

The logo features the year '2021' in a light blue, sans-serif font at the top. Below it, the word 'LAUREL' is written in large, bold, black-outlined letters. Each letter of 'LAUREL' contains a stylized house icon with a pink roof and a blue base. The word 'Awards' is written in a light blue, cursive script font, positioned below 'LAUREL'. The entire logo is set against a background of a large, multi-layered black triangle pointing downwards, with a blue and purple gradient background behind it.

2021
LAUREL
Awards

February 18, 2022

6:00pm – 10:00pm

Sawgrass Marriott Golf Resort & Spa

Call For Entries

October 1st

Entry Submission Deadline

November 30th



February 18, 2022

6:00pm – 10:00pm

Sawgrass Marriott Golf Resort & Spa

CALL FOR ENTRIES

ENCOMPASSING ALL FACETS OF PROFESSIONAL ACHIEVEMENT, SALES, MARKETING, MERCHANDISING AND DESIGN.

This competition provides for entry opportunities in product design, model complex landscaping, interior merchandising, sales office design, logo design, graphics, brochures, signage, advertisements, overall advertising campaigns, special promotions, internet marketing and professional achievement.

- **Applications are \$200 per entry**
- **Categories 89-99 (Production Awards) are \$125 per entry**

Entries are open to NEFBA Members ONLY

ELIGIBILITY

PROFESSIONAL ACHIEVEMENT AWARDS

Entries will be judged on the candidate's positive aspects and measurable work performance for the period of November 1, 2020 to October 31, 2021

MARKETING & NEW HOME CONSTRUCTION

Any development that actively maintained Sales anytime between November 1, 2020 to October 31, 2021 is eligible for entry.

CUSTOM BUILDER & REMODELERS AWARDS

Projects must have been completed between November 1, 2020 to October 31, 2021

TOP PRODUCER HONORS

Volume based recognition based on total volume of sales - total sold dollar amount for the period of November 1, 2020 to October 31, 2021

DEADLINES & DELIVERY

Entry Application and Materials are due no later than November 30th. Midnight - NO EXCEPTIONS or EXTENSIONS



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STEPS TO ENTER

1. Please complete [Entry Application](#) & pay entry fees no later than November 30, 2021
2. Once submitted Entry system will generate your unique entry serial number(s) per entry.
3. Your entry materials are due by November 30th – Digital entries should be submitted by FTP, or File Sharing service (dropbox, yousend it etc.)

Materials for all entries include:

- **Team/Information Form**
(Professional Achievement categories require specialized forms)
[FORMS HERE](#)
- **Digital Files – site plan, floor plan, and photo images required**

Submit your entry materials via file sharing services.

FTP, Dropbox, or Hightail are all acceptable methods – send to entries@teampmp.com

IMAGES

Digital images saved at 300 dpi – sized to at 1800 pixels wide – saved at 300 dpi JPEG format ONLY. All plans should be saved as high resolution PDF

Images should be named with your Category number, entry serial and sequence number or description.

PLEASE NOTE THE LABELING OF THE IMAGES IS AS FOLLOWS AND ANY IMAGES NOT NAMED IN THE PROPER MANNER WILL REQUIRE THE ENTRANT TO RESUBMIT IMAGES PROPERLY OR BE SUBJECT TO DISQUALIFICATION.

01-1005_1.jpg, 01-1005_2.jpg (thru 8 images), 01-1005_floorplan.pdf, 01-1005_TeamForm.docx

If you have any questions during the process, please feel free to contact our offices.

Lisa Parrish | Administrator (909) 987-2758

lisa@teampmp.com



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CALL FOR ENTRIES

Professional Achievement Awards

Entries will be judged on the candidate's positive aspects and measurable work performance for the period of November 30, 2020 and November 20, 2021

SALES ACHIEVEMENT

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

Categories 1-5 Requirements

- Completed Form containing written statement describing exemplary performance and achievement.
- Please include a color photo of candidate

Leadership Recognition

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. SMC One-to-Watch Award
12. SMC Associate of the Year

Categories 06-12 Requirements

- Completed Form containing written statement describing exemplary performance and achievement.
- Please include a color photo of candidate

Marketing Awards

13. Best Logo Design

Entry will be judged on overall logo design, readability and execution.

Entry Requirements

- Team/ Information Form
- 6 to 8 images: Logo in color, logo in black & white and various examples of logo in use. (Brochure, signage, letterhead, etc)

14. Best Brochure for a Builder
15. Best Brochure for a Community



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CALL FOR ENTRIES

Marketing Awards (Continued)

16. Best Brochure for a Masterplanned Community

17. Best Direct Mail Program

Entry will be judged on concept, creativity, copy, layout, overall design, readability.

Entry Requirements

- Team/ Information Form
- Up to 4 Images of Brochure in jpeg format.

Set of Sample brochures (4) - delivered by November 30th to
TeamPMP - 10416 Hamilton St. Alta Loma CA 91701

18. Best Social Media Campaign

19. Best Facebook Page

20. Best Pinterest Page

21. Best Instagram

Entry will be judged on creativity, design, and success of materials developed to gain product interest.

