

2025 SAND DOLLAR AWARDS REGISTRATION GUIDE

Getting Started

Carefully review this document to see if you qualify to enter.

Review Eligibility information

You must complete the "Registration/Payment Form" and submit it to CBIA by the deadline.

Once the Registration/Payment form is received, CBIA will share the username & password information.

Index

State of Purpose

Eligibility Requirements

Deadlines & Important Dates

Fees Structure & Refunds

Categories Information

Award Guidelines

Judging Information

Login & Submission Information

Categories 1-50 Overview

This guide provides an overview and information on the Sand Dollar registration process.

Upon registration, additional information for each entry must be submitted electronically.

2025 Sand Dollar Title Sponsor



STATEMENT OF PURPOSE:

The Sand Dollar Awards are presented each year to member builders, developers, architects, remodelers, interior design firms, landscape architects, trades and marketing, sales, and advertising professionals who have demonstrated building, design and marketing excellence in Collier and Lee Counties.

The coveted Sand Dollar Award is the highest accolade given by the Collier Building Industry Association (CBIA) Sales and Marketing Council (SMC) annually.

ELIGIBILITY REQUIREMENTS:

- The Entrant confirms that their company is a current member in good standing of the Collier Building Industry Association.
- Entrants must sign the 2025 Registration/Payment Form by the due dates.
- All projects (1-50) must be located within Collier & Lee Counties (no exceptions).
- Eligibility dates: Projects must be completed between May 1, 2024, and April 30, 2025 (applies to all categories except 50).
- Eligibility Exclusion: Previous-year winning entries cannot be submitted in the same category, except in categories 19- Best Showroom and 46-50.
- Licensing: The Entrant affirms that their company holds all required state or county licenses within the specific category(s) for which they are applying.
- The maximum number of entries cannot exceed 35 from an individual member company.
- All entry information is submitted electronically using a CBIA-designated website.

DEADLINES & IMPORTANT DATES:

- Registration is open from April 14 – May 30, 2025.
- Early Registration: Registration and payment must be received between April 14 - May 23, 2025. Completed entry information must be uploaded by June 30, 2025.
- Late Registration: Registration and payment must be received by May 30, 2025. Completed entry information must be uploaded by June 30, 2025.
- The bulk entry price applies to early registration only. Registration and payment must be received between April 14 - May 23, 2025. Completed entry information must be uploaded by June 30, 2025.
- If entry information is not uploaded by midnight, Monday, June 30, 2025, it will be considered disqualified, and no refunds will be provided.
- Workshop: May 16th, at CBIA Office, 9:00-11:00 a.m. Reservation required to: Awards@cbia.net
This workshop will cover how to submit your entries properly and give you a look at the back end of the portal.
- Sand Dollar Sponsorship Opportunities: Due by August 01, 2025.
- Virtual Judging: August 4-8, 2025.

FEES STRUCTURE/REFUNDS:

- Sand Dollar Awards Gala: Saturday, September 27, 2025, at The Ritz-Carlton, Naples (Beach Resort).
- Early registration fee - Categories 1-50: \$250 per entry (due by May 23, 2025).
- Entry Bulk Price applies to the Early registration date ONLY – April 14 – May 23, 2025:
(11-15 entries): \$2,750 | (16-20 entries): \$4,000 | (21-25 entries): \$5,250 | (26-35 maximum entries): \$6,500
- Late registration fee - Categories 1-50: \$350 per entry (due by May 30, 2025).
- Marketing Awards Categories 30-45, 50: Marketing Award entries require that the submitting company have a current CBIA Sales & Marketing Council membership.
- Sales Awards Categories 46-49: Sales Award entries require the individual entering to have a current CBIA Sales & Marketing Council membership.
- Sales & Marketing Council membership dues are \$100 per individual/year.
- No refunds or exchanges past June 30, 2025.
- No refunds for disqualified entries.

