

THIRTEEN

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SNOW

30th Annual OBIE Awards

Call For Entries

Brand New Categories

NEW Free Consumer Advertising for Winners

Special Discount for Multiple Entries



Greater
Atlanta
Home Builders
Association

atlanta
SMC

Welcome to the 30th Annual OBIE Awards!

Now is the time for you to show the Atlanta community that you are the BEST by winning a 2010 OBIE Awards. Just by entering this prestigious awards program, you'll gain industry recognition, attract promotional opportunities and hopefully display your awards for every potential home buyer to see.

Enclosed you will find information about the awards that will help you decide how many categories you want to enter this year. The materials enclosed include:

- Directions for Entering
- Entry Rules
- Important OBIE Dates
- List of Categories
- Intent to Enter Form

We are also excited to announce that we have been working hard to improve the Awards program. We have added :

- A SPECIAL DISCOUNT for MULTIPLE ENTRIES
- NEW CATEGORIES to meet the needs of all of our members
- NEW FREE CONSUMER ADVERTISING

OBIE Awards winners will be promoted to consumers in Television, Print, Web, Social Media and Realtor media outlets

It is important that you carefully read the entry forms and checklists to ensure that your entry meets the new requirements.

- The timeline for entering has been expanded. Entries now can include products from June 15, 2008 to June 15, 2010.
- You can re-submit entries from previous years as long as they did not win a gold or silver award and fall within the above stated time frame.
- There are new categories to enter including Green Remodeling and Best Exterior and Interior Remodeling and Best Media Center
- Various marketing entries will be judged electronically so no boards or notebooks required.

If you have any questions about the changes or entry procedures, please attend one of our **FREE WORKSHOPS!**

Be sure to save the date for the 2010 OBIE Awards Ceremony. All OBIE entrants, HBA members and guests are invited attend the gala dinner on Saturday, Nov. 13, 2010. We will honor the prestigious few who will walk away with a highly coveted OBIE Award as they claim the prize for the most outstanding in their field.

We look forward to seeing you on stage,

Les Stumpff,
HBA President

Bob Kennedy,
SMC Chairman

Call for Entries

The Sales and Marketing Council (SMC) of the Greater Atlanta Home Builders Association (HBA) announces the 30th Annual OBIE Awards, presented for outstanding achievement in building, marketing, remodeling and personal achievement excellence. This coveted award is the highest accolade given by the Atlanta housing industry. The 2010 OBIE Awards will be presented at the annual Awards Gala on Saturday, Nov. 13, 2010. The Sales and Marketing Council invites you to be a part of this prestigious awards program.

Steps to Enter

1. Read the enclosed entry procedures, rules and review the categories.
2. Declare your INTENT TO ENTER for the 2010 OBIE Awards by completing the form on page 11.
3. Return the Intent to Enter, with payment, to the HBA by 5 p.m. on Friday, April 30. (additional forms available at www.atlantahomebuilders.com)
4. After the HBA receives your intent to enter, you will be sent an official Entry Packet and ID Number with all of the documents and forms needed to complete your entry, including a detailed checklist.

OBIE Calendar

April 16	Intent to Enter Workshop, 10 - 12 p.m., The Housing Center
April 30	Intent to Enter Deadline
June 10	Q&A Workshop, 10 a.m. - 2 p.m., The Housing Center
June 18	Entry Materials and Photography Deadline
Aug. 13 & 14	On-Site Judging
Aug. 13	Personal Achievement Interviews
Aug. 13	Meet the Judges Party - 6 p.m.
Nov. 13	Awards Banquet
Jan. 28, 2011	Deadline to Claim 2010 Entry Materials

Entry Rules

Eligibility

To submit an entry in any category, you must be a member in good standing of the Greater Atlanta HBA. All entries must fall within the 21 metro Atlanta counties and must have been built or marketed between June 15, 2008, and June 15, 2010 (county listing can be found at www.atlantahomebuilders.com). You **MAY** submit an entry that has been previously entered, as long as it falls within the above stated time frame and did not win a gold or silver OBIE the previous time it was entered.

