

# MAX! Awards

Recognizing  
Marketing • Achievement • Excellence

February 28, 2019 • The Terraces on Sir Tyler

The annual MAX! Awards are a centerpiece of the Wilmington-Cape Fear Home Builders Association's Cape Fear New Homes Sales & Marketing Council (SMC).

Each year at this gala event we salute the outstanding performance of WCFHBA members throughout the region. Winning a coveted MAX! Award trophy is a great way to highlight the quality service you provide and enhance your company's professional reputation. The MAX! Awards competition recognizes the best of the best in a wide variety of categories.

Don't let your accomplishments go unnoticed... submit your application today!

## 2019 CATEGORIES

### Promotion

- Best Print Ad
- Best Direct Marketing Piece
- Best Logo Design
- Best Advertising Campaign/Promotion
- Best TV Commercial
- Best Radio Commercial
- Best Video/DVD Marketing
- Best Social Media Campaign
- Best Newsletter
- Best Website
- Best Special Event or Project
- Best Trade Show Booth
- Best Design Center or Showroom
- Best New Homes Brochure or Publication

### Product

- Best Sales Model
- Best Sales office/Welcome Center
- Best Clubhouse/Amenities Center
- Best Interior Design
- Best Outdoor Living Space
- Best Whole House Remodel
- Best Kitchen Remodel
- Best Bathroom Remodel
- Best Home Addition

### Individual Recognition

- Rookie Salesperson of the Year
- Salesperson of the Year
- Sales Team of the Year
- Sales Manager of the Year
- Online Sales Specialist of the Year
- Young Professional of the Year
- Attorney of the Year
- Lender of the Year
- Title Industry Professional of the Year
- Warranty Professional of the Year
- Construction Manager of the Year
- Construction Superintendent of the Year
- Design Center Consultant of the Year
- Interior Design / Staging Professional of the Year
- Supplier of the Year
- Marketing Professional of the Year

Enter **FIVE**  
Get **ONE**  
**FREE!**

**\$100**  
per entry  
Complimentary  
categories do not  
count towards  
promo.

**MAX!  
Express Table\***  
Beer & Wine Service  
for your Table of 8.  
**\$ 500**  
seats 8

### MAX! Extras

#### NAHB Recognition (Million Dollar Circle Awards)

For Individuals and Sales Managers \$1M & up

#### Community Involvement Achievement

**SMC's highest honor:  
Cathy Clark Spirit Award**



**DEADLINE TO ENTER: Monday, January 21, 2019**

Winners will be announced at the MAX! Awards Banquet:

**February 28, 2019 • The Terraces on Sir Tyler**

\* MAX! Express Promo for MAX! Awards Competitors Only

# Categories & Entry Instructions



## Promotion Categories

### INSTRUCTIONS

For each Promotion Category Entry, please submit:

- **Marketing Statement:** Up to 500 words in PDF or Word Document.

• **Relevant Details:** Please include details illustrating how your submission achieved success. These may include but are not limited to: run dates, quantities, production costs, effectiveness, etc.

- **ONE example** of the piece in the appropriate file format.

\*Please limit no more than 3 examples per category. See File Formats on Entry Form.

#### 1. BEST PRINT AD

- A. Company
- B. New Home Sales

#### 5. BEST COMMERCIAL

- A. Radio
- B. Television

#### 10. BEST NEWSLETTER

- A Company.
- B. New Home Sales

#### 2. BEST DIRECT MARKETING PIECE

- A. Company
- B. New Home Sales

#### 6. BEST WEBSITE

- A. Company
- B. New Home Sales

#### 11. BEST SPECIAL EVENT OR PROJECT

- A Company.
- B. New Home Sales

#### 3. BEST LOGO DESIGN

- A. Company
- B. New Home Sales

#### 7. BEST OUTDOOR ADVERTISING

- A. Company
- B. New Home Sales

#### 12. BEST TRADE SHOW BOOTH

- A Company.
- B. New Home Sales

#### 4. BEST ADVERTISING CAMPAIGN/PROMOTION\*

- A. Company
- B. New Home Sales

\*Up to 6 examples may be submitted for this category only.

#### 8. BEST VIDEO/DVD MARKETING

- A. Company
- B. New Home Sales

#### 13. BEST SHOWROOM OR DESIGN CENTER

- A Company- Non-Builder Showroom
- B. New Home Sales-Builder Design Center

#### 9. BEST SOCIAL MEDIA CAMPAIGN

- A Company.
- B. New Home Sales

#### 14. BEST NEW HOMES BROCHURE OR PUBLICATION

\*Limited to New Home Sales Only

### **NOTE: Promotions Categories have been divided into the subcategories "A-Company" OR "B-New Homes Sales":**

Please enter the subcategory type that is most appropriate for your primary business function.

"New Home Sales" indicates a business with the primary function of promoting new homes sales.

"Company" indicates all other types of businesses.

## Product Categories

### INSTRUCTIONS

For each Product Category Entry, please submit:

- **Marketing Statement:** Up to 500 words in PDF or Word Document.

- **Photos:** Please limit to NO more than 6 photographs for each entry.

• Please note: All projects must have been completed between Jan 1, 2018 and Dec 31, 2018.

#### 15A. BEST SALES MODEL - ATTACHED 15B. BEST SALES MODEL - DETACHED

#### 16. BEST SALES OFFICE / WELCOME CENTER

#### 17. BEST CLUBHOUSE / AMENITIES CENTER

#### 18. BEST OUTDOOR LIVING SPACE

#### 19. BEST INTERIOR DESIGN

#### 20. BEST WHOLE HOUSE REMODEL\*

#### 21. BEST KITCHEN REMODEL\*

#### 22. BEST BATHROOM REMODEL\*

#### 23. BEST HOME ADDITION\*

\*Remodel Categories may submit up to 10 images for "before" and "after" photos.

# Categories & Entry Instructions



## Individual Recognition Categories

### INSTRUCTIONS

For each Individual Recognition Category Entry, please submit:

1. Positioning Statement. (up to 500 words)
2. Two (2) letters of recommendation from managers or colleagues. (Up to 150 words)
3. One (1) photo of entrant in JPG format.

Entries in these categories are evaluated on the individual's qualities and peer recommendations as described in the submission criteria. Sales volume may play a role, but it is not the sole determining factor.

### 24. ROOKIE SALESPERSON OF THE YEAR- 1st year in new home sales

### 25. SALESPERSON OF THE YEAR

### 26. SALES TEAM OF THE YEAR

### 27. SALES MANAGER OF THE YEAR

### 28. ONLINE SALES SPECIALIST OF THE YEAR

### 29. YOUNG PROFESSIONAL OF THE YEAR- Professionals 30 & under.

### 30. ATTORNEY OF THE YEAR

### 31. LENDER OF THE YEAR

### 32. TITLE INDUSTRY PROFESSIONAL OF THE YEAR

### 33. WARRANTY PROFESSIONAL OF THE YEAR

### 34. CONSTRUCTION SUPERINTENDENT OF THE YEAR

Construction superintendents typically oversee subcontractors, trades and are responsible for codes/permitting on one or more job sites.

### 35. CONSTRUCTION MANAGER OF THE YEAR

Construction managers are typically responsible for the oversight of the construction operations for a building company. Duties may include management of one or more superintendents.

### 36. DESIGN CENTER CONSULTANT OF THE YEAR

### 37. INTERIOR DESIGN / STAGING PROFESSIONAL OF THE YEAR

### 38. SUPPLIER OF THE YEAR

### 39. MARKETING PROFESSIONAL OF THE YEAR

- A. Company
- B. New Home Sales

## Special and Community Projects

### 40. Special Projects:

Multiple awards may be given at the judges discretion due to the large scope of this category.

Submit:

- **Marketing Statement:** Up to 500 words
- **Photos:** Please limit to NO more than 6 photos.
- Projects must be completed between 1/1/18 and 12/31/18

### 41. Community Involvement Recognition- In lieu of entry fee a \$100 Donation to Hurricane Florence Relief is required.

\*Entry does not count toward "Enter 5, Get 1 Free" Promotion  
All companies submitting charity projects will be recognized.  
Submit:

- **Marketing Statement:** Up to 250 words
- **Photos:** Please limit to NO more than 3 photos.
- Projects must be completed between 1/1/18 and 12/31/18

### 42. Cathy Clark Spirit Award-- SMC's Highest Honor Given in Memory of the Late Cathy Clark



A candidate for this honor must be an active member of SMC, demonstrate enthusiasm for the home building industry, and the pursuit of personal and professional growth. This individual shows an outstanding desire to make a difference.

