

ÉLAN Awards 2007 Categories and Requirements

Product Design

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.

1. Best Single Family Detached Home under 2,000 Square Feet
2. Best Single Family Detached Home from 2,001 to 3,000 Square Feet
3. Best Single Family Detached Home from 3,001 to 4,000 Square Feet
4. Best Single Family Detached Home over 4,000 Square Feet
5. Best Custom or Spec Home
6. Best Attached Home Plan

Entry Requirements for categories 1 to 7

- Completed entry form
- Marketing statement — the community or company name must not appear on statement
- One CD per entry that contains digital scans of six to eight images of the following: two images showing exterior (one front and one rear view), living room, kitchen, master bedrooms, and a choice of one to three additional shots.
- Images should be approximately w-1800 x h-1200 pixels. Save all images as a JPEG file 300 dpi at highest quality.
- **Categories 1 to 6:** Ten (10) printed 8 1/2" x 11" copies of floorplan. Photocopies acceptable; community or company name must not appear on plans.

Best Model Complex Landscape Design

Entry will be judged on the landscape effectiveness, impact, and function in enhancing the product or project. Landscaping includes ground cover, hardscape, and softscape. Model complex landscape design for any priced development that is:

7. Best Model Complex Landscape Design for Attached Product, any price
8. Best Model Complex Landscape Design Detached Product - Under \$750,000
9. Best Model Complex Landscape Design Detached Product - \$750,000 & over

Entry Requirements for categories 7-9

- Completed entry form
- Marketing statement — the community or company name must not appear on statement
- One CD per entry that contains digital scans of six to eight images of the following: model complex overall, entry to community, common areas, sales office, and two of buildings or models. Images should be approximately w-1800 x h-1200 pixels. Save all images as a JPEG file 300 dpi at highest quality.
- Ten (10) printed 8 1/2" x 11" copies of model complex plan or landscape plan.

Best Interior Merchandising

Entry will be judged on concept, creativity, wall and window treatments, impact of furniture and accessories. Interior design for a model at a development with an average sales price of:

10. Best Interior Merchandising for an Attached Plan priced Up to \$750,000
11. Best Interior Merchandising for an Attached Plan priced \$750,000 and Above
12. Best Interior Merchandising for a Detached Home priced up to \$650,000
13. Best Interior Merchandising for a Detached Home priced from \$650,000 to \$850,000
14. Best Interior Merchandising for a Detached Home priced from \$850,000 to \$1,200,000
15. Best Interior Merchandising for a Detached Home priced over \$1,200,000

Entry Requirements for categories 10-15

- Completed entry form
- Marketing statement — the community or company name must not appear on statement
- One CD per entry that contains digital scans of six to eight images of the following: living room, dining room, master bedroom, kitchen/family room area, and two to four additional shots of your choice. Images should be approximately w-1800 x h-1200 pixels. Save all images as a JPEG file 300 dpi at highest quality.
- Ten (10) printed 8 1/2" x 11" copies of floorplan showing furniture layout. Photocopies acceptable. The community or company name must not appear on plans.

Best Sales Office/Pavilion

Entry will be judged on theme, function, display concept, creativity, and design used in the sales office.

16. Best Sales Office within a garage — any size
17. Best Sales Office within model plan
18. Best Sales Office - Alternative Use — includes trailers, or off-site retail space
19. Best Sales or Information Pavilion — freestanding building or clubhouse

Entry Requirements for categories 16-19

- Completed entry form
- Marketing statement — the community or company name must not appear on statement
- One CD per entry that contains digital images of four to eight of the following: exterior entrance, overall interior, topography table, impact graphic, renderings, displays, and closing office. Images should be approximately w-1800 x h-1200 pixels. Save all images as a JPEG file 300 dpi at highest quality.
- Ten (10) printed 8 1/2" x 11" copies of sales office layout with dimensions and showing layout of exhibits. Photocopies acceptable. The community or company name must not appear on layout.

Graphics

20. Best Logo Design for any individual project or masterplanned community.

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

Entry Requirements for category 20

- Completed entry form
- Marketing statement — the community or company name must not appear on statement
- One CD per entry that contains digital scans logo in black and white, logo in color. Images should be approximately w-1800 x h-1200 pixels. Save all images as a JPEG file 300 dpi at highest quality.

