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**Winners Announced in 2021 McSAM Awards Presented by StrucSure Home Warranty**

The Dallas Builders Association has announced winners of its 42nd Annual McSAM Awards, presented July 24 in partnership with StrucSure Home Warranty. The McSAM Awards are held each year to recognize “maximum creativity in sales and marketing.” More than 500 entries were received this year, and winners were named in 64 categories.

U.S. Olympian and former NFL player Johnny Quinn was the master of ceremonies for the hybrid awards gala held at the Westin Galleria Dallas and also live streamed.

In the industry-judged awards, M/I Homes - DFW was named the McSAM Builder of the Year, Newland Communities was named Developer of the Year and Ladera Rockwall by Integrity Group was named Builder Neighborhood of the Year. Industry experts from around the country including builders, architects, interior designers and new home marketing professionals judged the awards.

David Weekley Homes won the prestigious People’s Choice Builder of the Year honors. Pecan Square by Hillwood Communities was named People's Choice Community of the Year.

The People’s Choice competition rewards builders and developers based on consumer voting. To identify the People’s Choice winners, the Dallas BA enlists the help of a third-party firm that sends an online survey to hundreds of homebuyers, asking for feedback on everything from home design, sales experience, customer service, community lifestyle and overall satisfaction. Respondents were also asked to rate – on a scale from zero to 10 – how likely they would be to recommend a particular builder or community to a friend or family member, which is considered the gold standard in customer satisfaction surveying.

Other winners in the industry-judged categories were:

- Home of the Year – The Grove Frisco - 608 by Highland Homes;
- Master Planned Community of the Year – Clements Ranch by Mabrey & Partners LLC (Under 1,500 Rooftops) and Pecan Square by Hillwood Communities (Over 1,500 Rooftops);
- Active Adult Home of the Year – Walsh Townhomes - Bolton by Highland Homes;
- Multifamily Community of the Year – Harmony Luxury Apartments by Huffines Communities;
- Builder Project Manager of the Year – Klay Dodd with M/I Homes; and
- Marketing Professional of the Year – Kelsey Covey with Meritage Homes.

A [complete list of winners](#) can be found at McSAM Awards.com. Photos can be seen [here](#).

In addition to StrucSure Home Warranty, partners for the 2021 McSAM Awards were Acme Brick, Allied Stone, Anderson Hanson Blanton, Ashton Woods Homes, BSB Design, Closet Envy, D&R Signs, *The Dallas Morning News*, Daltile, David Weekley Homes, DFW Builder Guide, Five Star Interiors, Grand Homes, Grenadier Homes, Hillwood Communities, HomePro, Lee Lighting, Neighborhood Management Inc., Newland Communities, Opendoor, Pacesetter Homes, Risland

Homes, Sales Solve Everything, Shaddock Homes, Southwestern Interiors, Stewart Title Company, Success Mortgage Partners, Texas Counter Fitters, Trinity Stairs, Tri Pointe Homes; Velocio Mortgage, Wells Fargo and Zillow Offers.

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### **About the Dallas Builders Association**

The Dallas Builders Association ([www.dallasbuilders.com](http://www.dallasbuilders.com)) is a professional organization dedicated to promoting new home ownership, industry advancements and community good works. The Dallas BA covers a 10-county area of some 8,318 square miles with a population of almost 4.75 million. Its membership includes builders, developers and remodelers in addition to associates — suppliers, vendors and associated businesses and services.