Entry Requirements:

- Team/ Information Form
- Submit up to 8 images of promotion and ads that represent the campaign.

22. Best Email Marketing/Web Banners/Rich Media Advertising

23. Best Digital Marketing Campaign

Entry will be judged on concept, creativity, copy, layout, and results of campaign.

Entry Requirements

- Team/ Information Form including link to actual campaign
- 6 to 8 images that represent entry.

24. Best Print Ad (Color or Black & White) – Single Ad

25. Best Print Campaign – Series of Ads (2 or More)

Entry will be judged on concept, creativity, copy, layout, and results of campaign.

Entry Requirements

- Team/ Information Form including link to actual campaign
- 1 image of each ad submitted.

26. Best Radio Commercial/Campaign

Entry will be judged on originality, concept and execution of the spot as it relates to the specified target market and the qualified traffic that was generated.

Entry Requirements:

- Team/ Information Form
- Audio (mp3) file(s) of the commercial or campaign
- 2 to 4 images that represent the entry to be used in awards show and promotion.



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CALL FOR ENTRIES

Marketing Awards (Continued)

27. Best 30-60 Second Commercial (Broadcast or YouTube)

28. Best Video - Long Format - Over 1 minute

Entry Requirements:

- Team/ Information Form
- 2 to 4 images that represent the entry to be used in awards show and promotion.
- Video file (.mov .mpr or quicktime file)

29. Best Overall Advertising Campaign (Includes all collateral and online platforms)

Entry will be judged on creativity, design, and success of materials developed to gain product interest. Includes ads, print and electronic media, and billboards.

Entry Requirements

- Team/ Information Form including link to actual campaign
- 6 to 8 images that represent entry.
- May include any or all of the following: print advertising, direct mail, television and radio spots, billboards, etc. Used for judging and displays.
- Television and radio submissions should be sent on digitally – Video file (.mov, mp4 or quicktime file) – Audio Mp3 files.

30. Best Customer Promotional Event

31. Best Realtor Promotional Event

Entry will be judged on creativity, design, and success of materials developed to gain product interest. Includes a series of ads, print and electronic media

Entry Requirements:

- Team/ Information Form
- Submit images of promotion – photos of events suggested
- Submit images of ads that represent the campaign. May include any or all of the following: print advertising, direct mail, television and radio spots, billboards, etc. – jpeg or PDF format
- Television and radio submissions should be sent as Audio Files (mp3) file and Video file (.mov, mp4 or quicktime file)

32. Best Lifestyle Program for a Community

Entry will be judged on creativity, design and success of programs related to the community.

Entry Requirements

- Team/ Information Form
- Submit images of promotion – photos of events suggested
- Submit images of that represent the campaign.
- Video files – Video file (.mov, mp4 or quicktime file)



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Marketing Awards (Continued)

- 33. Best Website for an Industry Partner**
- 34. Best Website for a National Builder**
- 35. Best Website for a Local Builder**
- 36. Best Website for a Community**

Entry will be judged based on quality of design, ease of obtaining information, and organization of message.

Entry Requirements

- Team/ Information Form including Link to website – must be fully updated and live by November 30th – judges will view website for consideration.
- 6 to 8 images that represent entry. Sample key pages of the website – images to be used in awards show and promotion only

37. Best Marketing Promotion by a Supplier or Industry Partner

Entry will be judged on creativity, design and success of programs related to the target market.

Entry Requirements

- Team/ Information Form
- 6 to 8 images that represent entry.

38. Signage Program

Entry will be judged on concept, creativity, basic graphics and layout, design, execution, readability, and continuity. Includes onsite and offsite signage.

Entry Requirements

- Team/ Information Form
- 6 to 8 images that represent entry.



New Construction Awards

- 39. Best Sales or Leasing Center**
- 40. Best Community Welcome Center**
- 41. Best Community Amenity Feature – Clubhouses, Garden Areas etc**
- 42. Best Design Center**

Entry will be judged on theme, function, display concept, creativity, and design used in the space, as well as the use of tools and technologies to achieve sales success.

Entry Requirements

- Team/ Information Form
- 6 to 8 images that represent entry – may include the following: exterior entrance, overall interior, topography table, impact graphic, renderings, displays, and/or closing office.
- Floor Plan of office layout showing layout of exhibits.



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CALL FOR ENTRIES

New Construction Awards (Continued)

- 43. Best Single Family Home under 2,000 sf**
- 44. Best Single Family Home 2,001 sf to 2,500 sf**
- 45. Best Single Family Home 2,501 sf to 3,000 sf**
- 46. Best Single Family Home 3,001 sf to 3,500 sf**
- 47. Best Single Family Home 3,501 sf to 4,000 sf**
- 48. Best Single Family Home over 4,000 sf**

Entry will be judged on overall exterior and interior architecture, design appeal, function, and creative use of interior space and creative integration of plan design with site considerations.

