



CALL FOR ENTRIES

2018 McSAM Award Call for Entries

The McSAM Awards were created in 1979 by the Sales and Marketing Council of the Dallas Builders Association in recognition of Sales and Marketing Excellence. The prestigious McSAM Award is presented to Builders, Developers and Associates who have made a significant and creative contribution in residential marketing through specific achievements during 2017. Join us as award winners are announced and honored at the McSAM Awards on Saturday, April 14, 2018, at the Westin Galleria Dallas.

Eligible Entries:

Any materials or products marketed within the Dallas/Ft. Worth Metroplex by a member of the Dallas Builders Association during the calendar year 2017 are eligible for competition. **No entry will be judged without payment of entry fee.** All entries must adhere to exact entry requirements and judging criteria. Failure to comply with these specifications will result in disqualification of entry and forfeiture of entry fees. Categories with fewer than three entries may be excluded from award consideration, and entry fees refunded. Entries may be submitted by: Builders, Developers, Associates and Suppliers
NOTE: Custom Builders are not eligible for McSAM

Entry Application & Materials

Friday March 9 at 11:59 p.m.

Entry Fees

Categories 1-59 \$125 per entry
Categories 60-61 \$500 per entry
Categories 62-65 \$75 per entry
Open to members of the Dallas Builders Association only.











Judging Dates: March 21-23
including personal interviews and tour

How to Enter

1. Review categories and requirements.
2. Complete entry application online and pay entry fees online no later than March.
3. Receive entry confirmation email with official entry numbers, forms and instructions on how to deliver entry materials via email.
4. Prepare entry materials:
 - Team/Project Information Form
 - Floor Plans
 - Images – ALL Categories

Image Requirements: All Categories – images should be saved at a resolution of approximately w – 1800 x h – 1200. Save all images as JPEG files, 300 ppi.

Naming of Files: All files should be named with your category number, entry number and sequence number or description.

Name
 38-3983_Team/Project Form
 38-3983_floorplan.pdf
 38-3983_1.jpg
 38-3983_2.jpg
 38-3983_3.jpg
 38-3983_4.jpg
 38-3983_5.jpg
 38-3983_6.jpg
 38-3983_7.jpg
 38-3983_8.jpg

5. Return entry materials within entry folder via FILE SHARING service Dropbox/Hightail/FTP no later than March.

For questions regarding submission entries, please contact: Lisa Parrish at lisa@teampmp.com or 800-658-2751.

Judging: Out-of-state judges selected from across the nation are among the most creative and successful individuals within the home building industry, and represent the many disciplines contributing to new home sales and marketing, as well as geographic diversity. Judges are ineligible for entry. Judges reserve the right to eliminate any category where the quality of work does not warrant a winner. All decisions of the judges are final.

Changes to Categories or Entries: The McSAM Awards Committee reserves the right to combine or eliminate any category or categories due to insufficient number of entries. Additionally, the committee reserves the right to create new categories should the McSAM judges determine a situation warrants such action. Judges may also re-categorize any entry, if, in their opinion, it has been entered in the wrong category, or if the entry is better suited to another category. Special awards may be presented at the judges' discretion.

2018 McSAM Award CATEGORIES

INDIVIDUAL ACHIEVEMENT

- 1 Rookie Sales Professional of the Year – *(This category may be split by price range)*
- 2 Sales Professional of the Year – Community with an average sales price under \$275,000
- 3 Sales Professional of the Year – Community with an average sales price between \$275,000 & \$325,000
- 4 Sales Professional of the Year – Community with an average sales price between \$325,001 & \$400,000
- 5 Sales Professional of the Year – Community with an average sales price between \$400,001 & \$500,000
- 6 Sales Professional of the Year – Community with an average sales price between \$500,001 & \$600,000
- 7 Sales Professional of the Year – Community with an average sales price over \$600,000
- 8 Online Sales Counselor of the Year
- 9 Lifestyle Director of the Year
- 10 Sales/Project Manager of the Year
- 11 Marketing Professional of the Year – *Awards will be presented for Builder & Developer*
- 12 Builder/Project Manager of the Year
- 13 Realtor of the Year – *Nominated Category – Candidate must be a member of Dallas BA*

Average Sales Price is determined by taking the lowest price home and the highest price home within the community and dividing by 2.

