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Winners Announced in 2023 McSAM Awards Presented by StrucSure Home Warranty

The Dallas Builders Association has announced winners of its 44th Annual McSAM Awards, presented April 22 in partnership with StrucSure Home Warranty. The McSAM Awards have been held each year since 1979 to recognize “maximum creativity in sales and marketing.”

More than 350 entries were received this year, and winners were named in 73 categories.

The prestigious McSAM Award is given to builders, remodelers, developers and associates who have made a significant and creative contribution in residential marketing through specific achievements in a given year. The Association’s ARC Awards recognizing outstanding custom building and remodeling projects was merged this year with the McSAM Awards.

Executive leadership coach Chad Sanschagrín was the master of ceremonies for the awards gala held at the Statler Hotel in Dallas.

The industry-judged awards included M/I Homes – McSAM Builder of the Year; Hillwood Communities – Developer of the Year; Homes by J. Anthony – Custom Builder of the Year; Traditional Classic Homes – Remodeler of the Year; and The Commons at Spring Creek by Centre Living Homes – 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:

- Production Home of the Year – Whitestone Estates – Grand Whitestone by Grand Homes;
- Master Planned Community of the Year – Pecan Square by Hillwood Communities;
- Active Adult Home of the Year – Mantua Point 50s – The Davenport by Highland Homes;
- Multifamily Community of the Year – Hammock Creek by OM Housing, LLC;

- Builder Project Manager of the Year – Jared Kent with M/I Homes; and
- Marketing Professional of the Year – Taryn Dandurand with Hillwood Communities.

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

In addition to StrucSure Home Warranty, partners for the 2023 McSAM Awards were Anderson Hanson Blanton, Beazer Homes, Burgess Construction Consultants, Cadence Bank, Cambridge Companies, D&R Signs, David Weekley Homes, DFW Builder Guides; Hillwood Communities, HomePro, Independence Title, KJ Custom Screens, Ladera Texas, Levven Electronics, Newland/Brookfield Properties, Neighborhood Management, OpenDoor, Pacesetter Homes DFW, ProSource Wholesale, Qualico, Rock Materials, Runway Proptech, Sales Solve Everything, Southern Roofing, Stewart Title, Top Tier Custom Landscape and US Bank.

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