

DALLAS BUILDERS ASSOCIATION
McSAM 2025
AWARDS

CALL FOR ENTRIES

The McSAM Awards were created in 1979 by the Sales and Marketing Council of the Dallas Builders Association in recognition of Sales and Marketing Excellence. The prestigious McSAM Award is presented to Builders, Remodelers, Developers and Associates who have made a significant and creative contribution in residential marketing through specific achievements during 2024. Award winners will be announced and honored at the McSAM Awards on Saturday, April 26, 2025.

Eligible Entries:

Materials or products marketed within the Dallas/Ft. Worth Metroplex by a member of the Dallas Builders Association during the calendar year 2024 are eligible for competition. **No entry will be judged without payment of entry fee.** All entries must adhere to exact entry requirements and judging criteria. Failure to comply with these specifications will result in disqualification of entry and forfeiture of entry fees. Categories with fewer than three entries may be excluded from award consideration, and entry fees refunded.

Entries may be submitted by: Builders, Developers, Remodelers, Associates and Suppliers.

NOTE: Other than OF THE YEAR categories, the previous year's winner is ineligible in the marketing categories.

Entry Application & Materials

Entry Fees

Early Bird Entry Period – up to January 31:

Entry fees \$175

February 1 – March 3: Entry fees \$225

Entry Deadline: March 3, 2025

People's Choice Deadline: March 1, 2025

Categories 1-84 \$175 to \$225 per entry

Categories 85 & 86 \$500 per entry

Categories 87-90 \$95 per entry

Open to members of the Dallas Builders Association only

Judging Dates: March 12, 13 & 14











Professional Interviews March 14

HOW TO ENTER

1. Review categories and requirements.
2. Complete [entry application](#) online and pay entry fees online no later than March 3.
3. Receive entry confirmation email with official entry numbers, forms and instructions on how to deliver entry materials via email.

Image Requirements: All Categories – images should be saved at a resolution of approximately w – 1800 x h – 1200. Save all images as JPEG files, 300 ppi.

Naming of Files: All files should be named with your category number, entry number and sequence number or description.

Name	
 38-3983_Team/Project Form	
 38-3983_floorplan.pdf	
 38-3983_1.jpg	
 38-3983_2.jpg	
 38-3983_3.jpg	
 38-3983_4.jpg	
 38-3983_5.jpg	
 38-3983_6.jpg	
 38-3983_7.jpg	
 38-3983_8.jpg	

Completed entry materials due no later than March 3

NEW FORMS LINKED BELOW

[Sales Form – Categories 1-7](#)

[Sales Manager Form – Category 8](#)

[Marketing Professional Form – Category 9](#)

[Professional Achievement Form – Categories 10-19](#)

[Team/Project Form – Categories 20-77](#)

[Builder/Developer Form – Categories 78-81](#)

[Community of the Year Form – Categories 82-84](#)

[People's Choice Awards Form – Categories 85-86](#)

[Sales Achievement Awards Form – Categories 87-90](#)

For questions regarding submission entries, please contact:

Lisa Parrish at lisa@teampmp.com or 800-658-2751.

[Tips and Tricks – VIDEO HERE](#)

Judging: Out-of-state judges selected from across the nation are among the most creative and successful individuals within the home building industry, and represent the many disciplines contributing to new home sales and marketing, as well as geographic diversity. Judges are ineligible for entry. Judges reserve the right to eliminate any category where the quality of work does not warrant a winner. All decisions of the judges are final.

Changes to Categories or Entries: The McSAM Awards Committee reserves the right to combine or eliminate any category or categories due to insufficient entries. Additionally, the committee reserves the right to create new categories should the McSAM judges determine a situation warrants such action. Judges may also re-categorize any entry, if, in their opinion, it has been entered in the wrong category, or if the entry is better suited to another category. Special awards may be presented at the judges' discretion.

