

# Official Rules and Regulations

**ELIGIBILITY** All products / communities must be built or marketed by a WCFHBA member in good standing to be eligible. Among those in the industry eligible to enter are home builders, developers, marketing professionals, sales managers, sales personnel, advertising or public relations agencies, interior designers / merchandisers, architects, lenders, brokers, etc. The subject community must have been offered for sale during the period from January 1 to December 31, 2011 and located within New Hanover, Pender, or any adjoining counties.

**ENTRIES** A separate entry form must be submitted with each category entered and attached to the related support materials. The entry forms contained in packages may be copied for multiple entries. The entry form must be complete and all submission requirements must be satisfied to be complete. **All support material not contained in the entry binder (ex. too large for binder) must be placed in an envelope or otherwise wrapped, and labeled with category number and name of entrant.**

**PHOTOS, DIGITAL PRINT, AND FILES** Photos or digital prints can not exceed 8.5" x 11" and must be labeled on the back with category number and name of entrant. Photos or digital prints can be horizontal or vertical. All digital files should be saved as JPEG format (unless otherwise specified) at 300 dpi or higher (min. 1800 x 1200 pixels, should be approximately 6-7mb).

**CATEGORIES** The MAX! committee has the right to change the category for an entry if it is deemed the entry does not qualify for the category for which it was submitted.

**NOTEBOOKS** Entries should be submitted in a solid black **3-ring notebook binder**, with a clear cover sleeve. No markings should be placed on the front, back or spine of the binder. The entry form should be placed in the front pocket of the binder, and any digital files where required should be placed in the rear pocket of the binder with name and category number.

**ENTRY FEES** **The first deadline for entry is December 12th, 2011 with a \$35 entry fee. The second and final deadline for entry is January 6, 2012 with an entry fee of \$60. Your complete submission packet is due at the time of entry. Payment MUST accompany entries. Companies submitting multiple entries may pay all entry fees with one check. Make checks payable to "WCFHBA." MasterCard and Visa are accepted. Entry fees are non-refundable.**

**RETURN OF MATERIALS** All entry materials may be picked up at the WCFHBA office after the awards celebration. Entry materials not claimed by March 31, 2012 will become property of the WCFHBA and may be discarded. WCFHBA is not responsible for loss or damage to materials.

**PUBLISHING RIGHTS** By entering the MAX! Awards program, entrants grant the WCFHBA permission to publish and / or reproduce entries in any WCFHBA publication or product, as well as grant the WCFHBA permission for publication and / or reproduction in any trade or consumer publication or product.

**MARKETING STATEMENTS** Marketing statements, where required, should not reference the name of the community or company in the text.

**JUDGING** Judging will be held on January 20, 2012. Distinguished experts selected for their expertise in the fields of sales management, new homes sales, interior merchandising, product design, marketing, building, and developing from around NC and the surrounding states will judge the entries. Each entry will be judged on its merits, and only on the entry material submitted, as it relates to the judging criteria by our panel of highly-qualified impartial judges. Each of the items listed under the criteria will be graded on the following scale:

Adequate- 1 point | Good- 2 points | Very Good- 3 points | Excellent- 4 points | Superior- 5 points

The points awarded for each item under the judging criteria will be totaled to give a total number of points for that entry. If only one entry is received for any category, judges will have the option of deciding whether an award will be presented for that category. Judges, in consultation with the MAX! Awards committee, have the right to change the category for an entry if it is felt the entry does not qualify in the category for which it was submitted. The decisions of the judging panel are final.

# 2010 MAX! Award Categories:

## 1) Best Color Print Advertising(Newspaper, Tabloid, Magazine)

*Criteria:* Concept, Target Market, Overall Design (copy & layout), Execution, Results in the Marketplace

- 1a) Individual / Team
- 1b) Company
- 1c) Builder
- 1d) New Home Community

*Submission Requirements:*

- One tear sheet of the advertisement, one color photo or digital print of the advertisement, and digital file of entry
- Marketing Statement (max. 250 words) covering each item of the judging criteria, describing special features or unique problems solved, dates or frequency published, and listing of publications (this item exempt from word limit)

## 2) Best Black & White Print Advertising (Newspaper, Tabloid, Magazine)

*Criteria:* Concept, Target Market, Overall Design (copy & layout), Execution, Results in the Marketplace

- 2a) Individual / Team
- 2b) Company
- 2c) Builder
- 2d) New Home Community

*Submission Requirements:*

- One tear sheet of the advertisement, one photo or digital print of the advertisement, and digital file of entry
- Marketing Statement (max. 250 words) covering each item of the judging criteria, describing special features or unique problems solved, dates or frequency published, and listing of publications (this item exempt from word limit)

## 3) Best Direct Marketing Piece

*Criteria:* Concept, Target Market, Overall Design (copy & layout), Execution, Results in the Marketplace

*Submission Requirements:*

- Original copy of mailer, one photo or digital print of the advertisement, and digital file of entry
- Marketing Statement (max. 250 words) covering each item of the judging criteria, describing the nature of the campaign, special features or unique problems solved, total cost including production, photography, printing and distribution, number of pieces mailed, provide total cost per piece mailed