21. Best Graphic Continuity for any individual project or masterplanned community.

Entry will be judged on graphic continuity in advertisements, signage, displays, direct mail, etc.

Entry Requirements for category 21

- Completed entry form
- Marketing statement — the community or company name must not appear on statement
- One CD per entry that contains digital scans of 6 to 8 images of the following: continuity as used in at least four of the following: advertisements, signage, displays, brochure, direct mail, and impact graphic, etc. Images should be approximately w-1800 x h-1200 pixels. Save all images as a JPEG file 300 dpi at highest quality.

Best Brochure

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

22. Best Brochure for a Community priced under \$650,000

23. Best Brochure for a Community priced \$650,000 to \$850,000

24. Best Brochure for a Community priced \$850,000 to \$1.2 Million

25. Best Brochure for a Community priced over \$1.2 Million

26. Best Brochure for a Masterplanned Community

27. Best Builder Brochure

Entry Requirements for categories 22-27

- Completed entry form
- Marketing statement - the community or company name must not appear on statement
- Four (4) brochures, each labeled on the back and packaged as specified in Submission Guidelines

28. Best Signage for any price community or masterplanned community

Entry will be judged on concept, creativity, basic graphics and layout, design, execution, readability, and continuity. Signage includes on-site, off-site, model identification, entry/parking sign, directionals, entry monument, billboards, etc.

Entry Requirements for category 28

- Completed entry form
- Marketing statement - the community or company name must not appear on statement
- One (1) CD per entry that contains digital scans of six to eight images of the following: various examples of the signage program. Images should be approximately w-1800 x h-1200 pixels. Save all images as a JPEG file 300 dpi at highest quality.

Best Advertisement

Entry will be judged on concept, creativity, copy, layout, overall design, and execution and continuity.

29. Black and White Advertisement for any type community

30. Best Color Advertisement for a single project

31. Best Color Advertisement - Corporate Combo

32. Best Color Advertisement for a Masterplanned Community

Entry Requirements for category 29-32

- Completed entry form
- Marketing statement - the community or company name must not appear on statement
- One (1) CD per entry that contains digital scans of the advertisement submitted. Images should be approximately w-1800 x h-1200 pixels. Save all images as a JPEG file 300 dpi at highest quality. Used for Awards Show, PR, and website.
- One (1) copy of advertisement mounted on a 20" x 30" black matte display board and one (1) tear sheet clipped to entry board. Used for judging and displays.

33. Best Direct Mail Campaign (*print only*)

Entry will be judged on concept, creativity, copy, layout, overall design, and execution and continuity.

Entry Requirements for category 33

- Completed entry form
- Marketing statement - the community or company name must not appear on statement
- One (1) CD per entry that contains digital scans of the advertisement submitted. Images should be approximately w-1800 x h-1200 pixels. Save all images as a JPEG file 300 dpi at highest quality. Used for Awards Show, PR, and website.
- Original printed piece or print outs of electronic mail mounted on a 20" x 30" black matte display board. Maximum of five (5) boards. Used for judging and displays.

34. Best Overall Advertising Campaign for any priced project

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

Entry Requirements for category 34

- Completed entry form
- Marketing statement - the community or company name must not appear on statement
- One (1) CD per entry that contains digital scans of the advertisements submitted. Images should be approximately w-1800 x h-1200 pixels. Save all images as a JPEG file 300 dpi at highest quality. Used for Awards Show, PR, and website.
- One (1) copy of advertisement or direct mail piece mounted on a 20" x 30" black matte display board and one (1) tear sheet clipped to entry board. Maximum of five (5) boards. 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 2 Beta SP format video tapes of television commercials and 2 audio cassettes of radio commercials up to 60 seconds long. Television or radio campaigns should be spliced together with approximately 3 seconds of leader between spots (if applicable).

35. Best Buyer Retention Program or Special Promotion

Entry will be judged on creativity, design, and success of materials developed to retain buyers and product interest. Includes: ads, print and electronic media, and special promotions or events.

Entry Requirements for category 35

- Completed entry form
- Marketing statement - the community or company name must not appear on statement
- One (1) copy of advertisement or direct mail piece mounted on a 20" x 30" black matte display board and one (1) tear sheet clipped to entry board. Photos of Special event or Promotion. Maximum of five (5) boards. Used for judging and displays.
- One (1) CD per entry that contains digital scans of each advertisement board or of the event itself. Images should be approximately w-1800 x h-1200 pixels. Save all images as a JPEG file 300 dpi at highest quality. Used for Awards Show, PR, and website.

