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Winners Announced in 2025 McSAM Awards Presented by LP Building Solutions

The Dallas Builders Association has announced winners of its 46th Annual McSAM Awards, presented April 26 in partnership with LP Building Solutions. The McSAM Awards have been held each year since 1979 to recognize “maximum creativity in sales and marketing.”

More than 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 David Weekley Homes – McSAM Builder of the Year; Hillwood Communities – Developer of the Year; Homes by J. Anthony – Custom Builder of the Year; RJA Construction – Remodeler of the Year; and Solterra Texas by Huffines 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.

David Weekley 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 – Mustang Lakes 100s – The Amalfi by Highland Homes;
- Active Adult Home of the Year – Ridge Crossing 70’s at The Birchwood by Highland Homes;
- Custom Home of the Year – Kee Ranch by Tim Jackson Custom Homes, designed by John Lively & Associates and interiors by Notting Hill Interiors;
- Builder Project Manager of the Year – Felipe Mascarenhas with Grand Homes; and
- Marketing Professional of the Year – Taylor Humphrey with Pacesetter Homes.

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

In addition to LP Building Solutions, partners for the 2025 McSAM Awards were Anderson Hanson Blanton, Atmos Energy Corporation, Bank of Texas, Builder Guides DFW, Burgess Construction Consultants, Cadence Bank, Cambridge Companies, CB JENI/Normandy/Southgate Homes, Cecilian

Partners Inc., David Weekley Homes, Fireside Hearth & Home – Dallas, First Service Residential, Grand Homes, Hillwood Communities, Independence Title, John Lively + Associates, Land Pro Creations, Neighborhood Management, ProSource Wholesale, Shane Homes, Southern Roofing, Tellus Group LLC, Texas Door & Trim, The Jarrell Company and Zonda.

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