NOTE: The previous year's honoree may not compete within the same category.

MARKETING, ADVERTISING, SIGNAGE, ONLINE

- 14 Best Logo – *Awards may be presented for Builder and Community*
- 15 Best Graphic Continuity
- 16 Best Brochure – Developer
- 17 Best Brochure – Builder
- 18 Best Print Ad
- 19 Best Broadcast Media Commercial – *Radio, TV/YouTube*
- 20 Best Billboard
- 21 Best Signage – *3 examples of builder's marketing signage*
- 22 Best Community Entry Feature
- 23 Best Digital Media Campaign
- 24 Best Social Media Campaign
- 25 Best Computer Generated Sales Tool – *(Virtual Reality or Other Such Tools)*
- 26 Best Website – *Awards presented for Builder/Community and Associate*
- 27 Best Special Event/Promotion
- 28 Best Lifestyle Annual Program
- 29 Best Overall Advertising Campaign
- 30 Best Sales Office or Welcome Center
- 31 Best Builder Design Center
- 32 Best Showroom by a Supplier
- 33 Best Community Amenity – *Clubhouses etc. NEW for 2018*

INTERIOR MERCHANDISING

- 34 Best Interior Merchandising – sales price under \$275,000
- 35 Best Interior Merchandising – sales price between \$275,000 & \$325,000
- 36 Best Interior Merchandising – sales price between \$325,001 & \$400,000
- 37 Best Interior Merchandising – sales price between \$400,001 & \$500,000
- 38 Best Interior Merchandising – sales price between \$500,001 & \$600,000
- 39 Best Interior Merchandising – sales price over \$600,000
- 40 Best Interior Merchandising – *Patio Home (Zero Lot – Detached)*
- 41 Best Interior Merchandising – *Attached Home – Condo or Townhome*
- 42 Best Interior Merchandising – *Active Adult – Age Targeted or Age Qualified*

2018 McSAM Award CATEGORIES

DESIGN

- 43 Best Outdoor Living Space
- 44 Best Architectural Design – Detached Home Under 2,000 sq. ft.
- 45 Best Architectural Design – Detached Home 2,000 to 3,000 sq. ft.
- 46 Best Architectural Design – Detached Home 3,000 to 4,000 sq. ft.
- 47 Best Architectural Design – Detached Home over 4,000 sq. ft.
- 48 Best Architectural Design – Patio Home (*Zero Lot – Detached*)
- 49 Best Architectural Design – Attached Home – *Condo or Townhome*
- 50 Best Architectural Design – Active Adult – *Age Targeted or Age Qualified*
- 51 Best Design Series – Recognizing a series of home plans by a single builder
- 52 Best Architectural Design – Multifamily Community – Apartment or Condominium

HOME OF THE YEAR

- 53 Home of the Year*

**Must enter plan into both interior merchandising & architectural design categories to qualify*

McSAM BUILDER/DEVELOPER OF THE YEAR

- 54 Builder of the Year
- 55 Developer of the Year

COMMUNITY OF THE YEAR AWARDS

- 56 Builder Neighborhood of the Year *
Defined as a single builder within a limited lot offering or enclave of homes.
- 57 Community of the Year Under 600 Acres *
Defined as a development with multiple builders, multiple product types, plus amenities
- 58 Master Planned Community of the Year 600 Acres or More *
Defined as a development of multiple builders, multiple product types, plus amenities
- 59 Multifamily Community of the Year – Apartment or Condominium **

** Must enter 4 categories to qualify – Categories 14-50*

*** Must enter 4 categories to qualify – Categories 14-33 and 52*

McSAM PEOPLE'S CHOICE AWARDS - DEADLINE FOR SUBMITTAL AND MATERIALS – March 1

- 60 People's Choice Community of the Year *
- 61 People's Choice Builder of the Year *