AWARD CATEGORIES

PROFESSIONAL ACHIEVEMENT

- 1 Rookie Sales Professional of the Year
- 2 Sales Professional of the Year – Community with an average sales price under \$450,000
- 3 Sales Professional of the Year – Community with an average sales price between \$450,000 & \$600,000
- 4 Sales Professional of the Year – Community with an average sales price between \$600,000 & \$800,000
- 5 Sales Professional of the Year – Community with an average sales price between \$800,000 & \$1 Million
- 6 Sales Professional of the Year – Community with an average sales price over \$1 Million
- 7 Online Sales Counselor or Team of the Year
- 8 Sales Manager/Director of the Year
- 9 Marketing Professional of the Year
- 10 Builder Project Manager of the Year
- 11 Developer Professional of the Year
- 12 Designer of the Year – *Builder or Associate Designers to be recognized*
- 13 Closing Coordinator/Department of the Year
- 14 Customer Service/Warranty Professional of the Year
- 15 Purchasing Manager or Team of the Year – *Awards for Builder & Developer may be recognized*
- 16 Lifestyle Director of the Year
- 17 Rising Star of the Year – *Open to Builders, Developers, Remodelers and Associates*
- 18 Mortgage Professional of the Year
- 19 Associate Professional or Company of the Year

Average Sales Price is determined by taking the lowest priced home and the highest priced home within the community and dividing by 2.

MARKETING, ADVERTISING, SIGNAGE, ONLINE

- 20 Best Logo – *Awards may be presented for corporate or community logo*
- 21 Best Graphic Continuity
- 22 Best Brochure – Developer – *Printed or Digital*
- 23 Best Brochure – Builder – *Printed or Digital*
- 24 Best Website – *Awards presented for Builder/Community and Associate*
- 25 Best Digital Marketing Program – *Includes digital ads, outboard digital marketing and social media*
- 26 Best Video – Short Format (30- to 60-second)
- 27 Best Video – Long Format (over 1 minute)
- 28 Best Use of Technology
- 29 Best Special Event for the Public/Consumer
- 30 Best Special Event/Promotion for Agents
- 31 Best Community Signage – Builders
- 32 Best Community Signage – Developers or Masterplan
- 33 Best Lifestyle Annual Program
- 34 Best Overall Marketing Program – *Includes digital and traditional marketing*
- 35 Best Sales Office or Welcome Center
- 36 Best Design Center/Showroom
- 37 Best Community Amenity – *Awards may be presented based on scale, built or outdoor amenity*
- 38 Best NEW Amenity – Opened in 2024 – *Awards may be presented based on built or outdoor amenity*

AWARD CATEGORIES

INTERIOR MERCHANDISING – Production Housing

- 39 Best Interior Merchandising – Detached Home – sales price under \$450,000
- 40 Best Interior Merchandising – Detached Home – sales price between \$450,000 & \$600,000
- 41 Best Interior Merchandising – Detached Home – sales price between \$600,000 & \$800,000
- 42 Best Interior Merchandising – Detached Home – sales price between \$800,000 & \$1 Million
- 43 Best Interior Merchandising – Detached Home – sales price over \$1 Million
- 44 Best Interior Merchandising – Patio Home – *Defined as product under 45 ft (may include 2 lots, zipper product)*
- 45 Best Interior Merchandising – Active Adult – *Age Targeted or Age Qualified*
- 46 Best Interior Merchandising – Attached Home

DESIGN – Production Housing

- 47 Best Architectural Design – Detached Home – under 2,000 sq. ft.
- 48 Best Architectural Design – Detached Home – 2,000 to 3,000 sq. ft.
- 49 Best Architectural Design – Detached Home – 3,000 to 4,000 sq. ft.
- 50 Best Architectural Design – Detached Home – 4,000 to 5,000 sq. ft.
- 51 Best Architectural Design – Detached Home – over 5,000 sq. ft.
- 52 Best Architectural Design – Patio Home – *Defined as product under 45 ft (may include 2 lots, zipper product)*
- 53 Best Architectural Design – Attached Home – Condo or Townhome – *Category may be split based on price range of product*
- 54 Best Architectural Design – Active Adult – *Age Targeted or Age Qualified*
- 55 Best Design Series – *Recognizing a series of home plans by a single builder – Attached or Detached Product*
- 56 Best Architectural Design – Multifamily Community – *Apartment or Condominium*
- 57 Best On-the-Boards Home Design – *Attached or Detached Product*
- 58 Best On-the-Boards Community – *Attached or Detached Product*
- 59 Best Kitchen Design for a New Home
- 60 Best Owners Suite Design for a New Home
- 61 Best Outdoor Living Design for a New Home
- 62 Best Specialty Room for a New Home

CUSTOM/ONE-OF-A-KIND HOMES

NEW CONSTRUCTION – Custom Builder Only

- 63 Best Architectural Design – Modern/Contemporary
- 64 Best Architectural Design – Traditional
- 65 Best Architectural Design – Transitional
- 66 Best Interior Design of a Custom Home
- 67 Best Kitchen Design of a Custom Home
- 68 Best Owners Suite Design of a Custom Home
- 69 Best Outdoor Living Design of a Custom Home
- 70 Best Specialty Room of a Custom Home