## 4) Best Logo Design

*Criteria:* Concept, Overall Design, Execution

- 4a) Individual / Team
- 4b) Company
- 4c) New Home Community

*Submission Requirements:*

- One black and white and one color copy of logo
- One sample usage of logo (brochure, ad, signage, etc.)
- Marketing Statement (max. 150 words) covering each item of the judging criteria

5) Best Advertising Campaign/ Best Promotion

*Criteria:* Concept, Overall Design (copy & layout), Collateral Strategy & Media Coordination, Marketing Objectives (including target market), Continuity & Consistency, Execution (including costs of the promotion or campaign), Results in the Marketplace

5a) Company

5b) New Home Community

*Submission Requirements:*

- One copy of detailed cost of promotions / campaigns, one photo and digital file of the related promotional materials, if any, and a maximum of three photographs or digital prints that illustrate the promotion or campaign
- Marketing Statement (max. 250 words) covering each item of the judging criteria, describing the nature of the promotion, campaign objectives and any special features or unique problems solved

6) Best Realtor Promotion of the Year

*Criteria:* Concept, Collateral Strategy & Media Coordination, Marketing Objectives (including target market), Execution (including costs of the promotion or campaign), Results in the Marketplace

*Submission Requirements:*

- One copy of detailed cost of promotions, one photo and digital file of the related promotional materials, if any, and a maximum of three photographs or digital prints that illustrate the promotion or campaign
- Marketing Statement (max. 250 words) covering each item of the judging criteria, describing the nature of the promotion, objectives and any special features or unique problems solved

7) Best Outdoor Advertising (Off-Site, Billboard, Mobile Advertising)

*Criteria:* Concept, Overall Design (copy & layout), Execution, Readability, Length of Campaign, Results in Marketplace

*Submission Requirements:*

- Maximum of eight photographs or digital prints and a digital file that illustrate the entry
- Marketing statement (max. 250 words) covering each item of the judging criteria

8) Best Television Commercial

*Criteria:* Concept, Originality / Script, Target Market, Execution, Results in Marketplace

*Submission Requirements:*

- One DVD or CD of the television spot (labeled with name of spot)
- Marketing statement (max. 250 words) covering each item of the judging criteria and one copy of the script

9) Best Radio Advertising

*Criteria:* Concept, Originality / Script, Target Market, Execution, Results in Marketplace

*Submission Requirements:*

- One DVD or CD of the television spot (labeled with name of spot)
- Marketing statement (max. 250 words) covering each item of the judging criteria and one copy of the script

## 10) Best Website

*Criteria:* Concept, Overall Design (layout & copy), Ease of navigation, Organization of Information, Execution, Results in the Marketplace

- 10a) Individual / Team
- 10b) Company
- 10c) Builder
- 10d) New Home Community

*Submission Requirements:*

- Provide internet address of Web page
- Maximum of three color photos or digital prints that illustrate content

Marketing statement (max. 250 words) covering each item of the judging criteria, describing special features or unique problems solved

## 11) Best Integrated Internet Marketing Campaign (New This Year)- includes the use of multiple internet marketing options-website, banners, surveys, social media sites etc.

*Criteria:* Concept, Overall Design (layout & copy), Ease of navigation, Organization of Information, Execution, Results in the Marketplace

- 10a) Individual / Team
- 10b) Company
- 10c) Builder
- 10d) New Home Community

*Submission Requirements:*

- Provide internet address of Web page and relevant sites.
- Maximum of three color photos or digital prints that illustrate content

Marketing statement (max. 250 words) covering each item of the judging criteria, describing special features or unique problems solved

## 11) Best Sales Model /Sales Center Merchandising

*Criteria:* Use of Color, Texture and Materials, Use of Interior Space and Furnishings, Use of Accessories and Window / Wall treatments, Use of Above to Reach Target Market

- 11a) Attached Home < 1500sf
- 11b) Attached Home > 1500sf
- 11c) Detached Home < 2200sf
- 11d) Detached Home > 2200sf

*Submission Requirements:*

- Provide address of sales model or sales center
- Maximum of six interior and three exterior photographs or digital prints (and digital files of all photos or prints) that illustrates entry

Marketing statement (max. 250 words) covering each item of the judging criteria, describing special features or unique problems solved

12) New Home Community Features

12a) Best Community Entrance

*Criteria:* Curb Appeal, Creativity and Use of Materials, Use of Contours and Natural Areas, Signage, Overall Look and Setting, Results in the Marketplace

12b) Best Community Recreation Complex

*Criteria:* Concept & Theme, Design & Architecture, Facility's Plan, Layout & Location, Capacity of Facility, Special Features

*Submission Requirements:*

- Provide address of community entrance / recreation complex
- Maximum of eight color photos or digital prints (and digital files of all photos or prints) that illustrate entry
- For recreation complex only: One copy of site plan showing location of amenities within the community, and one copy of the interior floor plan if applicable (clubhouse, etc.)