Entry Fees

There is a fee of \$300 per entry for all categories. Enter 3 or more categories and reduce each entry fee by \$50 each. Make checks payable to the Greater Atlanta HBA. All entry fees are non-refundable after April 30, 2010.

ID Number

A separate ID number will be assigned by the HBA for each entry after your Intent to Enter form is submitted. Your ID number for each entry will be shown in the upper right-hand corner on all forms included in your official Entry Packet. For your records, please make a list of your ID numbers corresponding to each entry. Your ID number(s) will be required for all correspondence with the HBA.

Photography

Digital photography will be required for all entries, and while the use of a professional photographer is highly recommended, it is not mandatory. Contact the OBIE Hotline for a recommended photographer. Details regarding photography requirements, such as image size and resolution will be included in your Entry Packet.

Judging

Each entry will be judged on its own merit by a group of highly qualified, out-of-town judges who are selected by the 2010 OBIE Awards Committee for their expertise in building, remodeling, sales and new home marketing. No entrant will be present for judging of the entries. Only judges and HBA staff will be allowed to observe the judging. Homes must be available for judging from 8 a.m. to 6 p.m., Aug. 13 & 14. Personal Achievement candidates **MUST** be available for a personal interview on Aug. 13. Occupied homes must have a signed Homeowner Release form to be judged. The form will be provided in your entry packet.

You will be notified by mail approximately two weeks prior to judging of when your entry will be judged. Every effort will be made to judge homes on schedule.

Judged entries must receive a score of at least 70 percent to win a gold or silver in any category.

Remodeling Categories**

- R1 Kitchen under \$75,000
- R2 Kitchen over \$75,000
- R3 Bathroom
- R4 Addition
- R5 Whole-House Renovation under \$250,000
- R6 Whole-House Renovation \$250,000 - \$500,000
- R7 Whole-House Renovation over \$500,000

NEW R8 Residential Exterior under \$100,000

NEW R9 Residential Exterior over \$100,000

Residential Exterior categories include but are not limited to alterations to the exterior of a residential building such as porticos, porches, decks, glass or screen enclosures, windows, dormers, and exterior resurfacings such as siding, stucco, etc. which enhances with overall appearance of the exterior. The project cannot have added heated livable space to the home.

NEW R10 Media Center/Home Theater under \$75,000

NEW R11 Media Center/Home Theater over \$75,000

The Media Center/Home Theater category will be based on the most creative application of new technologies and may include entertainment or game room areas. The space must incorporate Audio & Video equipment and designated viewing area. A/V equipment can be built in or free standing. The space can be a remodel of an existing room, an addition or an attic conversion.



**These categories will be judged electronically. Entry materials will detail the requirements.

Please see page10 for **NEW** Green Remodeling Categories !

Building Categories*

Single Family Builder - Detached (Builds 1 - 99 Homes/Year)

B1	\$199,999 and under
B2	\$200,000 to \$289,999
B3	\$290,000 to \$349,999
B4	\$350,000 to \$424,999
B5	\$425,000 to \$499,999
B6	\$500,000 to \$574,999
B7	\$575,000 to \$649,999

Single Family Builder - Detached (Builds 100+ Homes/Year)

B8	\$199,999 and under
B9	\$200,000 to \$289,999
B10	\$290,000 to \$349,999
B11	\$350,000 to \$424,999
B12	\$425,000 to \$499,999
B13	\$500,000 to \$574,999
B14	\$575,000 to \$649,999

Single Family - Detached (All Builders)

B15	\$650,000 to \$799,999
B16	\$800,000 to \$899,999
B17	\$900,000 to \$999,999
B18	\$1 million to \$1.74 million
B19	\$1.75 million to \$2.4 million
B20	\$2.5 million to \$5 million
B21	\$5 million and above

Best Building Design - Detached Model**

B22	\$299,999 and under
B23	\$300,000 to \$399,999
B24	\$400,000 to \$499,999
B25	\$500,000 to \$749,999
B26	\$750,000 and above

Best Building Design - Attached Model (All Builders) (includes townhomes, condos, lofts and conversions)**

B27	\$199,999 and under
B28	\$200,000 to \$299,999
B29	\$300,000 to \$399,999
B30	\$400,000 to \$499,999
B31	\$500,000 and above

