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Winners Announced in 2026 McSAM Awards Presented by Realtor.com-New Construction

The Dallas Builders Association has announced winners of its 47th Annual McSAM Awards, presented April 11 in partnership with Realtor.com-New Construction. 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 each year.

Author and Founder, Chad Sanschagrin was the master of ceremonies for the awards gala held at the Statler Hotel in Dallas.

Nancy Scott with CB JENI Homes was honored with the Legends of Sales & Marketing Award, which recognizes a visionary leaders who has contributed to the advancement of the housing industry on a national scale through the consistent sharing of knowledge and mentoring others.

The industry-judged awards included M/I Homes – McSAM Builder of the Year; Tellus Group – Developer of the Year; Homes by J. Anthony – Custom Builder of the Year; RJA Construction – Remodeler of the Year; and Mosaic by Tellus Group – 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:

- Custom Home of the Year – The Grandstone Estate – Lingenfelter Luxury Homes;
- Community of the Year – Cambridge Crossing – Cambridge Companies;
- Designer of the Year – Susan Roach with Homes by J. Anthony; and
- Marketing Professional of the Year – Tera Chambers with CB JENI/ Normandy/ Southgate Homes.

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

In addition to Realtor.com-New Construction, partners for the 2026 McSAM Awards were Stewart Title, Hillwood Communities, Shane Homes, Riverbend Sandler Pools, Neighborhood Management, Grand Homes, Southwestern Interiors, Builder Guides DFW, Huntington Bank, Home IQ Solutions, Anderson Hanson Blanton, Partners in Building, CB JENI/ Normandy/ Southgate Homes, Cambridge Companies, Fifth Third Bank, David Weekley Homes, Homes by J. Anthony, MSI Surfaces, Miter Brands (MI Windows), Atmos Energy, FBS Appliance.

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