



# 16<sup>TH</sup> ANNUAL REGAL AWARDS

*Presented by the Sales & Marketing Council*

## **Rules, Guidelines & Category List**

### **General**

The 16<sup>th</sup> Annual Regal Awards recognize and celebrate the achievements of the Builder and Associate members of the Home Builders Association of Delaware. The Regal Awards are governed by the following conditions and requirements. By entering into the competition, you agree to abide by all terms and conditions.

### **Call to Entry**

The Call to Entry will begin on September 1, 2007.

### **Deadline**

All entries must be complete and submitted by 3:00 p.m. on Friday, February 8, 2008.

### **Judging**

Judging will take place on February 19 & 20, 2008 in Dover.

### **Award Night**

Winners will be announced at the gala Regal Award ceremony on Thursday, March 27, 2008 at the Chase Center on the Riverfront in Wilmington. Award winners will not be informed of their status prior to the award presentation.

## Eligibility

1. Entrants must be current members of the Home Builders Association of Delaware.
2. Entries are accepted for any product located within the state of Delaware that was offered for sale or distribution between January 1, 2007 and December 31, 2007.
3. Best Interior, Exterior, Home or Community of the Year are open to production or custom builders who are current members of the Home Builders Association of Delaware.

## Registration & Entry Fees

1. Entry fees are \$100 per entry except for Community of the Year which is \$150 and the Million Dollar Club which is \$30. Entry fees are non-refundable.
2. Payments must be received in full with the entry. Acceptable forms of payment include check, American Express, Discover, MasterCard or Visa.

## Categories

Listed below are the categories for the 16<sup>th</sup> Annual Regal Awards. There are 6 major categories; Marketing, Remodeler, Individual Achievement, Merchandising, Home and Community of the Year.

\*Please note that certain entries in the Individual Achievement categories require an in-person interview with the entrant and the Regal Award judges. Entrants should be available anytime on Tuesday, February 19 for these interviews which will be conducted in Dover.

\*For Community of the Year – the entry must be submitted by the Builder and the Builder must have entered the same product in the necessary categories (see Community of the Year Entry form for details).

### **Category**

- |     |   |
|-----|---|
| 101 | Best Black & White Print Ad for an Associate Member |
| 102 | Best Black & White Print Ad for a Community         |
| 103 | Best Corporate Black & White Print Ad               |
| 104 | Best Black & White Ad for a Masterplanned Community |
| 105 | Best Color Print Ad for an Associate Member         |
| 106 | Best Color Print Ad for a Community                 |
| 107 | Best Corporate Color Print Ad                       |
| 108 | Best Color Ad for a Masterplanned Community         |
| 109 | Best Direct Mail Piece for an Associate Member      |
| 110 | Best Direct Mail Piece for a Builder Member         |
| 111 | Best Brochure for an Associate Member               |

- 112 Best Brochure for a Multi-Family Community
- 113 Best Brochure for an Active Adult Community
- 114 Best Brochure for a Community priced under \$250,000
- 115 Best Brochure for a Community priced from \$250,001 - \$350,000
- 116 Best Brochure for a Community priced from \$350,001 - \$500,000
- 117 Best Brochure for a Community priced from \$500,001 - \$750,000
- 118 Best Brochure for a Community priced over \$750,001
- 119 Best Corporate Brochure
- 120 Best Brochure for a Custom Builder
- 121 Best Billboard Ad for an Associate Member
- 122 Best Billboard for a Builder Member
- 123 Best Image Campaign for an Associate Member
- 124 Best Image Campaign for a Builder Member
- 125 Best Radio Ad for an Associate Member
- 126 Best Radio Ad for a Builder Member
- 127 Best Television Ad for an Associate Member
- 128 Best Television Ad for a Builder Member
- 129 Best Website for an Associate Member under \$5,000
- 130 Best Website for an Associate Member over \$5,000
- 131 Best Website for a Local Builder
- 132 Best Website for a Regional Builder
- 133 Best Website for a National Builder
- 134 Best Website for a Custom Builder
- 135 Best Website for a Community
- 136 Best Use of New Media or Technology for an Associate Member
- 137 Best Use of New Media or Technology for a Builder Member
- 138 Best Direct to Realtor Advertising Campaign
- 139 Best Special Event or Promotion - Associate Member
- 140 Best Special Event or Promotion - Builder Member
- 141 Best Landscape Design for an Associate Member
- 142 Best Exterior Merchandising for an Active Adult Multi-Family Home
- 143 Best Exterior Merchandising for an Active Adult Multi-Family Resort Home
- 144 Best Exterior Merchandising for a Multi-Family Home priced under \$200,000
- 145 Best Exterior Merchandising for a Multi-Family Home priced from \$200,001 - \$400,000
- 146 Best Exterior Merchandising for a Multi-Family Home priced over \$400,001
- 147 Best Exterior Merchandising for a Multi-Family Resort Home priced under \$400,000