**Single Family Attached (All Builders)
(includes townhomes, condos, lofts and conversions)**

- B32 \$199,999 and under
- B33 \$200,000 to \$299,999
- B34 \$300,000 to \$399,999
- B35 \$400,000 to \$499,999
- B36 \$500,000 and above

**Single Family Detached-Urban Redevelopment/Revitalization
(all Builders)*****

- B37 \$299,999 and under
- B38 \$300,000 to \$449,999
- B39 \$450,000 to \$549,999
- B40 \$550,000 to \$699,999
- B41 \$700,000 and above

**Single Family Attached-Urban Redevelopment/Revitalization
(all Builders)*****

- B42 \$299,999 and under
- B43 \$300,000 to \$449,999
- B44 \$450,000 to \$549,999
- B45 \$550,000 to \$699,999
- B46 \$700,000 and above



***All building entries must be in the category that reflects the total sales price. Discount points, closing costs and a standard unfinished basement deduction can be used to determine your correct price category. All other costs must be added into the sales price, including any finished basement.**

UNFINISHED BASEMENT: If the home you're entering has an unfinished basement, you must subtract the standard unfinished basement deduction amount (see below) based on a ranch or two-story and then enter it in the proper price category:

- Ranch: \$30,000
- Two-story: \$20,000

FINISHED BASEMENT: If the home you're entering has a finished basement and you want it judged, you cannot take any basement deduction, and you must include the cost of the finished basement in the category you enter.

****Model homes can only be entered in either the Best Building Design Model Categories (B22-B31) OR in the Merchandising Model Categories (M1-M10). Model homes CANNOT be entered into any other Building categories.**

*****Urban Redevelopment/Revitalization entries must be in or adjacent to existing urban development (street grid, urban or neighborhood street pattern), inside I-285 and have access to public transportation within 1/2 mile of property boundary.**

Marketing Categories

Best Interior Merchandising - Detached Model*

- M1 \$299,999 and under
- M2 \$300,000 to \$449,999
- M3 \$450,000 to \$549,999
- M4 \$550,000 to \$749,999
- M5 \$750,000 and above

Best Interior Merchandising - Attached Model*

- M6 \$299,999 and under
- M7 \$300,000 to \$449,999
- M8 \$450,000 to \$549,999
- M9 \$550,000 to \$749,999
- M10 \$750,000 and above

Best Sales Center

- M11 Model Home Sales Office
- M12 Modular Sales Office
- M13 Community Information & Sales Center/Welcome Center
- M14 Condominium Complex Sales Center

Best Print Communications

- M15 Magazine - under full page, any amount of color**
- M16 Magazine - full page and over, any amount of color**
- M17 Newspaper - under full page, any amount of color**
- M18 Newspaper - full page and over, any amount of color**
- M19 New Homes Publication

Publications in this category must be published at least quarterly and content must be new home-oriented.

Best Brochure

- M20 Corporate - Builder/Developer
- M21 Corporate - Associate
- M22 Community

Best Logo**

- M23 Corporate - Builder/Developer
- M24 Corporate - Associate
- M25 Community

Best Audio Video**

M26 Best Audio Spot

Entries can include radio advertisements or any other audio advertisement.

M27 Best TV Spot

M28 Video/DVD Promotion

Entries in this category can include online video sharing, podcasts or any other video promotion, NOT including TV advertisements.

Best Advertising**

M29 Best Billboard

M30 Best Flyer/Mailer (1 piece)

M31 Best Consumer Direct Mail program

M32 Best On-Site Signage

M33 Best Off-Site Signage

M34 Best Realtor Promotion-Developer/Builder

M35 Best Advertising Campaign - Builder

M36 Best Advertising Campaign - Developer

M37 Best Advertising Campaign - Associate

Best E-Marketing**

M38 Best Website Corporate - Builder/Developer

M39 Best Website Corporate - Associate

M40 Best Website Community

M41 Best Online Ad

M42 Best Email Message

M43 Best Interactive Tool

An interactive tool can include one of the following: blog, photo sharing, social networking groups, etc. It will be judged based on the number of clicks and conversion rates. Online video sharing and podcasts should not be submitted in this category (see M28)

M44 Best Social Media Campaign

This will incorporate all strategies used and aspects of a social media campaign, including blogs, photo sharing, online video sharing, social networking groups, etc. It will be judged based on the web tracking report and percentage increase in clicks, key words and URL.

Best Marketing**

M45 Best Marketing Campaign/Promotion-Builder

M46 Best Marketing Campaign/Promotion-Developer

M47 Best Marketing Campaign/Promotion-Associate



***Model homes can only be entered in either the Best Building Design Model Categories (B22-B31) OR in the Merchandising Model Categories (M1-M10). Model homes CANNOT be entered into any other Building categories.**

****These categories will be judged electronically. Entry materials will detail the requirements.**

Special Categories

- SC1 Community Service*
- SC2 Land Planning

SC3 Landscape Design - Community
A community is defined as having less than 300 homes in the overall plan. The clubhouse, information/sales center, community entrance and common areas will be judged.

SC4 Landscape Design - Master Planned Community
A master planned community is defined with amenities, a mix of product and price ranges and more than 300 homes in overall plan (may include commercial). The clubhouse, information/sales center, community entrance and common areas will be judged.

SC5 Landscape Design - Condominium Complex
A condominium complex is defined as a multiple-unit attached housing complex where a buyer owns his individual unit, plus a share of the ground underneath. The complex entrance, information/sales center and common areas will be judged.

SC6 Best EarthCraft House - 2,499 square feet and under**

SC7 Best EarthCraft House - 2,500+ square feet**

SC8 Best Green Home - 2,499 square feet and under***

SC9 Best Green Home - 2,500+ square feet***

NEW SC10 Best Green Remodeled Home - 2,499 square feet and under***

NEW SC11 Best Green Remodeled Home - 2,499 square feet and over***

Best Green Remodeled Home is a project that utilized "green" remodeling practices to remodel a substantial portion of the residential house, inside or outside, or where a single or multiple additions and /or style changes in footprint or elevation have been made to one or more locations.

SC12 Amenity Package 499 units/total build out

SC13 Amenity Package 500+ units/total build out

SC14 Community of the Year - Attached

SC15 Community of the Year - Mixed Use

SC16 Community of the Year - Master Plan

SC17 Community of the Year - 50+ Housing

*These categories will be judged electronically. Entry materials will detail the requirements.

**Best EarthCraft House must be a home that has been certified by the EarthCraft program. Entrants will be required to show proof of certification, completed scoring worksheet and inspection report. Additional entry requirements will be detailed on the entry checklist.

***Best Green Homes must be certified in one of the following programs: LEED for Homes, EarthCraft House or NAHB's National Green Building Program. Entrants will be required to show proof of certification, completed scoring worksheet and inspection report. Additional entry requirements will be detailed on the entry checklist.

Intent to Enter Form

Categories

Please indicate the categories you wish to enter by category number AND the number of entries per category, if more than one (i.e. B1; B12-2 entries; M3, PA1)

_____ Building Categories _____

**Enter building projects based on the correct price category after taking any acceptable deductions*

_____ Marketing Categories _____

_____ Special Categories _____

_____ Remodeling Categories _____

_____ Personal Achievement Categories _____

Contact Information

Note: If contact person changes, notify the OBIE Hotline immediately.

Company Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Payment

Number of Entries _____ X \$300 per Entry = _____ **Total amount**

Number of Entries _____ X \$250 per Entry = _____ **Total amount**

(Must enter 3 or more categories to receive the \$250 rate)

Payment Types Check MasterCard Visa American Express

(make check payable to the Greater Atlanta HBA)

Card Number _____

Expiration Date _____ Security ID _____

Name and Address on Card (if different than above) _____

Signature _____

RETURN BY APRIL 30, 2010 TO:
Greater Atlanta Home Builders Association
Attn: 2010 OBIE Awards
1484 Brockett Road Tucker, GA 30084
Fax: 770-934-8363

QUESTIONS? Call the OBIE Hotline at 678-775-1446 or email councils@atlantahba.com

Thank you to our 2010 OBIE Sponsors

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