REMODELING

- 71 Best Addition
- 72 Best Kitchen Remodel
- 73 Best Bathroom Remodel
- 74 Best Whole House Remodel

AWARD CATEGORIES

HOME OF THE YEAR

- 75 Home of the Year*
- 76 Active Adult Home of the Year*
- 77 Custom Home of the Year*

**Must enter plan into both interior merchandising & architectural design categories to qualify*

McSAM BUILDER/DEVELOPER/REMODELER OF THE YEAR

- 78 Builder of the Year
- 79 Developer of the Year
- 80 Custom Builder of the Year
- 81 Remodeler of the Year

COMMUNITY OF THE YEAR AWARDS

- 82 Community of the Year – Under 1,500 Rooftops *
Defined as a development with multiple builders, multiple product types, plus amenities
- 83 Master Planned Community of the Year – Over 1,500 Rooftops *
Defined as a development with multiple builders, multiple product types, plus amenities
- 84 Multifamily Community of the Year – Apartment or Condominium **
** Must enter 4 categories to qualify – Categories 20-56*
*** Must enter 4 categories to qualify – Categories 20-38, 46, 52, 53, or 56*

McSAM PEOPLE'S CHOICE AWARDS – March 1 DEADLINE FOR SUBMITTAL AND MATERIALS

- 85 People's Choice Community of the Year *
- 86 People's Choice Builder of the Year *
** Must enter 4 categories to qualify – Categories 1-55*

TOP PRODUCER – SALES ACHIEVEMENT AWARDS (Non-Judged Volume Based Recognition)

- 87 \$515 Million Sales Awards
- 88 \$15-25 Million Sales Awards
- 89 \$25-35 Million Sales Awards
- 90 Over \$35 Million Sales Awards

CATEGORIES & REQUIREMENTS

PROFESSIONAL ACHIEVEMENT

Entries will be judged on the candidate's positive aspects and measurable work performance.

Multiple entries are allowed for each company.

- 1 Rookie Sales Professional of the Year
- 2 Sales Professional of the Year – Community with an average sales price under \$450,000
- 3 Sales Professional of the Year – Community with an average sales price between \$450,000 & \$600,000
- 4 Sales Professional of the Year – Community with an average sales price between \$600,000 & \$800,000
- 5 Sales Professional of the Year – Community with an average sales price between \$800,000 & \$1 Million
- 6 Sales Professional of the Year – Community with an average sales price over \$1 Million
- 7 Online Sales Counselor or Team of the Year
- 8 Sales Manager/Director of the Year
- 9 Marketing Professional of the Year
- 10 Builder Project Manager of the Year
- 11 Developer Professional of the Year
- 12 Designer of the Year – *Builder or Associate Designers to be recognized*
- 13 Closing Coordinator/Department of the Year
- 14 Customer Service/Warranty Professional of the Year
- 15 Purchasing Manager or Team of the Year – *Awards for Builder & Developer may be recognized*
- 16 Lifestyle Director of the Year
- 17 Rising Star of the Year – *Open to Builders, Developers, Remodelers and Associates*
- 18 Mortgage Professional of the Year
- 19 Associate Professional or Company of the Year

Average Sales Price is determined by taking the lowest priced home and the highest priced home within the community and dividing by 2.

Categories 1 – 19 Requirements

Entries will be judged on the candidate's positive aspects and measurable work performance.

- Completed Individual Achievement Entry Form with written statement (200 words or less) describing exemplary performance and achievement.
- REQUIRED – A color photo of candidate – **at least 500x500 pixels at 300 ppi JPEG format**

NOTE: Candidates will be invited to online interview on March 14.

MARKETING, ADVERTISING, SIGNAGE, ONLINE

20 Best Logo – Awards may be presented for Builder and Community

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

Entry Requirements:

- Completed Team/Project Statement
- Image Requirements: 6 to 8 images of the following: logo in color, logo in black & white and various examples of logo in use. (brochure, signage, letterhead, etc.)

21 Best Graphic Continuity

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

Entry Requirements:

- Completed Team/Project Statement

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- Marketing Statement
- Image Requirements: 6 to 8 images that illustrate graphic continuity of marketing materials – Brochures, website, signage, etc

22 Best Brochure – Developer – Printed or Digital

23 Best Brochure – Builder – Printed or Digital

Judged on concept, copy, layout, budget, overall design and execution as it relates to a specific target market.