Marketing statement (max. 250 words) covering each item of the judging criteria, describing special features or unique problems solved

13) Individual Achievement

(Entrants must enter in only one of the individual achievement categories).

13a) Rookie Salesperson of the Year

*Criteria:* Success Achieved in Selling New homes,

Obstacles Overcome, Prospecting Techniques, Broker Relations, Sales Philosophy, Closing Techniques, Prospect & Buyer Follow-Up, Innovative Ideas Used in Selling New Homes, HBA / SMC Involvement

13b) Salesperson of the Year

*Criteria:* Success Achieved in Selling New homes, Obstacles Overcome, Prospecting Techniques, Broker Relations, Sales Philosophy, Closing Techniques, Prospect & Buyer Follow-Up, Innovative Ideas Used in Selling New Homes, HBA / SMC Involvement

13c) Sales Team of the Year

*Criteria:* Success Achieved in Selling New homes, Obstacles Overcome, Prospecting Techniques, Broker Relations, Sales Philosophy, Closing Techniques, Prospect & Buyer Follow-Up, Innovative Ideas Used in Selling New Homes, HBA / SMC Involvement

13d) Sales Manager of the Year (entrant must be full-time sales manager who is responsible for maintenance and performance of a sales staff and the administration of all sales duties)

*Criteria:* Recruiting Techniques, Training Techniques, Motivation, Management Techniques, HBA / SMC Involvement

*Submission Requirements:*

- One statement (max. 500 words) covering each item of the judging criteria
- Two letters (max. 150 words) of recommendation from managers or colleagues

#### 14) Lender of the Year

*Criteria:* Success Achieved in Securing New Home Loans, Obstacles Overcome, Prospecting Techniques, Sales Philosophy, Prospect & Buyer Follow-Up, Innovative Ideas Used in Securing New Home Loans, HBA / SMC Involvement

*Submission Requirements:*

- One statement (max. 500 words) covering each item of the judging criteria
- Two letters (max. 150 words) of recommendation from managers or colleagues

#### 15) Marketer of the Year

*Criteria:* Goals & Achievements, Market Research, Advertising, Results in the marketplace, Obstacles Overcome, Innovative Ideas Used in Marketing New Homes, Contribution to Company Growth, HBA / SMC Involvement

*Submission Requirements:*

- One 8" x 10" glossy photograph and digital file of the entrant
  - One statement (max. 500 words) covering each item of the judging criteria
- Two letters (max. 150 words) of recommendation from managers or colleagues

#### 16) Community Involvement Achievement

*Criteria:* All companies participating in charity projects will be recognized. These projects will be given special recognition during the program, but will not be judged.

### **NO ENTRY FEE REQUIRED**

*Submission Requirements:*

- Up to three photos of the project
- One description of the project (max. 250 words)

#### 17) Special Projects

*Multiple awards may be given away at the judges' discretion due to the large scope of this category.*

*Submission Requirements:*

- Maximum of six photographs or digital prints (and digital files of all photos or prints) that illustrates entry
- Marketing statement (max. 250 words) covering each item of the judging criteria, describing special features or unique problems solved

#### 18) Million Dollar Circle

Only sales of homes in New Hanover, Pender, and adjacent counties and built by a member in good standing with the HBA will be considered. All Million Dollar Circle inductees will be listed in the MAX! Awards Program. Entrants must be in good standing with the SMC. Awards will be presented at the MAX! Awards banquet recognizing those new home sales associates who achieved \$1,000,000 – 9,999,999 in new home sales (Bronze, Silver and Gold Citations). SMC sales associates with \$10,000,000 in sales (Platinum) will receive special recognition during the MAX! Awards Banquet. Any sale where a contract/agreement of sale was CLOSED from January 1, 2011 to December 31, 2011 is eligible.

*Submission Requirements:*

- Completed WCFHBA MAX! entry forms for new homes closed in 2011 are required for all Million Dollar Circle entrants
- An entry fee of \$60 for participants

# Official Entry Form

Category Number: \_\_\_\_\_ Category Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Contact Fax: \_\_\_\_\_

Contact Mailing Address: \_\_\_\_\_

*PLEASE COMPLETE THE INFORMATION BELOW AS APPROPRIATE TO THE CATEGORY BEING ENTERED*

Community Name: \_\_\_\_\_

Location Address: \_\_\_\_\_

(Location of sales model, community, recreation complex or outdoor advertising to be judged)

Web Address: \_\_\_\_\_

**NAME AS YOU WOULD LIKE IT TO APPEAR ON AWARD:**

***Deadline for Entry:***

1<sup>st</sup> Deadline: Monday, December 12th, 2011 — \$35 per entry

2<sup>nd</sup> Deadline: Friday, January 6th, 2012 — \$60 per entry

**Mail or bring your entry to the WCFHBA Office**

**3801-5 Wrightsville Avenue, Wilmington, NC 28403**

**(910)-799-2611**

For WCFHBA Use Only:

Date Received: \_\_\_\_\_

Submission Complete :

Entry Fee Received: