



20 18

LAUREL

A W A R D S

FEBRUARY 1, 2019

6:30 – 9:30PM | EAST CLUB, TIAA FIELD

CALL FOR ENTRIES





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SEPTEMBER 5 - OCTOBER 19
LATE ENTRIES OCTOBER 20 - OCTOBER 26

Individual Achievement and Council Awards

01. Rookie Site Agent of the Year
02. Site Agent of the Year
03. Builder Sales Team of the Year
04. Brokerage Sales Team of the Year
05. Online Sales Counselor of the Year
06. Sales Manager of the Year
07. Marketing Professional of the Year
08. Lifestyle Director of the Year
09. Design Professional of the Year
10. Mortgage Professional of the Year
11. Remodeler of the Year
12. PWB Member of the Year
13. SMC One-to-Watch Award
14. Remodelers One-to-Watch
15. Professional Women in Building One-to-Watch
16. SMC Associate of the Year
17. Remodelers Associate of the Year

Marketing Awards

18. Best Logo Design
19. Best Brochure - Builder
20. Best Brochure - Community
21. Best Brochure - Masterplanned Community
22. Best Direct Mail Program
23. Best Social Media Campaign
24. Best Facebook Page



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Marketing Awards (continued)

25. Best Pinterest Page
26. Best Instagram
27. Best Email Marketing/Web Banners/Rich Media Advertising
28. Best Digital Marketing Campaign
29. Best Print Ad (Color or Black & White) - Single Ad
30. Best Print Campaign - Series of Ads (2 or more)
31. Best Radio Commercial/Campaign
32. Best 30-60 Second Commercial (Broadcast or YouTube)
33. Best Video - Long Format - Over 1 minute
34. Best Overall Advertising Campaign - Includes all collateral and online platforms
35. Best Customer Promotional Event
36. Best Realtor Promotional Event
37. Best Lifestyle Program for a Community
38. Best Website for an Industry Partner or Supplier
39. Best Website for a National Builder
40. Best Website for a Local Builder
41. Best Website for a Community
42. Best Website for a Remodeler
43. Best Marketing Promotion by Supplier or Industry Partner
44. Best Signage

New Construction Awards

45. Best Sales/Leasing Center
46. Best Community Welcome Center
47. Best Community Amenity
48. Best Design Center



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New Construction Awards (continued)

49. Best Single Family Home under 2,000 sf
50. Best Single Family Home 2,001 sf to 2,500 sf
51. Best Single Family Home 2,501 sf to 3,000 sf
52. Best Single Family Home 3,001 sf to 3,500 sf
53. Best Single Family Home 3,501 sf to 4,000 sf
54. Best Single Family Home over 4,000 sf
55. Best Landscape Design Priced under \$10,000
56. Best Landscape Design Priced \$10,001 to \$20,000
57. Best Landscape Design Priced \$20,001 to \$30,000
58. Best Landscape Design Priced \$30,001 to \$40,000
59. Best Landscape Design Priced over \$40,000
60. Best Outdoor Living Space Priced under \$25,000
61. Best Outdoor Living Space Priced \$25,001 to \$50,000
62. Best Outdoor Living Space Priced \$50,001 to \$75,000
63. Best Outdoor Living Space Priced \$75,001 to \$100,000
64. Best Outdoor Living Space Priced over \$100,000
65. Best Interior Merchandising of a Model Priced under \$300,000
66. Best Interior Merchandising of a Model Priced \$300,001 to \$500,000
67. Best Interior Merchandising of a Model Priced \$500,001 to \$700,000
68. Best Interior Merchandising of a Model Priced \$700,001 to \$850,000
69. Best Interior Merchandising of a Model Priced \$850,001 to \$1 Million
70. Best Interior Merchandising of a Model Priced over \$1 Million
71. Best Multifamily Model Home



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Community of the Year Awards

- 72. Best 55 Plus Community of the Year
- 73. Multifamily Community of the Year
- 74. Detached Community of the Year - Defined as a single neighborhood and collection of plans by one builder
- 75. Master Planned Community of the Year - Defined as multiple product lines by one of more builders

Remodelers Awards

- 76. Best Whole House Remodel under \$250,000
- 77. Best Whole House Remodel \$250,001 to \$500,000
- 78. Best Whole House Remodel over \$500,000
- 79. Best Room Addition under \$150,000
- 80. Best Room Addition \$150,001 to \$300,000
- 81. Best Room Addition over \$300,000
- 82. Best Specialty Room Remodel or Addition
- 83. Best Kitchen Remodel under \$75,000
- 84. Best Kitchen Remodel over \$75,000
- 85. Best Master Bathroom Remodel
- 86. Best Secondary Bathroom Remodel
- 87. Best Remodel Outdoor Amenity
- 88. Best Exterior Makeover
- 89. Best Interior Transformation
- 90. Best Commercial Remodel Office Build-out
- 91. Best Commercial Remodel Retail Build-out
- 92. Best Historical Restoration
- 93. Best Use of Green Technology in Remodeling
- 94. Best Architectural Design of a Remodel Home
- 95. Best Interior Design of a Remodel Home
- 96. Best Landscape/Hardscape Design of a Remodel Home



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Custom Home Awards

- 97. Best One-of-a-Kind Custom Home under 5,000 sf
- 98. Best One-of-a-Kind Custom Home over 5,000 sf

Production Awards

- 99. Top Producer: Onsite Agent Representing a Builder (Individual)
- 100. Top Producer: Onsite Agent Representing a Builder (Partnership or Team)
- 101. Top Producer: Real Estate Agent Representing a Builder (Individual)
- 102. Top Producer: Real Estate Agent Representing a Builder (Partnership or Team)
- 103. Top Producer: Real Estate Agent Representing a Buyer (Individual)
- 104. Top Producer: Real Estate Agent Representing a Buyer (Partnership or Team)
- 105. Top Producer: Lender (Individual)
- 106. Top Producer: Internet Sales Consultant (Individual)
- 107. Top Producer: Internet Sales Consultant (Partnership or Team)

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