Entry Requirements:

- Completed Team/Project Statement
- Marketing Statement
- Images of brochure in JPEG format

24 Best Website – Awards presented for Builder/Community and Associate

Entry will be judged based on quality of design, ease of obtaining information and organization of message.

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 images that represent entry
- Link to website – must be fully updated and live by March 3

25 Best Digital Marketing Program

All online marketing including: banners, eblasts, social media, blogs reputation management program)

Entry will be judged on concept, creativity, copy, layout, overall design, execution and marketing results delivered to community.

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 images that represent entry
- Link to actual campaign highly encouraged

26 Best Video – Short Format (30- to 60- second)

27 Best Video – Long Format (over 1 minute)

28 Best Use of Technology

Entry will be judged on creativity, user experience, overall design and effectiveness.

Entry Requirements:

- Team/Information Form including link to actual campaign
- 6 to 8 images that represent entry
- Images of pages (home page, category pages, etc.)
- Video File of video animation (.mov or QuickTime file)

29 Best Special Event for the Public/Consumer

Entry will be judged on creativity, user experience, overall design and effectiveness.

Entry Requirements:

- Team/Information Form including link to actual campaign
- 6 to 8 images that represent entry
- Images of pages (home page, category pages, etc.)
- Video File (.mov or QuickTime file)



30 Best Special Event for Agents

Entry will be judged on creativity, user experience, overall design and effectiveness.

Entry Requirements:

- Team/Information Form including link to actual campaign
- 6 to 8 images that represent entry
- Images of pages (home page, category pages, etc.)
- Video File (.mov or QuickTime file)

31 Best Community Signage – Builders

32 Best Community Signage – Developers or Masterplan

Entry will be judged on concept, creativity, basic graphics and layout, design, execution, readability and continuity.

Entry Requirements:

- Completed Team/Project Statement
- Up to 8 images that represent entry

33 Best Lifestyle Annual Program

Entry will be judged on creativity, design and success of programs related to the community.

Entry Requirements:

- Completed Team/Project Statement
- Submit images of promotion – photos of events suggested
- Submit images of ads that represent the campaign. May include any or all of the following: print advertising, direct mail, television and radio spots, billboards, etc. – JPEG or PDF format
- Television and radio submissions digital requirements – Video – .mov files; Audio – MP3 files

34 Best Overall Marketing Program

Includes digital and traditional marketing: ads, print/electronic media, billboards. (Includes all collateral and online platforms)

Entry will be judged on creativity, design and success of materials developed to gain product interest.

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 images that represent entry
- Commercial and radio submissions digital requirements – Video – .mov files – Audio MP3 files.

35 Best Sales Office or Welcome Center

Entry will be judged on theme, function, display concept, creativity and design used in the office, as well as the use of tools and technologies to achieve sales success.

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 images that represent entry. These may include the following: exterior entrance, overall interior, topography table, impact graphic, renderings, displays and/or closing office.
- Floor plan showing layout of exhibits

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36 Best Design Center/Showroom

Entry will be judged on theme, function, display concept, creativity and design used in the space as well as quality of product presentation, continuity within the space and continuity with the builders branding.

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 images that represent entry
- Floor plan showing layout of exhibits

37 Best Community Amenity Feature – Clubhouses, Garden Areas, etc

38 Best NEW Amenity – Opened in 2024 – built or outdoor amenity

(Open to For Sale or Rental Communities)

Entry will be judged on the effectiveness, impact and function in enhancing the project.

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 images that represent entry
- Floor plan showing layout

INTERIOR MERCHANDISING – Production Housing

39 Best Interior Merchandising – Detached Home – sales price under \$450,000

40 Best Interior Merchandising – Detached Home – sales price between \$450,000 & \$600,000

41 Best Interior Merchandising – Detached Home – sales price between \$600,000 & \$800,000

42 Best Interior Merchandising – Detached Home – sales price between \$800,000 & \$1 Million

43 Best Interior Merchandising – Detached Home – sales price over \$1 Million

44 Best Interior Merchandising – Patio Home – Defined as product under 45 ft *(may include 2 lots, zipper product)*

45 Best Interior Merchandising – Active Adult – Age Targeted or Age Qualified

46 Best Interior Merchandising – Attached Home

NOTE: Sales price of the home should include the cost of land, room options and finish options as modeled before design center upgrades. Exclude from the price design center upgrades, lot premiums, elevation costs, landscape, custom designer built-ins, ceiling treatments, custom lighting and other builder options such as upgraded doors, appliances, plumbing fixtures, etc.