** Must enter 4 categories to qualify – Categories 14-50*

Sales Achievement Awards (Non Judged Volume Based Recognition)

- 62 \$ 5 Million Dollar Sales Awards
- 63 \$10 Million Dollar Sales Awards
- 64 \$15 Million Dollar Sales Awards
- 65 \$20 Million Dollar Sales Awards

2018 McSAM Award

CATEGORIES & REQUIREMENTS

INDIVIDUAL ACHIEVEMENT

Entries will be judged on the candidate's positive aspects and measurable work performance.

Multiple entries are allowed for each company.

INDIVIDUAL ACHIEVEMENT

- 1 Rookie Sales Professional of the Year – *(This category may be split by price range)*
- 2 Sales Professional of the Year – sales price under \$275,000
- 3 Sales Professional of the Year – sales price between \$275,000 & \$325,000
- 4 Sales Professional of the Year – sales price between \$325,001 & \$400,000
- 5 Sales Professional of the Year – sales price between \$400,001 & \$500,000
- 6 Sales Professional of the Year – sales price between \$500,001 & \$600,000
- 7 Sales Professional of the Year – sales price over \$600,000
- 8 Online Sales Counselor of the Year
- 9 Lifestyle Director of the Year
- 10 Sales/Project Manager of the Year
- 11 Marketing Professional of the Year – *Awards will be awarded for Builder & Developer*
- 12 Builder/Project Manager of the Year
- 13 Realtor of the Year – *Nominated Category – Candidate must be a member of Dallas BA*

Average Sales Price is determined by taking the lowest price home and the highest price home within the community and dividing by 2.

NOTE: The previous year's honoree may not compete within the same category.

Categories 1 – 13 Requirements

Entries will be judged on the candidate's positive aspects and measurable work performance.

- Completed Individual Achievement Entry Form with written statement (200 words or less) describing exemplary performance and achievement
- Digital photo of candidate
- **NOTE: Entrants must be available for a personal interview on March 23**
- *Realtor of the Year – Must be nominated by Dallas BA member – Entry by nomination only*

MARKETING, ADVERTISING, SIGNAGE, ONLINE

- 14 Best Logo – Awards may be presented for Builder and Community

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

Entry Requirements:

- Completed Team/Project Statement
- Image Requirements: 6 to 8 images of the following: logo in color, logo in black & white and various examples of logo in use. (brochure, signage, letterhead, etc.)

- 15 Best Graphic Continuity

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

Entry Requirements:

- Completed Team/Project Statement
- Marketing Statement
- Image Requirements: 6 to 8 Images that illustrate graphic continuity of marketing materials – Brochures, website, signage, etc

16 Best Brochure – Developer

17 Best Brochure – Builder

Judged on concept, copy, layout, budget, overall design and execution as it relates to a specific target market.

Entry Requirements:

- Completed Team/Project Statement
- Marketing Statement
- Images of brochure in JPEG format

18 Best Print Ad

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

Entry Requirements:

- Completed Team/Project Statement
- Image of ad

19 Best Broadcast Media Commercial – *Radio, TV/YouTube*

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

Entry Requirements:

- Completed Team/Project Statement
- Image of ad
- Television and radio submissions digital requirements – Video – .mov files; Audio – MP3 files. OR link to campaign online.

20 Best Billboard

21 Best Signage – *3 examples of builder's marketing signage*

22 Best Community Entry Feature

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

Entry Requirements:

- Completed Team/Project Statement
- Up to 8 images that represent entry

23 Best Digital Media Campaign

(Paid online marketing including: banners, eblasts)

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

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 images that represent entry
- Link to actual campaign highly encouraged

24 Best Social Media Campaign

(Non-paid online marketing includes: social media, blogs, reputation management program)

Entry will be judged on concept, creativity, copy, layout, overall design, execution and marketing results delivered to community.