Entry Requirements

- Team/ Information Form
- 6 to 8 images that represent entry: Front exterior, Living room, dining room, master bedroom, kitchen/ family room area or other unique spaces.
- Floor plan

- 49. Best Landscape Design priced under \$10,000**
- 50. Best Landscape Design priced \$10,001 to \$20,000**
- 51. Best Landscape Design priced \$20,001 to \$30,000**
- 52. Best Landscape Design priced \$30,001 to \$40,000**
- 53. Best Landscape Design over \$40,000**

Entry will be judged on the landscape effectiveness, impact, and function in enhancing the product or project. Landscaping includes ground cover, hardscape, and softscape.

Entry Requirements

- Team/ Information Form
- 6 to 8 images that can be used to represent entry

- 54. Best Outdoor Living Space priced under \$25,000**
- 55. Best Outdoor Living Space priced \$25,001 to \$50,000**
- 56. Best Outdoor Living Space \$50,001 to \$75,000**
- 57. Best Outdoor Living Space \$75,001 to \$100,000**
- 58. Best Outdoor Living Space over \$100,000**

How the outdoor living relates to the indoor space increasing the livability of the home.

Entry will be judged on concept, creativity, impact of furniture and accessories.

Entry Requirements

- Team/ Information Form
- 6 to 8 images that represent entry

- 59. Best Interior Merchandising of a Single Family Model priced under \$300,000**
- 60. Best Interior Merchandising of a Single Family Model priced \$300,000 to \$500,000**



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CALL FOR ENTRIES

New Construction Awards (Continued)

- 61. Best Interior Merchandising of a Single Family Model priced \$500,001 to \$700,000**
- 62. Best Interior Merchandising of a Single Family Model priced \$700,001 to \$850,000**
- 63. Best Interior Merchandising of a Single Family Model priced \$850,001 to \$1 Million**
- 64. Best Interior Merchandising of a Single Family Model priced over \$1 Million**
- 65. Best Multifamily Model Home**

Entry will be judged on concept, creativity, impact of furniture and accessories.

Entry Requirements

- Team/ Information Form
- 6 to 8 images that represent entry: Living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan

Community Awards

The Community of the Year Awards are presented to the Builder/Developer for the best overall marketing and community presentation of a community. The Community of the Year Award will be determined by the CUMULATIVE point totals in qualifying categories. The sum of these scores determines the Community of the Year Award winner.

Community of the Year will be judged based on:

Design and sensitivity to natural or created environments, Design appeal, Creative use of space, materials, amenities, Architectural continuity, Landscape design and signage, and Overall sales success.

- 66. Best 55 Plus Community of the Year**
- 67. Multifamily Community of the Year**
- 68. Detached Community of the Year**

Defined as a single neighborhood and collection of plans by one builder

To be eligible for Community of the Year – must have entered the following

- Logo,
- Brochure,
- Sales Office or Amenity,
- Interiors
- Architectural Design

For a total of FIVE qualifying entries, in addition to the below requirements



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CALL FOR ENTRIES

Community Awards (Continued)

69. Master Planned Community of the Year

Defined as multiple product lines from multiple builders within a larger branding

To be eligible for Master Planned Community of the Year – must have entered the following categories:

- Logo
- Brochure
- Signage
- Website
- Community Amenity or Sales Experience

For a total of FIVE qualifying entries, in addition to the below requirements

Entry Requirements for Categories 66–69

- Team/ Information Form
- Site plan of the community
- Six (6) to Twelve (12) images of community - Exteriors, landscape, interiors, signage, sales office etc

Custom Builder & Remodelers Awards

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



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CALL FOR ENTRIES

Custom Builder & Remodelers Awards (Continued)

Judged on overall architectural appeal, creative use of space and functionality of plan.

Projects must have been completed between November 1, 2020 and October 31, 2021.

Entry Requirements

- Team/ Information Form
- Up to 12 images that represent entry – Suggest 1-4 before images with up to 8 afters.
- Floor Plan required

Production Awards – Million Dollar Circle

89. **Top Producer: On-Site Agent Representing a Builder (Individual)**
90. **Top Producer: On-Site Agent Representing a Builder (Partnership or Team)**
91. **Top Producer: Internet Sales Consultant (Individual)**
92. **Top Producer: Internet Sales Consultant (Partnership or Team)**
93. **Top Producer: Real Estate Agent Representing a Builder (Individual)**
94. **Top Producer: Real Estate Agent Representing a Builder (Partnership or Team)**
95. **Top Producer: Real Estate Agent Representing a Buyer (Individual)**
96. **Top Producer: Real Estate Agent Representing a Buyer (Partnership or Team)**
97. **Top Producer: Lender (Individual)**
98. **Top Producer Lender (Partnership or Team)**
99. **Top Producer: Construction to Permanent Lender (Individual)**

Volume based recognition based on total volume of sales

- Completed Top Producers form including total sold dollar amount for the period of November 1, 2020 to October 31, 2021
- Please include a color photo of candidate

Thank You to our Title Sponsors