- 148 Best Exterior Merchandising for a Multi-Family Resort Home priced over \$400,001
- 149 Best Exterior Merchandising for an Active Adult Single Family Home
- 150 Best Exterior Merchandising for an Active Adult Single Family Resort Home
- 151 Best Exterior Merchandising for a Single Family Home priced under \$250,000
- 152 Best Exterior Merchandising for a Single Family Home priced from \$250,001 - \$350,000
- 153 Best Exterior Merchandising for a Single Family Home priced from \$350,001 - \$500,000
- 154 Best Exterior Merchandising for a Single Family Home priced from \$500,001 - \$750,000
- 155 Best Exterior Merchandising for a Single Family Home priced over \$750,001
- 156 Best Exterior Merchandising for a Single Family Resort Home priced under \$350,000
- 157 Best Exterior Merchandising for a Single Family Resort Home priced from \$350,001 - \$500,000
- 158 Best Exterior Merchandising for a Single Family Resort Home priced from \$500,001 - \$750,000
- 159 Best Exterior Merchandising for a Single Family Resort Home priced over \$750,001
- 160 Best Interior Merchandising for a Condo under \$300,000
- 161 Best Interior Merchandising for a Condo over \$300,001
- 162 Best Interior Merchandising for an Active Adult Multi-Family Home
- 163 Best Interior Merchandising for an Active Adult Multi-Family Resort Home
- 164 Best Interior Merchandising for a Multi-Family Home priced under \$200,000
- 165 Best Interior Merchandising for a Multi-Family Home priced from \$200,001 - \$400,000
- 166 Best Interior Merchandising for a Multi-Family Home priced over \$400,001
- 167 Best Interior Merchandising for a Multi-Family Resort Home priced under \$400,000
- 168 Best Interior Merchandising for a Multi-Family Resort Home priced over \$400,001
- 169 Best Interior Merchandising for an Active Adult Single Family Home
- 170 Best Interior Merchandising for an Active Adult Single Family Resort Home
- 171 Best Interior Merchandising for a Single Family Home priced under \$250,000
- 172 Best Interior Merchandising for a Single Family Home priced from \$250,001 - \$350,000
- 173 Best Interior Merchandising for a Single Family Home priced from \$350,001 - \$500,000
- 174 Best Interior Merchandising for a Single Family Home priced from \$500,001 - \$750,000
- 175 Best Interior Merchandising for a Single Family Home priced over \$750,001
- 176 Best Interior Merchandising for a Single Family Resort Home priced under \$350,000
- 177 Best Interior Merchandising for a Single Family Resort Home priced from \$350,001 - \$500,000
- 178 Best Interior Merchandising for a Single Family Resort Home priced from \$500,001 - \$750,000
- 179 Best Interior Merchandising for a Single Family Resort Home priced over \$750,001
- 180 Best Showroom for an Associate Member
- 181 Best Design Center for a Builder
- 182 Best Temporary Sales Office for a Community (Sales Trailer only)
- 183 Best Sales Office for a Multi-Family Community