Judged on use of color, texture, material, interior space, furniture, accessories, window and wall treatments in relation to the specified target market and continuity with the marketing program.

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 images that represent entry – Suggested: living room, dining room, primary bedroom, kitchen/family room area or other unique spaces
- Floor plan

DESIGN – Production Housing

47 Best Architectural Design – Detached Home – under 2,000 sq. ft.

48 Best Architectural Design – Detached Home – 2,000 to 3,000 sq. ft.

49 Best Architectural Design – Detached Home – 3,000 to 4,000 sq. ft.

50 Best Architectural Design – Detached Home – 4,000 to 5,000 sq. ft.

51 Best Architectural Design – Detached Home – over 5,000 sq. ft.

52 Best Architectural Design – Patio Home – Defined as product under 45 ft *(may include 2 lots, zipper product)*

53 Best Architectural Design – Attached Home – Condo or Townhome

54 Best Architectural Design – Active Adult – Age Targeted or Age Qualified

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NOTE: Optional Rooms Modeled will be judged and are to be included in square footage total.

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.

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 images that represent entry – Suggested: front exterior, Living room, dining room, primary bedroom, kitchen/family room area or other unique spaces
- Floor plan

55 Best Design Series – Recognizing a series of home plans by a single builder

(At least 1 plan modeled – other plans may be submitted with renderings & floor plan)

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.

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 images that represent entry – Suggested: front exterior, living room, dining room, primary bedroom, kitchen/family room area or other unique spaces
- Floor plans of all designs

56 Best Architectural Design – Multifamily Community – Apartment or Condominium

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.

Entry Requirements

- Completed Team/Project Statement
- 6 to 8 images that represent entry – exterior of building, representative images of plans and community space
- At least 3 floor plans

57 Best On-the-Boards Home Design – May be Attached or Detached Product

58 Best On-the-Boards Community – May be Attached or Detached Product

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.

Entry Requirements:

- Completed Team/Project Statement
- Up to 8 images that represent entry – renderings, drawings, plans accepted
- Floor plans

59 Best Kitchen Design for a New Home

60 Best Owners Suite Design for a New Home

61 Best Outdoor Living Design for a New Home

62 Best Specialty Room for a New Home

Entry will be judged on architecture, design appeal, function and creative use of interior space and creative integration of plan design.

Entry Requirements:

- Completed Team/Project Statement
- Up to 8 images that represent entry
- Floor plans



CUSTOM/ONE-OF-A-KIND HOMES NEW CONSTRUCTION – Custom Builders Only

- 63 Best Architectural Design – Modern/Contemporary
- 64 Best Architectural Design – Traditional
- 65 Best Architectural Design – Transitional

Entry will be judged on architecture, design appeal, function and creative use of interior space and creative integration of plan design.

Entry Requirements:

- Completed Team/Project Statement
- Up to 8 images that represent entry – Suggested: front exterior, living room, dining room, primary bedroom, kitchen/family room area or other unique spaces
- Floor plan

- 66 Best Interior Design of a Custom Home
- 67 Best Kitchen Design of a Custom Home
- 68 Best Owners Suite Design of a Custom Home
- 69 Best Outdoor Living Design of a Custom Home
- 70 Best Specialty Room of a Custom Home

Entry will be judged on architecture, design appeal, function and creative use of interior space and creative integration of plan design.

Entry Requirements:

- Completed Team/Project Statement
- Up to 8 images that represent entry
- Floor plans

REMODELING

- 71 Best Addition
- 72 Best Kitchen Remodel
- 73 Best Bathroom Remodel
- 74 Best Whole House Remodel

Entry will be judged on architecture, design appeal, function, and creative use of interior space and creative integration of plan design.

Entry Requirements:

- Completed Team/Project Statement
- 4 to 12 images that represent entry – Suggest 1-4 before images with up to 8 afters
- Floor plan

HOME OF THE YEAR

- 75 Home of the Year*
- 76 Active Adult Home of the Year*
- 77 Custom Home of the Year*

**Must enter plan into both interior merchandising & architectural design categories to qualify.*

*The Home of the Year will be presented to the Dallas BA Member for best overall product and interior design. The same product/model must be entered in **both** Interior Merchandising and Design categories.*

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.