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 images that represent entry
- Link to actual campaign highly encouraged

25 Best Computer Generated Sales Tool – (Virtual Reality or Other Such Tools)
Entry will be judged on level of realism, creativity, cinematic quality, use of sound (music, sound effects and narration) and use of special effects.

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 Images that represent entry
- Video file of video animation (.mov or QuickTime file)

26 Best Website – Awards presented for Builder/Community and Associate
Entry will be judged based on quality of design, ease of obtaining information and organization of message.

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 images that represent entry
- Link to website – must be fully updated and live by February 28

27 Best Special Event/Promotion

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:

- Completed Team/Project Statement
- 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 digital requirements – Video – .mov files; Audio – MP3 files

28 Best Lifestyle Annual Program

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

Entry Requirements:

- Completed Team/Project Statement
- 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 digital requirements – Video – .mov files; Audio – MP3 files

29 Best Overall Advertising Campaign

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

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 images that represent entry
- Commercial and radio submissions digital requirements – Video – .mov files – Audio MP3 files

30 Best Sales Office or Welcome Center

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

Entry Requirements:

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

- 31 Best Builder Design Center
32 Best Showroom by a Supplier

Entry will be judged on theme, function, display concept, creativity and design used in the space as well as quality of product presentation, continuity within the space and continuity with the builder's branding.

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 images that represent entry
- Floor plan showing layout of exhibits

- 33 Best Community Amenity Feature – Clubhouses, Garden Areas, etc. **NEW for 2018**
(Open to For Sale or Rental Communities)

Entry will be judged on the effectiveness, impact and function in enhancing the project.

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 images that represent entry
- Floor plan showing layout

INTERIOR MERCHANDISING

- 34 Best Interior Merchandising – sales price under \$275,000
35 Best Interior Merchandising – sales price between \$275,000 & \$325,000
36 Best Interior Merchandising – sales price between \$325,001 & \$400,000
37 Best Interior Merchandising – sales price between \$400,001 & \$500,000
38 Best Interior Merchandising – sales price between \$500,001 & \$600,000
39 Best Interior Merchandising – sales price over \$600,000
40 Best Interior Merchandising – Patio Home (Zero Lot – Detached)
41 Best Interior Merchandising – Attached Home – Condo or Townhome
42 Best Interior Merchandising – Active Adult – Age Targeted or Age Qualified

NOTE: Sales price of the home should include the cost of land, room options and finish options as modeled before design center upgrades. Exclude from the price design center upgrades, lot premiums, elevation costs, landscape, custom designer built-ins, ceiling treatments, custom lighting and other builder options such as upgraded doors, appliances, plumbing fixtures, etc.

Judged on use of color, texture, material, interior space, furniture, accessories, window and wall treatments in relation to the specified target market and continuity with the marketing program.

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 images that represent entry – Suggested: living room, dining room, master bedroom, kitchen/family room area or other unique spaces
- Floor plan

DESIGN

- 43 Best Outdoor Living Space
- 44 Best Architectural Design – Detached Home Under 2,000 sq. ft.
- 45 Best Architectural Design – Detached Home 2,000 to 3,000 sq. ft.
- 46 Best Architectural Design – Detached Home 3,000 to 4,000 sq. ft.
- 47 Best Architectural Design – Detached Home Over 4,000 sq. ft.
- 48 Best Architectural Design – Patio Home (*Zero Lot – Detached*)
- 49 Best Architectural Design – Attached Home – *Condo or Townhome*
- 50 Best Architectural Design – Active Adult – *Age Targeted or Age Qualified*

Note: Optional Rooms Modeled will be judged, and are to be included in square footage total.

