

Wilmington • Cape Fear



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MAX! Awards Showcase Best in Marketing Achievement

WILMINGTON, N.C. – The Wilmington-Cape Fear Home Builders Association announced today the results of the MAX! Awards (Marketing Achievement Excellence). The industry-wide regional search sought the best in media, marketing and advertising tools promoting new home sales in 2010.

Award-winners were selected by total sales volume in 2010 and by a panel of professionals who specialize in a wide array of disciplines related to new home construction and sales. The judges were from North Carolina and located outside the judging area to ensure objective review of the entries. The winners are as follows: Salesperson of the Year, Jimmy Hopkins of Intracoastal New Homes & Condominiums; Sales Team of the Year, Keith Beatty Team from Intracoastal Realty Corp.; Sales Manager of the Year, Melisa Gallison of Intracoastal New Homes & Condominiums; Lender of the Year, Brent Eckhardt with Suntrust; Marketer of the Year, Kasey Valente of Intracoastal New Homes & Condominiums; and Marketing Lifetime Achievement was presented to Buddy Blake of Re/Max Essential.

Winners were announced by special guest presenter Rhonda Bellamy of WAAV radio at a formal gala held at the River Room in Downtown Wilmington February 17th. The gala showcased the winners' achievements and offered networking opportunities for builders, marketing professionals, real estate brokers and other industry leaders in attendance. The event was sponsored by Wells Fargo Home Mortgage. Photos of the banquet were graciously taken by the Star News.

The Wilmington – Cape Fear Home Builders Association is a 1,100 member-firm trade association that provides services to its more than 9,500 individual members which enhance their success and stability. The largest trade association in eastern North Carolina, the Association serves as the voice of the building and development industries that strives to advance professionalism and promote community involvement. WCFHBA is recognized as a positive influential force for responsible growth by protecting property rights and the privilege of homeownership.

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