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Winners Announced in 2022 McSAM Awards Presented by Hillwood Communities

The Dallas Builders Association has announced winners of its 43rd Annual McSAM Awards, presented April 9 in partnership with Hillwood Communities. The McSAM Awards are held each year to recognize “maximum creativity in sales and marketing.” More than 400 entries were received this year, and winners were named in 62 categories.

U.S. Olympian and former NFL player Johnny Quinn was the master of ceremonies for the awards gala held at the Renaissance Dallas Addison Hotel.

In the industry-judged awards, M/I Homes was named the McSAM Builder of the Year, Hillwood Communities was named Developer of the Year and Emory Park by Centre Living Homes 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.

Sales trainer and author Mar’Sue Haffner was honored with the Legends of Sales & Marketing Award, which recognizes a visionary leader who has contributed to the advancement of the housing industry on a national scale through the consistent sharing of knowledge and mentoring of others.

Highland Homes won the prestigious People’s Choice Builder of the Year honors. Harvest 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 – Windsong Ranch 50s – The 569 by Highland Homes;
- Master Planned Community of the Year – Harvest by Hillwood Communities;
- Active Adult Home of the Year – Mantua Point 50s – The Davenport by Highland Homes;
- Multifamily Community of the Year – The Truman at Arlington Commons by The Nehemiah Company;
- Builder Project Manager of the Year – Misty Morehouse with Meritage Homes; and
- Marketing Professional of the Year – Chellie Meziere with Huffines Communities.

A complete list of winners and a photo gallery can be found at [McSAMAwards.com](https://www.McSAMAwards.com).

In addition to Hillwood Communities, partners for the 2022 McSAM Awards were Acme Brick, Anderson Hanson Blanton, Beazer Homes, BSB Design, Burgess Construction Consultants, Cambridge Companies, CCMC, Closet Envy, D&R Signs, David Weekley Homes, David Weekley Homes, DFW Builder Guide, Drees Custom Homes, FBC Mortgage, HomePro, Independence Title, Lee Lighting, Newland/Brockfield Properties, Offerpad, Opendoor, Pacesetter Homes, Perma Pier Foundation Repair of Texas, Qualico, Realcognita, Realtor.com, Sales Solve Everything, Toll Brothers, Trophy Signature Homes and UnionMade Homes.

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