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Winners Announced in 2024 McSAM Awards Presented by Southern Roofing

The Dallas Builders Association has announced winners of its 45th Annual McSAM Awards, presented April 20 in partnership with Southern Roofing. The McSAM Awards have been held each year since 1979 to recognize “maximum creativity in sales and marketing.”

Approximately 500 entries were received this year, and winners were named in more than 80 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..

Media personality Amy Vanderoef was the mistress 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; Kasper Custom Remodeling – Remodeler of the Year; and Union Park by Hillwood Communities – Master Planned Community of the Year.

Industry experts from around the country including architects, interior designers and new home marketing professionals judged the awards.

Highland Homes won the prestigious People’s Choice Builder of the Year honors.

The People’s Choice competition rewards builders 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, 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 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 – Fields Brookside 60s – The Marcello by Highland Homes;
- Active Adult Home of the Year – The Carmina Model at Ladera Prosper, Integrity Group;
- Multifamily Community of the Year – Lakeview Pointe - Waterside Living by OM Housing, LLC;
- Volume Builder Project Manager of the Year – Julian Sontag with KWA Construction; and
- Marketing Professional of the Year – Jennifer Ambbs with Brightland Homes.

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

In addition to Southern Roofing, partners for the 2024 McSAM Awards were Anderson Hanson Blanton, Builder Guides DFW, Burgess Construction Consultants, Cadence Bank, Copperweld, David

Weekley Homes, Drees Custom Homes, Fireside Hearth & Homes, First National Bank Mortgage, Grand Homes, Highland Homes, Hillwood Communities, Independence Title, Integrity Group, Land Pro Creations, Neighborhood Management, Newland/Brookfield Properties, Pacesetter Homes, Partners in Building, ProSource Wholesale, Southwest Sales, Texas Door & Trim, The Jarrell Company and Toll Brothers.

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