- 184 Best Sales Office for a Single Family Community
- 185 Best Renovation or Remodel priced under \$150,000
- 186 Best Renovation or Remodel priced over \$150,001
- 187 Best Clubhouse
- 188 Best Resort Clubhouse
- 189 Best Bathroom Design
- 190 Best Kitchen Design
- 191 Best Affordable Housing
- 192 Best Active Adult Multi-Family Home
- 193 Best Active Adult Multi-Family Resort Home
- 194 Best Multi-Family Home priced under \$200,000
- 195 Best Multi-Family Home priced from \$200,001 - \$400,000
- 196 Best Multi-Family Home priced over \$400,001
- 197 Best Multi-Family Resort Home priced under \$400,000
- 198 Best Multi-Family Resort Home priced over \$400,001
- 199 Best Active Adult Single Family Home
- 200 Best Active Adult Single Family Resort Home
- 201 Best Single Family Home priced under \$250,000
- 202 Best Single Family Home priced from \$250,001 - \$350,000
- 203 Best Single Family Home priced from \$350,001 - \$500,000
- 204 Best Single Family Home priced from \$500,001 - \$750,000
- 205 Best Single Family Home priced over \$750,001
- 206 Best Single Family Resort Home priced under \$350,000
- 207 Best Single Family Resort Home priced from \$350,001 - \$500,000
- 208 Best Single Family Resort Home priced from \$500,001 - \$750,000
- 209 Best Single Family Resort Home priced over \$750,001
- 210 Best Custom Home under \$750,000
- 211 Best Custom Home priced from \$750,001 - \$1,000,000
- 212 Best Custom Home over \$1,000,001
- 213 Best Custom Resort Home
- 214 Active Adult Multi-Family Community of the Year
- 215 Active Adult Multi-Family Resort Community of the Year
- 216 Multi-Family Community of the Year priced under \$200,000
- 217 Multi-Family Community of the Year priced from \$200,001 - \$400,000
- 218 Multi-Family Community of the Year priced over \$400,001
- 219 Multi-Family Resort Community of the Year under \$400,000

- 220 Multi-Family Resort Community of the Year over \$400,001
- 221 Active Adult Single Family Community of the Year
- 222 Active Adult Single Family Resort Community of the Year
- 223 Single Family Community of the Year priced under \$250,000
- 224 Single Family Community of the Year priced from \$250,001 - \$350,000
- 225 Single Family Community of the Year priced from \$350,001 - \$500,000
- 226 Single Family Community of the Year priced from \$500,001 - \$750,000
- 227 Single Family Community of the Year priced over \$750,001
- 228 Single Family Resort Community of the Year priced under \$350,000
- 229 Single Family Resort Community of the Year priced from \$350,001 - \$500,000
- 230 Single Family Resort Community of the Year priced from \$500,001 - \$750,000
- 231 Single Family Resort Community of the Year priced over \$750,001
- 232 Project/Production Manager of the Year
- 233 Superintendent of the Year
- 234 Marketing Director of the Year
- 235 Sales Director of the Year
- 236 Rookie Sales Person of the Year
- 237 Sales Person of the Year
- 238 Million Dollar Club - Bronze (\$1,000,000 - \$1,999,999)
- 239 Million Dollar Club - Silver (\$2,000,000 - \$4,999,999)
- 240 Million Dollar Club - Gold (\$5,000,000 - \$9,999,999)
- 241 Million Dollar Club - Platinum (\$10,000,000 - \$14,999,999)
- 242 Million Dollar Club - Diamond (\$15,000,000 and Over)
- 243 Highest Sales Volume
- 244 Highest Number of Units Sold

### **Definitions**

1. Multi-Family: Includes apartments and townhouses (not condos).
2. Resort: Includes a community that provides recreation and entertainment especially to the vacation life-style or second home buyer.
3. Custom: Custom homes are considered homes that feature floor plans that are not offered for sale in a subdivision or community.
4. Sales Price:
  - a. The Sales Price for Interior & Exterior Merchandising and any Best Home Category is calculated based on the last published base price of the model entered as of December 31, 2007.