NEW CATEGORIES for 2007!**36. Best Internet Marketing Campaign****37. Best Digital Marketing Tool - Includes virtual tour and onsite sales tools.**

Entries will be judged on concept, creativity, copy, layout, overall design, readability, and execution.

Entry Requirements for Category 36 & 37

- Completed entry form.
- Marketing statement — the community or company name must not appear on statement.
- One (1) CD per entry that contains digital images of the program. Images should be approximately w-1800 x h-1200 pixels. Save all images as a JPEG file. Used for Awards Show, PR, and website.
- One (1) CD per entry that contains sample of electronic media.

Best Website

Entry will be judged based on quality of design, ease of obtaining information, and organization of message.
Entries will be judged live during the judging.

38. Best Website For Associates and Suppliers**39. Best Website For a Builder****40. Best Website For Community or Masterplan****Entry Requirements for categories 38-40**

- Completed entry form
- Marketing statement with website address included
- One (1) CD per entry that contains digital images of key website pages (home page, category pages, etc.). Images should be approximately w-1800 x h-1200 pixels. Save all images as a JPEG file. Used for Awards Show, PR, and website. *(72 dpi is acceptable for website entry).*

41. Best Marketing Promotion by an Associate or Supplier Serving the Housing Industry

Entry will be judged on best marketing promotion and overall effectiveness by an associate or supplier.

Entry Requirements for category 41

- Completed entry form
- Marketing statement - the community or company name must not appear on statement
- One (1) set of advertisements mounted on a 20" x 30" black matte display board. Can include press releases. Maximum five (5) boards. Used for judging only.
- Two (2) copies of direct mail, brochure(s), collateral, or other marketing materials.
- One (1) CD per entry that contains digital scans of each advertisement board or of the event itself. Images should be approximately w-1800 x h-1200 pixels. Save all images as a JPEG file 300 dpi at highest quality.

42. Best Marketing of a Community Outreach Program by a Builder – Builder's White Hat**Award**

- Includes nonprofit charity programs
- Examples: builder-supported nonprofit programs, including Boy Scouts, HomeAid, City of Hope, Extreme Home Makeover, or individual charity

Entry Requirements for category 42

- Completed entry form
- Marketing statement - the community or company name must not appear on statement
- One (1) set of advertisements mounted on a 20" x 30" black matte display board. Can include press releases. Maximum 5 boards. Used for judging only.
- Two (2) copies of direct mail, brochure(s), collateral, or other marketing materials.
- One (1) CD per entry that contains digital scans of each advertisement board or of the event itself. Images should be approximately w-1800 x h-1200 pixels. Save all images as a JPEG file 300 dpi at highest quality.

43. Sustainable Community of the Year for any priced development or masterplanned community

Entry will be judged on the community design that promotes sustainable development and incorporates energy conservation in product design.

Entry Requirements for category 43

- Completed entry form
- Marketing statement - the community or company name must not appear on statement
- Sustainable Community form
- One (1) CD per entry that contains digital images of the home's front elevations. Images should be scanned at a resolution of w-1800 x h-1200. File size is approximately 6 megabytes. Save all images as a JPEG file 300 dpi at highest quality. Used for Awards Show, PR, and website.
- One (1) set of floors plans for all models and site plan of the community.
- One (1) set of energy calculations.

Community of the Year Awards

The Attached and Detached Community of the Year finalists will be determined by accumulation of points in the following qualifying categories:

Best Product Design, Best Brochure, Best Signage, Best Advertisement, Best Graphics, Best Interior Merchandising, Best Sales Office, and Best Model Complex Landscape Design.

44. Attached Community of the Year

45. Detached Community of the Year – Priced up to \$850,000

46. Detached Community of the Year – Priced \$850,000 and Over

Entry Requirements for Categories 44-46

- Completed entry form
- Marketing statement - the community or company name must not appear on statement
- Site plan of the community no larger than 8 1/2" x 11".
- One (1) CD per entry that contains digital scans of representative images from qualifying categories: color logo, advertisement, brochure, signage, sales office, exterior of plan and sample interiors submitted. Images should be approximately w-1800 x h-1200 pixels. Save all images as a JPEG file 300 dpi at highest quality. Used for Awards Show, PR, and website.