CATEGORIES INFORMATION:

- There are 50 categories available, including:
Product Design Awards: 1-15 | Interior Design Awards: 16-21 | Remodeling Awards: 22-24
Commercial Awards: 25-29 | Marketing Awards: 30-45 | Sales Awards: 46-50
- Once you receive your login information, you can see all additional questions and requirements for each entry.
You must review each category for specific or additional requirements.
- Review the Judging criteria to see if you meet the entry requirement.
- Review your home/project style to see if you meet the entry requirement.
- Review the subcategory to see if you meet the entry requirement.
- Review the pricing category, if applicable.

JUDGING INFORMATION:

- You can only enter categories for which you hold the required county or state license.
- Virtual Judging will take place for all categories from August 04-08, 2025.
- Judging will be done paperless - all supporting entry information is shared with the Judges.
- Incomplete entries are not judged, and no refunds will be provided.
- Each entry is judged on its merit by qualified, impartial judges outside Collier and Lee Counties.

- A point scoring method will be used based on a scale of 1-5 points.
- Entries must receive at least 75% of the total points possible to be eligible for an award, and all scores are kept confidential.
- Judges do not have your contact information during Judging.
- The Judge's decisions are final; they have the discretion to disqualify any entry that does not supply required materials and/or does not meet the specified judging criteria requested.

LOGIN & SUBMISSION INFORMATION:

- Login information is provided by CBIA staff once the registration/payment form is received.
- Gather entry submittal materials and have them handy as you log in to the submission area.
- Once ready, go to the "Submission tab" and enter your login information provided by CBIA staff.
- Go to the Dashboard to start entering your entry(s) information.
- Click on the corresponding bar area (blue sections) to enter. Click the + sign in each section to see various categories available, and close the tab.
- Upon entering your entry(s), information will show up in the "YOUR Award Entries" section at the bottom of the Dashboard. Depending on your screen resolution, it often requires you to scroll down.
- You must submit photos 1920x1080px at 96dpi or larger. **The main Photo (#1) must be a horizontal view only, NOT Vertical, 5MB max size, jpeg or jpg format only.** The number of photos required will depend on the submission.
- Categories 1-29: Unbranded company photos, tours, and videos are required.
- Categories 30-50: Branded company photos, tours, and videos are required.
- You must submit a floor plan (blueprints for commercial entries, where applicable) and a community map (if available), 8.5" x 11", jpeg, jpg, or pdf, 5MB max size. Collate into 1 document the floor plans/blueprints for a 2-story homes or commercial projects. Unbranded company documents only. It is allowed for categories 30-45 and 50.
- When photos/floor plans/blueprints/community map exceed the maximum size allowed (5MB), your entry may not "save," and information may be LOST. If unsure of the size, add other information on the entry before adding the picture(s) or floor plan/blueprint, and hit save. Then go back and add the pictures and floorplan/blueprint (if applicable).
- Marketing Statements are required for each entry (unless otherwise specified). The statement addresses the judging criteria, target market, any unusual constraints or opportunities the project presented, and how the marketing/project objectives were met, as well as any unique and outstanding features of the entry. Do not include your company name, except in categories 30-50.

- Only enter the total of entries committed in the Registration/Payment form. If you need to add or remove an entry, contact the CBIA staff at Awards@cbia.net.
- Each entry will have a more specific set of questions that must be provided (if applicable). Examples of questions include: Project name, square footage (under air/ total), base and retail price, construction cost, interior design budget, what is included in the project, and other related items.
- You can use "SAVE THIS ENTRY" (Green box) to save your work until you are ready to submit the entry. If you check "Yes, I am ready to submit this entry," it is submitted to CBIA staff, and your entry can no longer be changed or modified.
- Publishing Rights and Liability: Entering the Sand Dollar Awards grants CBIA the right to publish and/or reproduce winning entries in CBIA, FHBA, or NAHB publications/products, and permits publication in trade or consumer outlets. Winning entries are featured at www.SandDollarAward.com. The Entrant is responsible for all photography/media licensing; CBIA assumes no liability. The maximum number of characters allowed for the award: See the "AWARDS GUIDELINE" picture below:

AWARD GUIDELINES

TO KEEP THE AWARDS CONSISTENT WE ASK THAT YOU PLEASE KEEP YOUR VERBIAGE WITHIN THE GUIDELINES

Company Name: 29 letters & spaces per line

Project Name: 36 letters & spaces per line

Category (Created By CBIA): 43 letters & spaces per line



CATEGORIES 1-50 OVERVIEW

PRODUCT DESIGN AWARDS

- 1: Product Design of the Year - Single-Family Homes
- 2: Product Design of the Year - Multi-Family Homes
- 3: Best Green Home
- 4: Best Smart Home
- 5: Best Landscape Design
- 6: Best Outdoor Living Area
- 7: Best Pool Design
- 8: Best Media Room/Custom Home Theater
- 9: Best Closet/Organizational System Design
- 10: Best Flooring
- 11: Best Master Suite
- 12: Best Kitchen Design
- 13: Best Specialty Feature
- 14: Best Clubhouse - Exterior and/or Interior
- 15 Best Sales Center

INTERIOR DESIGN AWARDS

- 16: Interior Design of the Year - Single-Family Homes
- 17: Interior Design of the Year - Multi-Family Homes
- 18: Interior Design of the Year - Clubhouse
- 19: Interior Design of the Year - Best Showroom
- 20: Interior Design of the Year - Commercial
- 21: Interior Design of the Year - Remodel

REMODELING AWARDS

- 22: Whole House Remodel
- 23: Additions
- 24: Space Renovation

COMMERCIAL AWARDS

(Category subdivided by price once entries are received)

- 25: Best Office/Commercial Park
- 26: Best Office/Commercial Project
- 27: Best Healthcare Facility
- 28: Best Public Facility:
(i.e., Church, Fire Station, Governmental Office, School,
- 29: Best Commercial Remodel

MARKETING AWARDS

- 30: Best Logo
- 31: Best Brochure (Print or Electronic)
- 32: Best Newsletter (Print or Electronic)
- 33: Best Newspaper Ad
- 34: Best Newspaper Insert
- 35: Best Magazine Ad
- 36: Best Magazine
- 37: Best TV Commercial
- 38: Best Radio Commercial
- 39: Best Video Presentation (2+min)
- 40: Best Direct Mail
- 41: Best Website
- 42: Best E-Marketing Campaign
- 43: Best Special Event
- 44: Best Social Media Marketing
- 45: Best Overall Campaign

SALES AWARDS

- 46: Sales Person of the Year
- 47: Sales Person of the Year - Based on Volume:
(10+ Million Dollar Circle)
- 48: Sales Manager of the Year
- 49: Marketing Director of the Year
- 50: Community of the Year

Please note: Your project can only be submitted to one category. This means you must carefully consider which category best fits your project's primary focus and content before submitting it.

PRODUCT DESIGN AWARDS: CATEGORIES 1-15:

USE TO DETERMINE PRICING CATEGORY TO ENTER (1-4):

Home entered based on the retail sales price.

Under \$1,000,000	
\$1,000,001 - \$2,000,000	\$7,000,001 - \$9,000,000
\$2,000,001 - \$3,000,000	\$9,000,001 - \$11,000,000
\$3,000,001 - \$4,000,000	\$11,000,001 - \$16,000,000
\$4,000,001 - \$5,000,000	\$16,000,001 - \$21,000,000*
\$5,000,001 - \$7,000,000	

*Additional pricing categories in increments of \$5 million over \$21,000,001.

Retail Sales Price: Price thresholds reflect the listed sales of the price of the home, including all options and upgrades, lot, furnishings & designer accessories (if applicable).

Photo requirements: 1-6 mandatory (#1 Front elevation – horizontal view only), entryway/living area, kitchen, master bedroom, master bath, and outdoor living area | 7-10 optional

CATEGORY 1: PRODUCT DESIGN OF THE YEAR – SINGLE-FAMILY HOMES

JUDGING CRITERIA: Overall exterior and interior architecture, design appeal, function, creative use of space and integration of plan design. **NEW CONSTRUCTION ONLY.**

STYLE OF HOME: Model Home ▪ Private Residence

SUBCATEGORY: Architect ▪ Builder

Single-family dwelling refers to any ground-level unit not attached.

CATEGORY 2: PRODUCT DESIGN OF THE YEAR – MULTI-FAMILY HOMES

JUDGING CRITERIA: Overall exterior and interior architecture, design appeal, function, creative use of space and integration of plan design. **NEW CONSTRUCTION ONLY.**

STYLE OF HOME: Model Home ▪ Private Residence

SUBCATEGORY: Architect ▪ Builder

Multi-family dwelling refers to any unit attached to other units.

CATEGORY 3: BEST GREEN HOME

JUDGING CRITERIA: Use of reclaimed/recycled materials and renewable products. Maximizing energy, water efficiency, "green" techniques, and the creation of healthy indoor air quality.

ADDITIONAL REQUIREMENT: Must show that the home is certified by one of these agencies (NAHB, FGBC or LEED).

STYLE OF HOME: Model Home ▪ Private Residence

SUBCATEGORY: Architect ▪ Builder

CATEGORY 4: BEST SMART HOME

JUDGING CRITERIA: The use of technology to maximize energy efficiency, safety, and quality of life. Creating a simple user experience to automate, control, and integrate major home systems such as audio-video, HVAC, security, lighting, pool systems, CCTV cameras, window treatments, doors, and gates.

ADDITIONAL REQUIREMENTS:

Marketing statement: Must include primary features describing how major home systems are automated and integrated to work together to achieve Smart Home objectives. Do not include your company name in the description.

STYLE OF HOME: Model Home ▪ Private Residence

SUBCATEGORY: Architect ▪ Associate ▪ Builder/Remodeler

PRODUCT DESIGN AWARDS: CATEGORIES 5-12:

USE TO DETERMINE PRICING CATEGORY TO ENTER (5-12):

Home entered based on the retail sales price.

Under \$1,000,000

\$1,000,001 - \$2,000,000 \$7,000,001 - \$9,000,000

\$2,000,001 - \$3,000,000 \$9,000,001 - \$11,000,000

\$3,000,001 - \$4,000,000 \$11,000,001 - \$16,000,000

\$4,000,001 - \$5,000,000 \$16,000,001 - \$21,000,000*

\$5,000,001 - \$7,000,000

*Additional pricing categories in increments of \$5 million over \$21,000,001.

Retail Sales Price: Price thresholds reflect the listed sales of the price of the home, including all options and upgrades, lot, furnishings & designer accessories (if applicable).

Photo requirements: 1-4 mandatory (#1 Front elevation – horizontal view only) | 5-6 optional.

USE TO DETERMINE PRICING CATEGORY TO ENTER (5-12):

Commercial Project entered based on project cost.

Under \$250,000 \$750,000 - \$1,000,000

\$250,001 - \$500,000 Over \$1,000,000*

\$500,001 - \$750,000

*(May be broken down further based on entries received).

CATEGORY 5: BEST LANDSCAPING

JUDGING CRITERIA: Quality of design and execution. Use of creative or unusual plants/materials. Environmental sensitivity and sustainability and demonstration of design value as it relates to the price point.

STYLE OF HOME/PROJECT: Commercial ▪ Residential

SUBCATEGORY: Associate ▪ Builder/Remodeler ▪ Developer/Community

CATEGORY 6: BEST OUTDOOR LIVING AREA

JUDGING CRITERIA: Livability of outdoor living area, special features, overall design, and floor plan function.

STYLE OF HOME/PROJECT: Commercial ▪ Residential

SUBCATEGORY: Associate ▪ Builder/Remodeler ▪ Developer/Community ▪ Interior Designer

CATEGORY 7: BEST POOL DESIGN

JUDGING CRITERIA: Quality of design and execution and design context of special features. Environmental sensitivity, sustainability, and demonstration of design value as it relates to the price point.

STYLE OF HOME/PROJECT: Commercial ▪ Residential

SUBCATEGORY: Associate ▪ Builder/Remodeler ▪ Developer/Community ▪ Interior Designer

CATEGORY 8: BEST MEDIA ROOM/CUSTOM HOME THEATER

JUDGING CRITERIA: Overall design, creativity, floor plan function, innovation, accessibility, appropriateness, and effectiveness of the interior and equipment.