Entry Requirements:

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- Completed Team/Project Statement
- 6 to 8 images that represent entry – Suggested: front exterior, living room, dining room, primary bedroom, kitchen/family room area or other unique spaces.
- Floor plan

PRODUCTION BUILDER OF THE YEAR

78 Builder of the Year

Designed to recognize innovative market performance, trade relationships, community involvement

Judges will score the interview and 5 questions on the form along with the cumulative point performance from entry submittals in individual achievement, marketing, interiors and design categories.

Entry Requirement

- Company logo
- Completion of form with responses
- Entry submittals in individual achievement, marketing, interiors & design categories

DEVELOPER OF THE YEAR

79 Developer of the Year

Designed to recognize the innovation market performance, trade relationships, community involvement

Judges will score the interview and 5 questions on the form along with the cumulative point performance from entry submittals in individual achievement, marketing and amenity categories.

Entry Requirements

- Company logo
- Completion of form with responses
- Entry submittals in individual achievement, marketing & amenity categories

CUSTOM BUILDER OF THE YEAR

80 Custom Builder of the Year

Designed to recognize the innovation market performance, trade relationships, community involvement

Judges will score the interview and 5 questions on the form along with the cumulative point performance from entry submittals in individual achievement, marketing & amenity categories.

Entry Requirements

- Company logo
- Completion of form with responses
- Entry submittals in individual achievement, marketing & amenity categories.

REMODELER OF THE YEAR

81 Remodeler of the Year

Designed to recognize the innovation market performance, trade relationships, community involvement

Judges will score the interview and 5 questions on the form along with the cumulative point performance from entry submittals in individual achievement, marketing and amenity categories.

Entry Requirements

- Company logo
- Completion of form with responses
- Entry submittals in individual achievement, marketing and amenity categories

COMMUNITY OF THE YEAR AWARDS

82 Community of the Year – Under 1,500 Rooftops *

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Defined as a development with multiple builders, multiple product types, plus amenities

83 Master Planned Community of the Year – Over 1,500 Rooftops *

Defined as a development with multiple builders, multiple product types, plus amenities

84 Multifamily Community of the Year – Apartment or Condominium **

** Must enter 4 categories to qualify – Categories 20-56*

*** Must enter 4 categories to qualify – Categories 20-38, 46, 52, 53 or 56*

The Community of the Year Award is presented to the Dallas BA Member for the best overall marketing and community presentation of a master planned community: design and sensitivity to natural or created environments; design appeal; creative use of space, materials, amenities; architectural continuity; landscape design and signage; community site planning.

Entry Requirements:

- Completed Community of the Year entry form
- Marketing statement
- Site plan of the community
- 6 to 12 images of community – exteriors of homes, landscape, interiors, signage, sales office, etc.

McSAM PEOPLE'S CHOICE AWARDS – MARCH 1 DEADLINE FOR SUBMITTAL AND MATERIALS

85 People's Choice Community of the Year *

86 People's Choice Builder of the Year *

** Must enter 4 categories to qualify – Categories 1-55*

Process:

1. Complete and return entry application and fees by deadline.
2. Gather email contact list of homebuyers for stated period.
Buyers from the previous 18 months only – closing date and address to be included
3. **TeamPMP** will contact you directly to obtain your contact list by March 3.
4. Email your contact list with PRE-SURVEY notification by March 1 – suggested email copy provided upon entry form receipt. This alerts your buyers that your company is competing in the People's Choice Awards and that they will receive this survey to complete within the time period.
5. **TeamPMP** deploys SURVEY to your email list March 8.
Survey runs for 2 weeks – March 10 through March 21.

NOTE: Response rate must be achieved to validate survey. At least 5 entries must be received for a category to be viable.

TOP PRODUCER – SALES ACHIEVEMENT AWARDS *(Non-Judged Volume Based Recognition)*

87 \$5-15 Million Sales Awards

88 \$15-25 Million Sales Awards

89 \$25-35 Million Sales Awards

90 Over \$35 Million Sales Awards

Entry Requirements:

- Completed Top Producer Form including total closed sales within the period of January 1, 2024, through December 31, 2024
- REQUIRED – A color photo of candidate – **at least 500x500 pixels at 300 ppi JPEG format**

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For more information on the McSAM Awards Entry process
contact Lisa Parrish – 800-658-2751 or
lisa@teampmp.com