47. Best Masterplanned Community

The Masterplanned Community of the Year finalists will be determined by accumulation of points in the following qualifying categories:

Best Sales Office, Best Logo, Best Brochure, Best Signage, Best Website, Best Advertisement, and Best Overall Advertising Campaign for a Masterplanned Community.

Entry Requirements for category 47

- Completed entry form
- Marketing statement - the community or company name must not appear on statement
- Site plan of the Masterplanned community
- One (1) CD per entry that contains digital scans of representative images from qualifying categories: color logo, advertisement, brochure, signage, sales office, exterior of plan and sample interiors submitted. Images should be approximately w-1800 x h-1200 pixels. Save all images as a JPEG file 300 dpi at highest quality. Used for Awards Show, PR, and website.

Individual Achievement Special Awards

The following awards recognize individual commitment and achievement in the building industry. Please see specific category for requirements.

48. Sales Manager of the Year

This award is to recognize an individual who demonstrates excellence in the management of residential sales personnel and has motivated his/her sales team to produce the maximum number of sales and closings from August 1, 2006 to August 1, 2007.

- Completed Sales Manager of the Year entry form.
- One (1) CD per entry that contains digital scans of the advertisement submitted. Images should be approximately w-1800 x h-1200 pixels Save all images as a JPEG file 300 dpi at highest quality. Used for Awards Show, PR, and website.

49. Marketing Director of the Year

This award is to recognize an individual who is the prime person responsible for directing his/her company's marketing and merchandising efforts from August 1, 2006 to August 1, 2007.

- Completed Marketing Director of the Year entry form
- One (1) CD per entry that contains digital image of individual. Images should be approximately w-1800 x h-1200 pixels. Save all images as a JPEG file 300 dpi at highest quality. Used for Awards Show, PR, and website.

50. Associate of the Year Award

This award is to recognize an associate of the building industry who is a proven leader and contributor and shows an exemplary level of professionalism in his/her field for August 1, 2006 to August 1, 2007.

- Completed Associate of the Year entry form
- One (1) CD per entry that contains digital image of individual Images should be approximately w-1800 x h-1200 pixels. Save all images as a JPEG file 300 dpi at highest quality. Used for Awards Show, PR, and website.

Million Dollar Sales Recognition

Closed sales within sales period of August 1, 2006 to August 1, 2007. Simply complete entry form and submit entry fee of \$75. Winners will be recognized in the Élan program at the Élan event and will receive a personalized crystal award.

- \$ 5 Million
- \$ 8 Million
- \$15 Million

- Completed Million Dollar entry form.
- One (1) CD per entry that contains digital image of individual. Images should be approximately w-1800 x h-1200 pixels Save all images as a JPEG file 300 dpi at highest quality. Used for Awards Show, PR, and website.

Sales Professionals of the Year - Various Price Ranges are selected from SMC Quarterly Sales Award winners

SMC Hall of Fame

Please contact Lisa Parrish – Peter M. Mayer Productions, Inc. 909-987-2758
For SMC Hall of Fame Nomination Form.

The Hall of Fame criteria is as follows:

Length of Term in the Building Industry:

A candidate must have been in the real estate industry (home building, commercial, industry realty) for a minimum of 15 years.

Length of SMC Membership:

A candidate must have been a member of the SMC LAV for a minimum of eight years. Membership in any other SMC does not count towards this requirement.

Personal Participation in Council Activities:

A candidate must have attended meetings and events on a regular basis. A company executive who approved expenditures from membership and/or support, but did not actively participate, would not meet this criteria.

Significant Positive Contribution to the SMC:

A candidate would have chaired or actively participated in one or more major events and provided on-going significant contributions in the form of time, service and dollars.

Willingness to Serve:

A candidate would have been a seminar participant, an event speaker, and IRM speaker, a PCBC/BIS/BIA speaker or panelist, written articles for industry publications, or acted as a “unofficial” advisor to SMC members.

High Professional Standards:

A candidate must exemplify the highest professional standards and be a credit to the industry and SMC.

ÉLAN

SILVER
TWENTY
FIVE