STYLE OF HOME/PROJECT: Commercial ▪ Residential

SUBCATEGORY: Associate ▪ Builder/Remodeler ▪ Developer/Community ▪ Interior Designer

CATEGORY 9: BEST CLOSET/ORGANIZATIONAL SYSTEM

JUDGING CRITERIA: Quality of design and execution; ease of use and functionality, unique & creative features, maximizing space and creativity.

STYLE OF HOME/PROJECT: Commercial ▪ Residential

SUBCATEGORY: Associate ▪ Builder/Remodeler ▪ Developer/Community ▪ Interior Designer

CATEGORY 10: BEST FLOORING

JUDGING CRITERIA: Overall architectural design/creativity, floor plan function, unique and creative features.

STYLE OF HOME/PROJECT: Commercial ▪ Residential

Under \$250,000	
\$250,001 - \$500,000	\$1,000,001 - \$2,000,000
\$500,001 - \$750,000	\$2,000,001 - \$3,000,000
\$750,001 - \$1,000,000	\$3,000,001 - \$4,000,000*

*(Additional categories created once all entries are received.)

JUDGING CRITERIA: Overall appearance/impact, livability, quality, character, appropriateness, the effectiveness of the interior design and merchandising. Use of color, texture, material, lighting, interior space, furniture, accessories, floor coverings, design, outdoor, and living area.

SUBCATEGORY: Builder/Remodeler ▪ Interior Designer

Photo requirements: 1-6 mandatory (#1 Main Photo - horizontal view only) | 7-10 optional.

CATEGORY 21: INTERIOR DESIGN OF THE YEAR – REMODEL-ADDITIONS TO BE 50% OF THE HOUSE

USE TO DETERMINE PRICING CATEGORY TO ENTER (21):

(Enter by Interior Design Budget)

Under \$100,000	\$600,001 - \$800,000
\$100,001 - \$250,000	\$800,001 - \$1,000,000
\$250,001 - \$400,000	Over \$1,000,000*
\$400,001 - \$600,000	

*(Additional categories created once all entries are received.)

JUDGING CRITERIA: Overall appearance/impact, livability, quality, character, appropriateness, and effectiveness of the interior design and merchandising. Use of color, texture, material, lighting, interior space, furniture, accessories, floor coverings, design, outdoor, and living area.

STYLE OF HOME/PROJECT: Model Home ▪ Private Residence

SUBCATEGORY: Builder/Remodeler ▪ Interior Designer

Photo requirements: 1-6 before | 7-12 after (#7 Main photo - horizontal view only) mandatory.

REMODELING AWARDS CATEGORIES 22-24:

USE TO DETERMINE PRICING CATEGORY TO ENTER (22-24):

(Enter by Remodeling Budget)

Under \$100,000	\$600,001 - \$800,000
\$100,001 - \$250,000	\$800,001 - \$1,000,000
\$250,001 - \$400,000	Over \$1,000,000*
\$400,001 - \$600,000	

*(Additional categories created once all entries are received.)

Photo requirements: 1-6 before | 7-12 after (#7 Main photo - horizontal view only) mandatory.

CATEGORY 22: WHOLE HOUSE REMODEL

JUDGING CRITERIA: Renovations should have encompassed more than 50% of structural changes.

Entries will be judged on overall architectural design and floor plan function.

SUBCATEGORY: Architect ▪ Builder/Remodeler

Photo requirements: 1-6 before | 7-12 after (#7 Main photo - horizontal view only) mandatory.

CATEGORY 23: ADDITIONS

JUDGING CRITERIA: The project should be an addition of a room or rooms to an existing structure. Entries will be judged on overall architectural design and floor plan function. Residential ONLY. **Note: It cannot be the same home entered in the Whole House Remodel.**

SUBCATEGORY: Architect ▪ Builder/Remodeler

Photo requirements: 1-5 before | 6-10 after (#6 Main photo - horizontal view only) mandatory.

CATEGORY 24: SPACE RENOVATION

JUDGING CRITERIA: General remodeling and update, and/or change in footprint (cannot be an addition), less than 50% of the whole house. Entries will be judged on overall architectural design and floor plan function. **Note: It cannot be the same home entered in the Whole House Remodel.**

JUDGING CRITERIA: Graphics, concept, copy, layout, overall design and theme implementation, and information delivery to the target market.

SUBCATEGORY: Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

CATEGORY 33: BEST NEWSPAPER AD

JUDGING CRITERIA: Graphics, concept, copy, layout, overall design and theme implementation, and information delivery to the target market.

SUBCATEGORY: Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

CATEGORY 34: BEST NEWSPAPER INSERT

JUDGING CRITERIA: Graphics, concept, copy, layout, overall design and theme implementation, and information delivery to the target market.

SUBCATEGORY: Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

CATEGORY 35: BEST MAGAZINE AD

JUDGING CRITERIA: Graphics, concept, copy, layout, overall design and theme implementation, and information delivery to the target market.

SUBCATEGORY: Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

CATEGORY 36: BEST MAGAZINE

JUDGING CRITERIA: Graphics, concept, copy, layout, overall design and theme implementation, and information delivery to the target market.

SUBCATEGORY: Agency ▪ Associate

CATEGORY 37: BEST TV VIDEO (2 MIN)

JUDGING CRITERIA: Originality, concept, execution, layout, and overall presentation related to the target market.

SUBCATEGORY: Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

Image requirements: 1 main image mandatory (horizontal view only) | Commercial link mandatory.

CATEGORY 38: BEST RADIO COMMERCIAL

JUDGING CRITERIA: Originality, concept, execution, layout, and overall presentation related to the target market.

SUBCATEGORY: Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

Image requirements: 1 main image mandatory (horizontal view only) | Audio link mandatory.

CATEGORY 39: BEST VIDEO (2 MIN)

JUDGING CRITERIA: Originality, concept, execution, layout, and overall presentation related to the target market.

SUBCATEGORY: Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

Image requirements: 1 main image mandatory (horizontal view only) | Video link mandatory.

CATEGORY 40: BEST DIRECT MAIL

JUDGING CRITERIA: Originality, concept, execution, layout, and overall presentation related to the target market.

SUBCATEGORY: Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

Image requirements: 1-3 mandatory (#1 front elevation – horizontal view only).

CATEGORY 41: BEST WEBSITE

JUDGING CRITERIA: To be judged on the quality of design, the ease of obtaining information, site functionality, and the organization of information while maintaining the continuity of the marketing program.

SUBCATEGORY: Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

Image requirements: 1 main image mandatory (horizontal view only) | Website link mandatory.

CATEGORY 42: BEST E-MARKETING CAMPAIGN

JUDGING CRITERIA: Development, concept, copy, layout, creativity, design, and response related to the target market.

SUBCATEGORY: Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

Image requirements: 1 main image mandatory (horizontal view only) | URL link, mandatory.

CATEGORY 43: BEST SPECIAL EVENT

JUDGING CRITERIA: Development, creativity, cost, and overall effectiveness of the special promotion. Design, creativity, and the success of materials produced in support of the event.

SUBCATEGORY: Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

Image requirements: 1-4 mandatory (#1 Main image - horizontal view only), invitation, materials related to event | 5-10 optional.

CATEGORY 44: BEST SOCIAL MEDIA MARKETING

JUDGING CRITERIA: Development, creativity, design, and response.

SUBCATEGORY: Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

Image requirements: 1-3 mandatory (#1 Main image - horizontal view only) | Marketing link mandatory.

CATEGORY 45: BEST OVERALL CAMPAIGN

JUDGING CRITERIA: Definition of marketing objectives, concept, copy, layout, and thematic relationship among advertising materials, execution of creative strategy, continuity of campaign, use, and coordination of media and qualified traffic generated from the campaign.

SUBCATEGORY: Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

Image requirements: 1-4 mandatory (#1 Main image - horizontal view only) | 5-10 optional.

SALES AWARDS CATEGORIES: 46-51

Sales Awards Categories 46-49: Sales Award entries require the individual entering to have a current CBIA Sales & Marketing Council membership.

Sales & Marketing Council membership dues are \$100 per individual/year.

CATEGORY 46: SALES PERSON OF THE YEAR

QUALIFICATION DATES: **May 01, 2024 – April 30, 2025**

The winner will be chosen by the total number of units sold: only 1 winner, the top unit producer.

SUBCATEGORY: Builder/Remodeler ▪ Developer/Community

Sales/Closing Report Upload – Proof of total number of units sold.

An integral sales/closing report dated during qualification dates is required with each entry form signed by the builder/broker or comptroller.

Photo requirements: Mandatory Headshot (high resolution).

CATEGORY 47: SALES PERSON OF THE YEAR - BASED ON VOLUME (10+ Million Dollar Circle)

QUALIFICATION DATES: **May 01, 2024 – April 30, 2025**

Only the top 3 producers are recognized with a Sand Dollar Award in the various sub-categories.

Must have proof of sales volume and units (closed sales) with a minimum sales volume of \$10 million to enter.

An integral sales/closing report dated during qualification dates is required, with each entry form signed by the builder/broker or comptroller. ***MUST HAVE REAL ESTATE AGENT LICENSE***

Photo requirements: Mandatory Headshot (high resolution).

CATEGORY 48: SALES MANAGER OF THE YEAR

QUALIFICATION DATES: **May 01, 2024 – April 30, 2025**

JUDGING CRITERIA: Judged on how well the candidate recruits and oversees staff, develops and teaches ongoing sales training programs for staff, formulates unique selling programs, contributes personally to the industry, and has been employed for at least six months in the Sales Manager position.

SUBCATEGORY: Builder/Remodeler ▪ Developer/Community

Photo requirements: Mandatory Headshot (high resolution).

MARKETING STATEMENT TO INCLUDE:

(Entries without a marketing statement will be disqualified – a minimum of 500 words is suggested)

- Include judging criteria topics.
- Share any achievements, performance, and accomplishments.
- Professional affiliations, certifications or honors received.
- Unique sales programs implemented.
- List any professional affiliations, certifications, or honors received and the entrant's community, civic and industry involvement.
- Must submit a 2-minute video about yourself, which can include topics on the judging criteria and marketing Statement.

CATEGORY 49: MARKETING DIRECTOR OF THE YEAR

QUALIFICATION DATES: **May 01, 2024 – April 30, 2025**

JUDGING CRITERIA: Judged on professionalism in developing marketing plans, implementing objectives, formulating unique marketing programs, and personal contribution to the industry. This category is open to individuals directly responsible for marketing and promoting their company (including suppliers, builder members, and interior design companies).

SUBCATEGORY: Associate/Agency • Builder/Remodeler • Developer/Community

Photo requirements: Mandatory Headshot (high resolution).

MARKETING STATEMENT TO INCLUDE:

(Entries without a marketing statement will be disqualified – a minimum of 500 words is suggested)

Include judging criteria topics.

- Share any achievements, performance, and accomplishments.
- List any professional affiliations, certifications, or honors received and the entrant's community, civic, and industry involvement.
- Unique marketing programs implemented and a description of how the marketing program helped promote the company's image.
- Must submit a 2-minute video about yourself, which can include topics on the judging criteria and marketing statement.

CATEGORY 50: COMMUNITY OF THE YEAR

JUDGING CRITERIA: Entries are judged on the design quality for the overall amenity package, recreation provided (including clubhouse, golf, tennis facilities, pool areas, and outdoor use amenities (such as paths, gazebos, sculptures, etc.) that add to the quality of the community. No exclusion on entering this category for multiple years.

Past winners and entrants are eligible to enter this category.

Community of the Year, based on average home price within the community – Collier & Lee County:

Under \$500,000

\$500,001 - \$1,000,000

Over \$1,000,000

Photo requirements: Up to 10 images can be submitted (#1 Main Photo – horizontal view only).