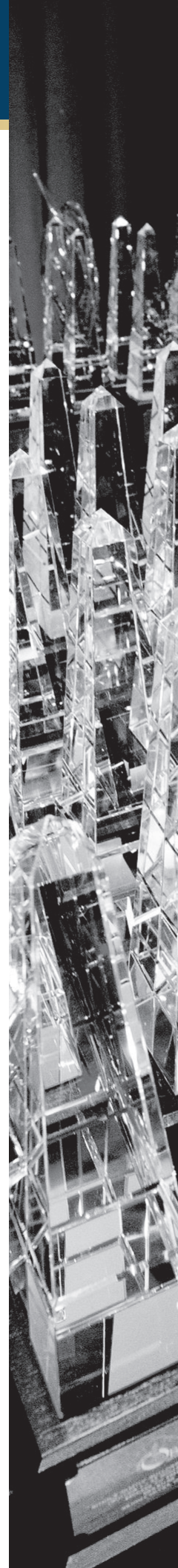
M24	Corporate - Builder/Developer	M26	Community
M25	Corporate - Associate		

Best Logo (Judged Electronically)

M27	Corporate - Builder/Developer	M29	Community
M28	Corporate - Associate		

Reminders for Model Home Categories:

Model homes can only be entered in either the Best Building Design Model Categories (B40-B55) OR in the Merchandising Model Categories (M1-M16).



Best Audio/ Video (Judged Electronically)

M30 Best Audio Spot - Entries can include radio advertisements or any other audio advertisement.

M31 Best TV Spot

M32 Video Promotion

Entries in this category can include online video sharing, podcasts or any other video promotion, NOT including TV advertisements.

Best Advertising (Judged Electronically)

M33 Best Billboard

M34 Best Flyer/Mailer (1 piece)

M35 Best Consumer Direct Mail program

M36 Best On-Site Signage

M37 Best Off-Site Signage

M38 Best Realtor Promotion-Developer/Builder

M39 Best Advertising Campaign - Builder- Budget under \$10,000

M40 Best Advertising Campaign - Builder- Budget over \$10,000

M41 Best Advertising Campaign - Developer- Budget under \$10,000

M42 Best Advertising Campaign - Developer- Budget over \$10,000

M43 Best Advertising Campaign - Associate- Budget under \$10,000

M44 Best Advertising Campaign - Associate- Budget over \$10,000

Best E-Marketing (Judged Electronically)

M45 Best Website Corporate - Builder/Developer

M46 Best Website Corporate - Associate

M47 Best Website Community

M48 Best Online Banner or Box Ad

M49 Best Email Marketing Message

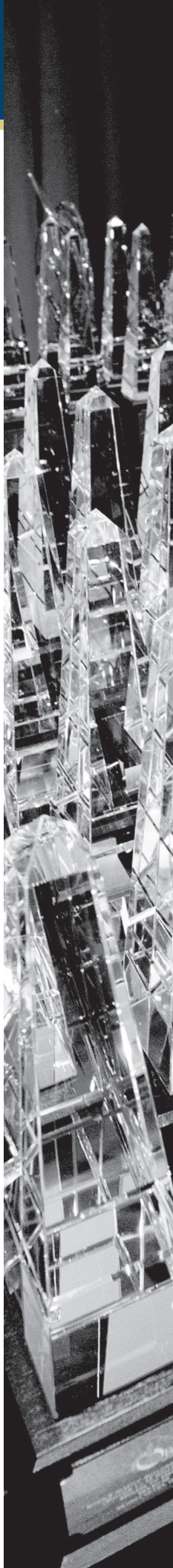
M50 Best Interactive Tool - Builder/Developer - An interactive tool can include one of the following: customizable survey tool, apps, interactive displays, etc.

M51 Best Interactive Tool - Associate

M52 Best Social Media Campaign - Builder/Developer - *(This will incorporate all strategies used in no less than 3 social media outlets to cover an overall campaign. Includes blogs, photo sharing, online video sharing, social networking groups, etc. It will be judged on the web tracking report and percentage increase in clicks, key words and URL.)*

M53 Best Social Media Campaign - Associate

M54 Best Social Media Application - Builder/Developer - *(This will incorporate all strategies use in 1 social media application - Facebook, Twitter, Blog, Pinterest or any 1 site)*