You may nominate yourself or someone else. Submit a short paragraph describing how the candidate fulfills the above criteria. Include WCFHBA and SMC involvement, personal and professional educational pursuits, community service, and other accomplishments. Additional letters of recommendation are welcome, but not required.

## National Association of Home Builders Sales Recognition

### MILLION DOLLAR CIRCLE \*Entrants MUST be in good standing with SMC

Only sales of homes in New Hanover, Pender and Brunswick Counties and built by a member in good standing with the WCFHBA will be considered. All Million Dollar Circle inductees will be listed in the MAX! Awards Gala Program. Awards will be presented at the 2019 MAX! Awards Gala recognizing individuals with \$1,000,000 or more in new home sales in the following categories:

#### 43. Sales Recognition For Sales People

Bronze Award	\$1 to \$1.9 Million
Silver Award	\$2 to \$4.9 Million
Gold Award	\$5 to \$9.9 Million
Platinum Award	\$10 Million & Up

#### 44. Sales Recognition For Sales Managers

Bronze Award	\$5 to \$9.9 Million
Silver Award	\$10 to \$14.9 Million
Gold Award	\$15 to \$19.9 Million
Platinum Award	\$20 Million & Up

Submit:

1. Signed statement listing total new home sales for the period 1/1/18 through 12/31/18.
2. JPG photo of the individual being recognized.

# ENTRY FORM



**Enter 5 Categories, get 1 FREE!      Enter 10, get 2 FREE!**

## ENTRY PRICING

Categories 1 - 40: and 43-44: \$100 per entry

Categories 41 - 42: Do not count toward "Enter 5, Get 1 Free" Promo

**DEADLINE FOR ENTRY IS MONDAY, JANUARY 21, 2019 at 5:00pm**

ENTRY LIMITED TO WCFHBA FIRMS ONLY.

COMPETITORS SHOULD INCLUDE ALL SUPPORTING DOCUMENTATION FOR ENTRIES WITH THIS FORM.

1. Entry #: \_\_\_\_\_ Category: \_\_\_\_\_ Name: \_\_\_\_\_

2. Entry #: \_\_\_\_\_ Category: \_\_\_\_\_ Name: \_\_\_\_\_

3. Entry #: \_\_\_\_\_ Category: \_\_\_\_\_ Name: \_\_\_\_\_

4. Entry #: \_\_\_\_\_ Category: \_\_\_\_\_ Name: \_\_\_\_\_

5. Entry #: \_\_\_\_\_ Category: \_\_\_\_\_ Name: \_\_\_\_\_

6. Entry #: \_\_\_\_\_ Category: \_\_\_\_\_ Name: \_\_\_\_\_

*\*Please write clearly and spell the name of the individual or project as you would like it to appear on award(s).*

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Mailing Address: \_\_\_\_\_

Web Address (if applicable): \_\_\_\_\_

### Awards Competition:

Number of Awards: \_\_\_\_\_ Subtotal: \_\_\_\_\_

(41.) Donate \$100 to Hurricane Florence Relief:  YES

NO

### Advance Gala Ticket Purchase:

Individual Seat \$60 per person (Open Seating)

Number of Seats: \_\_\_\_\_ Subtotal: \_\_\_\_\_

MAX! Express\* Table \$500 seats 8 (Reserved Seating) Number of Tables: \_\_\_\_\_ Subtotal: \_\_\_\_\_

*\*Must pre-purchase MAX! Express Tables, offer expires 1/21/19.*

ADD SMC Membership\*:  \$60 SMC dues

\$50 affiliate fee

Method of Payment:  Check enclosed

Credit Card

Total Enclosed: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

### \*Joining SMC?

NAHB Sales Recognition honorees must be a member in good standing with SMC.

If you are not already registered as an affiliate with WCFHBA, you will first need to add your affiliate dues, than add the SMC membership dues.

**PAYMENT & ALL SUPPORTING DOCUMENTATION MUST ACCOMPANY EACH ENTRY FORM.**

1. Incomplete entries will not be accepted.
2. Entries will be submitted for judging as received.
3. Entrants submitting multiple entries may pay all entry fees with one check.
4. Payment must accompany entry.
5. Please make checks payable to "WCFHBA" and email or Dropbox your entry to WCFHBA with Category name and number(s) in the subject line. Please send supporting documentation in a separate email or folder for each entry.
6. Credit card payments may be accepted over the phone.
7. Submit applications to NAOMI@WILMHBA.ORG.

Call Naomi Wright at (910) 799-2611 for questions.