

2020

LAUREL

Awards

Roaring 20s
The Era of Change

FEBRUARY 5, 2021

6:00PM - 10:00PM

SAWGRASS MARRIOTT GOLF RESORT & SPA



CALL FOR ENTRIES



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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. Custom Builder/Remodeler
12. PWB Member of the Year
13. SMC One-to-Watch Award
14. CBRC One-to-Watch Award
15. Professional Women in Building One-to-Watch
16. SMC Associate of the Year
17. CBRC 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 Marketing Promotion by Supplier or Industry Partner
43. Best Signage

New Construction Awards

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



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New Construction Awards (continued)

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



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Community of the Year Awards

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

Custom Builders & Remodelers Awards

75. Best Whole House Remodel under \$250,000
76. Best Whole House Remodel \$250,001 to \$500,000
77. Best Whole House Remodel over \$500,000
78. Best Room Addition under \$150,000
79. Best Room Addition \$150,001 to \$300,000
80. Best Room Addition over \$300,000
81. Best Kitchen Remodel under \$75,000
82. Best Kitchen Remodel over \$75,000
83. Best Master Bathroom Remodel
84. Best Secondary Bathroom Remodel
85. Best Remodel Outdoor Space
86. Best Exterior Makeover
87. Best Commercial Remodel Office Build-out
88. Best Commercial Remodel Retail Build-out
89. Best One-of-a-Kind Custom Home under 2,500 sq ft
90. Best One-of-a-Kind Custom Home 2,501 sq ft to 3,500 sq ft
91. Best One-of-a-Kind Custom Home 3,501 sq ft to 5,000 sq ft
92. Best One-of-a-Kind Custom Home 5,001 sq ft to 7,500 sq ft
93. Best One-of-a-Kind Custom Home over 7,500 sq ft



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Production Awards – Million Dollar Circle

94. Top Producer: On-site Agent Representing a Builder (Individual)
95. Top Producer: On-site Agent Representing a Builder (Partnership or Team)
96. Top Producer: Internet Sales Consultant (Individual)
97. Top Producer: Internet Sales Consultant (Partnership or Team)
98. Top Producer: Real Estate Agent Representing a Builder (Individual)
99. Top Producer: Real Estate Agent Representing a Builder (Partnership or Team)
100. Top Producer: Real Estate Agent Representing a Buyer (Individual)
101. Top Producer: Real Estate Agent Representing a Buyer (Partnership or Team)
102. Top Producer: Lender (Individual)
103. Top Producer: Lender (Partnership or Team)
104. Top Producer: Construction-to-Permanent Lender (Individual)

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