- b. The Sales Price for a Community of the Year or Best Brochure for a Community entry is calculated based on the last published base price of each home in that community as of December 31, 2007.

### **Entry Forms & Information**

Entry forms and instructions are available on the Regal Award website at [www.hbade.com/regalawards](http://www.hbade.com/regalawards) or by contacting the Home Builders Association of Delaware via email at [chris@hbade.org](mailto:chris@hbade.org) or 302-678-1520 x102.

1. Entry forms are available in Word or PDF format.
2. All entries require forms to be submitted via a compact disc (CD).
3. Entry 101 –
  - a. We highly advise creating a folder on your PC and number it after the corresponding number for the category you wish to enter.
  - b. From the Regal Award website or CD-Rom provided by the HBA/DE, simply open the desired Entry Form, complete the form (including category entered, product info, contact info, marketing statement and descriptor) print out required number of copies and save the file into the numbered folder that you created on your computer.
  - c. Read each entry's submission requirements carefully – each entry requires at least one digital photo image; most require 4 to 6 images. Only submit the images required, do not send extra images. Select your image (s) and save into the numbered category folder.
  - d. Double check your work – once you have all of your materials saved into the numbered category folder; burn the folder onto a CD-R and label with your company name and category number.
  - e. Insert one of the entry forms you printed out in the face sleeve of a 1- 2" three ring binder (binders are available at the HBA/DE on a first-come, first-served basis).
  - f. Whole punch and insert the copies of the entry form into the binder.
  - g. Insert the CD-R into a plastic CD sleeve or insert into the binder front left sleeve.
  - h. Insert other submission requirements such as floor plans, hard copies of advertising and marketing pieces and so forth into the binder. If they are larger than the binder, please label them and secure them to the binder via rubber bands.
4. Photos
  - a. Please pay particular attention to submitting all required photos. If you have any questions, call the HBA/DE office.
  - b. All photos must be submitted as a JPEG or TIFF.

- c. Photos should be sized as 8x10 at 100 dpi RGB JPEG.
- d. It is highly recommended that all photographs are professionally shot, first-class digital photographs. The judges base most of their decision on the images and can only make evaluations based on what they see.
- e. We require a photo of each Million Dollar Club and Individual Achievement entrant. Please name and save the photo by the entrant's last name.
- f. When entering an advertising piece or website, we do require a photo of the subject for inclusion in our PowerPoint show and for use if the piece wins. If you have any questions, call the HBA/DE office.
- g. If an entry calls for a floor plan or landscape plan, we are looking for an 8 ½" x 11" plan, not the full sized blueprints. HOWEVER, also scan the plan and save as a JPEG or TIFF and include it on your CD.

#### 5. Release and Consent

- a. By entering the Regal Awards, entrants grant permission to the HBA/DE to publish and/or reproduce entries and registered trademarks and/or logos of entrant company to any HBA/DE publication and/or product, as well as grant the HBA/DE the right to grant permission for the entries to be published and/or reproduced in any trade or consumer publication or product.
- b. It is the responsibility of the entrant to obtain approvals from owners or copy write holders prior to submitting entries. By submitting an entry, the entrant is stating that these approvals have been granted.

#### 6. Logo and Trademark Use

The Home Builders Association of Delaware will grant permission for any member in good standing to use the Regal Award logo or image of the award in any advertising that a Regal Award winner may desire. However, in addition to the presence of the Regal Award name, logo or image the advertising must also carry the name or registered logo of the Home Builders Association of Delaware, in a reasonably recognizable format.

### **Judging Criteria**

1. Each category is judged independently of the others. Similarly, each submission within a category will also be judged on an individual basis.
2. An entrant may submit more than one entry per category if they so desire.
3. Only completed entry forms for which an entry fee is fully paid will be judged.
4. In evaluating entries, the judges will rely solely on the materials submitted via the entry packets to assist them in developing an understanding of the project. Submissions will be evaluated based on the terms and criteria listed on each individual entry form.