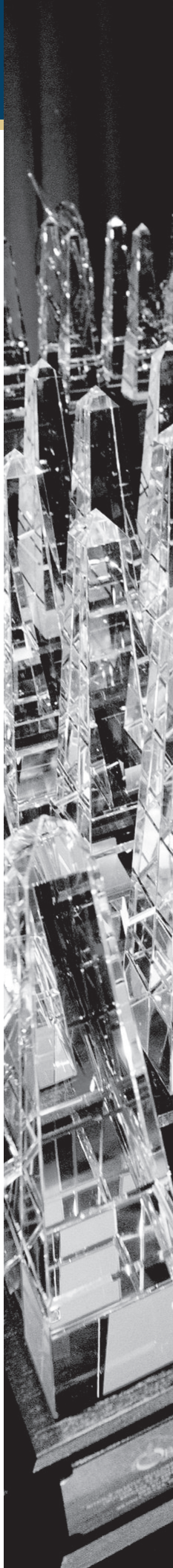


- M55 Best Social Media Application - Associate
- M56 Best Marketing Campaign/Promotion- Builder - Budget under \$10,000
- M57 Best Marketing Campaign/Promotion- Builder - Budget over \$10,000
- M58 Best Marketing Campaign/Promotion- Developer - Budget under \$10,000
- M59 Best Marketing Campaign/Promotion-Developer- Budget over \$10,000

Best Marketing (Judged Electronically)

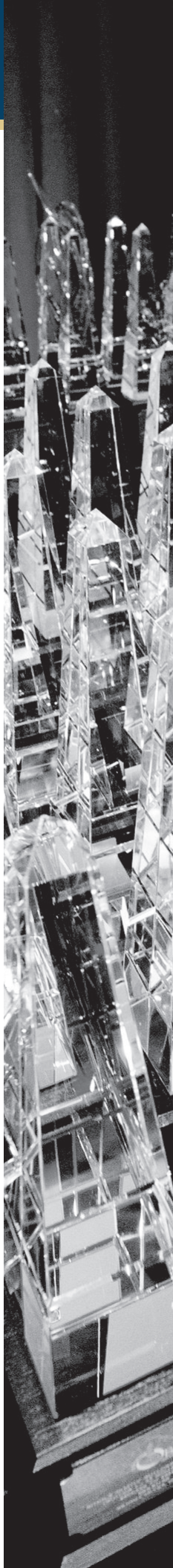
- M60 Best Marketing Campaign/Promotion- Associate - Budget under \$10,000
- M61 Best Marketing Campaign/Promotion-Associate- Budget over \$10,000

Marketing categories will be judged electronically. Entry materials will detail the requirements.



SPECIAL CATEGORIES JUDGED ON-SITE

- SC1 Community Service (Judged electronically)
- SC2 Landscape Design - Community
(A community is defined as having less than 300 homes in the overall plan. The clubhouse, information/sales center, community entrance and common areas will be judged.)
- SC3 Landscape Design - Master Planned Community
(A master planned community is defined with amenities, a mix of product and price ranges and more than 300 homes in overall plan (may include commercial). The clubhouse, information/sales center, community entrance and common areas will be judged.)
- SC4 Landscape Design - Condominium Complex
(A condominium complex is defined as a multiple-unit attached housing complex where a buyer owns his individual unit, plus a share of the ground underneath. The complex entrance, information/sales center and common areas will be judged.)
- SC5 Amenity Package 499 and under units/total build out
- SC6 Amenity Package 500+ units/total build out
-
- CY1 Community of the Year - Attached
- CY2 Community of the Year - Detached
- CY3 Community of the Year - Mixed Use
- CY4 Community of the Year - Master Plan
- CY5 Community of the Year - 55+ Housing
- CY6 Community of the Year - 20 Units or less - **NEW CATEGORY**

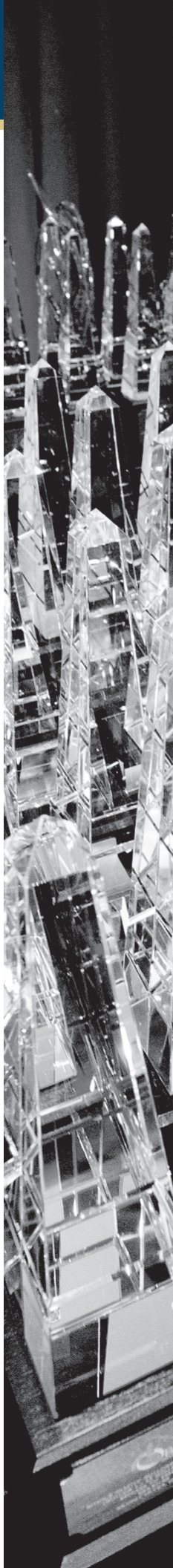


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THE 38TH
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