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:

- Completed Team/Project Statement
- 6 to 8 images that represent entry – Suggested: front exterior, living room, dining room, master bedroom, kitchen/family room area or other unique spaces
- Floor plan

- 51 Best Design Series – Recognizing a series of home plans by a single builder
(At least 1 plan modeled – other plans may be submitted with renderings & floor plan)

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 images that represent entry – Suggested: front exterior, living room, dining room, master bedroom, kitchen/family room area or other unique spaces
- Floor plans of all plans

- 52 Best Architectural Design – Multifamily Community – Apartment or Condominium

Entry Requirements

- Completed Team/Project Statement
- 6 to 8 images that represent entry – exterior of building, representative images of plans and community space
- Floor plans of at least 3 plans

HOME OF THE YEAR

- 53 Home of the Year

The Home of the Year will be presented to the Dallas BA Member for best overall product and interior design.

*The same product/model must be entered in **both** Interior Merchandising (categories 32-42) and Design (Categories 44-50).*

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:

- Completed Team/Project Statement
- 6 to 8 images that represent entry – Suggested: front exterior, living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan

McSAM BUILDER OF THE YEAR

54 Builder of the Year

Designed to recognize innovative market performance, trade relationships, community involvement.

Entry Requirements

- Completed Builder of the Year entry form
- 6 to 8 images that represent entry

McSAM DEVELOPER OF THE YEAR

55 Developer of the Year

Designed to recognize the innovation market performance, trade relationships, community involvement.

Entry Requirements

- Completed Developer of the Year entry form
- 6 to 8 images that represent entry

COMMUNITY OF THE YEAR AWARDS

56 Builder Neighborhood of the Year *

Recognizing the best community presentation, planning and amenities by a builder with a limited lot offering or enclave of homes

* Must enter 4 categories to qualify – Categories 14-47

57 Master Planned Community of the Year Under 600 Acres *

Recognizing the best community presentation, planning and amenities by a developer where multiple builders participate in the build program, custom and/or production

* Must enter 4 categories to qualify – Categories 14-47

58 Master Planned Community of the Year 600 Acres or More *

Recognizing the best community presentation, planning and amenities by a developer where multiple builders participate in the build program, custom and/or production

* Must enter 4 categories to qualify – Categories 14-47

59 Multifamily Rental Community of the Year *

Recognizing the best community presentation, planning and amenities by a developer for a rental community

* Must enter 4 categories to qualify – Categories 14-29 and 48

The Community of the Year Award is presented to the Dallas BA Member for the best overall marketing and community presentation of a master planned community: design and sensitivity to natural or created environments; design appeal; creative use of space, materials, amenities; architectural continuity; landscape design and signage; community site planning

Entry Requirements:

- Completed Community of the Year entry form
- Marketing Statement
- Site plans of the community
- Six to twelve images of community – exteriors of homes, landscape, interiors, signage, sales office, etc.

McSAM PEOPLE'S CHOICE AWARDS

60 People's Choice Community of the Year *

61 People's Choice Builder of the Year *

** Must enter 4 categories to qualify – Categories 14-50*

Entry Requirements:

- This process is handled by a third-party contractor to obtain further materials necessary.

Process:

1. Complete and return entry application and fees by deadline.
2. Gather email contact list of homebuyers for stated period.
3. **TeamPMP** will contact you directly to obtain your contact list by March 1.
4. Email your contact list with PRE-SURVEY notification by March 9 – suggested email copy provided upon entry form receipt. This alerts your buyers that your company is competing in the People's Choice Awards and that they will receive this survey to complete within the time period.
5. **TeamPMP** deploys SURVEY to your email list Week of March 12. Survey runs for 2 weeks.

NOTE: Response rate must be achieved in order to validate survey. At least 6 entries must be received for category to be viable.

Sales Achievement Awards

Non Judged Volume Based Recognition – Entry fee \$75

62 \$ 5 Million Sales Awards

63 \$10 Million Sales Awards

64 \$15 Million Sales Awards

65 \$20 Million Sales Awards

Entry Requirements:

- Completed Million Dollar form including total sales for closed sales within the period of January 1, 2017, through December 31, 2017
- Please include a color photo of candidate

For more information on the McSAM Award Entry process
Contact Lisa Parrish – 800-658-2751 or lisa@teampmp.com