

BUILDING CATEGORIES: B1 – B35

ENTRY CHECKLIST

SINGLE FAMILY – DETACHED

Eligibility and Judging Criteria

Single Family – Detached homes will be judged on the basis of: context, interior design, interior floor plan, entrance area, living areas, kitchen, baths, bedrooms, special design features, overall quality and innovative response to the target market.

Builders will be judged in categories divided by the number of homes started in a one year period without regard to Sold/Unsold or Occupied/Unoccupied status. Furnishings or decorations will not be taken into consideration by the judges in the Building Categories. All homes must have been completed between June 15, 2017 and June 15, 2018 to be eligible. All homes must be available for judging through July 19-21. If judges cannot gain access to a home, it will be disqualified. **All homes which are sold before the judging takes place MUST have a signed Homeowner Release on file at the HBA.** Homes entered must NOT be a model home. Homes judged must receive a score of 70% to be eligible to win.

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*
- If the home is sold* – submit a signed Homeowner Release Form through the online system. Please make sure all files are labeled with the entry number assigned to you.
- If the home is sold* – mail the sales contract in a sealed envelope with the ID number of the outside of the envelope and contract
- If the home is not sold* – submit a promotional piece that indicates the sales price of that house on that lot for unsold/unoccupied homes through the online system. Please make sure all files are labeled with the entry number assigned to you.

Photos Submission

- One (1) digital photo, JPEG ONLY at 300 DPI or more in horizontal format, of the front elevation. Please make sure photos/digital files are labeled with the entry number assigned to you. **DO NOT email us your photos/digital files.**
- If you are using Warren Bond Photography or any other professional photographer all photos must be submitted through the online system by the deadline. DO NOT email us your photos/digital files.

Additional Notes

- OBIE Awards Yard Sign should be displayed at your home for judging – available for pick up at The Housing Center

NOTE: Please retain this checklist for your records.

Greater Atlanta HBA Attn: OBIE Awards 1 Dunwoody Park Suite 200. Atlanta, Ga. 30338

Your entry must be complete by June 1st, 2018 at 5:00 p.m. The contents will be reviewed and you will be notified if you are missing any materials. Once you are notified, you will have 3 days to complete the entry. If the missing entry materials are not received after 3 days your entry will be disqualified with NO REFUND.

BUILDING CATEGORIES: B36 – B51
ENTRY CHECKLIST
BEST BUILDING DESIGN – DETACHED MODEL

Eligibility and Judging Criteria

Building Design – Detached & Attached Models will be judged on the basis of context, exterior design, interior floor plan, entrance area, living areas, kitchen, baths, bedrooms, special design features, overall quality and innovative response to the target market. Model Home furnishings or decorations will **not** be taken into consideration by the judges in the Building Categories.

All Model Homes must have been completed between June 15, 2017 and June 15, 2018 to be eligible. All homes must be available for ON-SITE judging through July 19-21. If judges cannot gain access to a home, it will be disqualified. **Home entered must currently be used as a model.** Homes judged must receive a score of 70% to be eligible to win.

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o The online system can take jpegs, pdfs and video files
- If the home is sold* – submit a signed Homeowner Release Form through the online system. Please make sure all files are labeled with the entry number assigned to you.
- If the home is sold* – mail the sales contract in a sealed envelope with the ID number of the outside of the envelope and contract
- If the home is not sold* – submit a promotional piece that indicates the sales price of that house on that lot for unsold/unoccupied homes through the online system. Please make sure all files are labeled with the entry number assigned to you.

Photos Submission

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Additional Notes

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BUILDING CATEGORIES: B52 – B59

ENTRY CHECKLIST

SINGLE FAMILY - ATTACHED

Eligibility and Judging Criteria

Single Family – Attached homes will be judged on the basis of context, exterior design, interior floor plan, entrance area, living areas, kitchen, baths, bedrooms, special design features, overall quality and innovative response to the target market. Homes will be judged without regard to builder volume, Sold/Unsold or Occupied/Unoccupied status. Furnishings or decorations will not be taken into consideration by the judges in the Building Categories.

Single Family – Attached homes must have been built and marketed “for sale” and have at least one common wall. Single-Family – Attached (Conversions) definition: Product that had a previous non-ownership use whether residential, rental, office or warehouse. THIS IS NOT NEW CONSTRUCTION. All homes must have been completed between June 15, 2017 and June 15, 2018 to be eligible. All homes must be available for ON-SITE judging on between July 19-21. If judges cannot gain access to a home, it will be disqualified. **All homes which are sold before the judging takes place MUST have a signed Homeowner Release on file at the HBA.** Homes entered must NOT be a model home. Homes judged must receive a score of 70% to be eligible to win.

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*
- If the home is sold* – submit a signed Homeowner Release Form through the online system. Please make sure all files are labeled with the entry number assigned to you.
- If the home is sold* – mail the sales contract in a sealed envelope with the ID number of the outside of the envelope and contract
- If the home is not sold* – submit a promotional piece that indicates the sales price of that house on that lot for unsold/unoccupied homes through the online system. Please make sure all files are labeled with the entry number assigned to you.

Photos Submission

- One (1) digital photo, JPEG ONLY at 300 DPI or more in horizontal format, of the front elevation. Please make sure photos/digital files are labeled with the entry number assigned to you. **DO NOT email us your photos/digital files.**
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Additional Notes

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BUILDING CATEGORIES: B60 – B69

ENTRY CHECKLIST

SINGLE FAMILY – URBAN REDEVELOPMENT/REVITALIZATION

Eligibility and Judging Criteria

Single Family – Urban Redevelopment/Revitalization homes will be judged on the basis of: context, interior design, interior floor plan, entrance area, living areas, kitchen, baths, bedrooms, special design features, overall quality and innovative response to the target market.

Single Family – Urban Redevelopment/Revitalization homes should meet all of the following criteria to qualify for this category: a) Must be in or adjacent to existing urban development (street grid, urban or neighborhood street pattern; b) must be inside I-285; and c) Must have access to public transportation within 1/2 mile of property boundary.

Builders will be judged without regard to Sold/Unsold or Occupied/Unoccupied status. Furnishings or decorations will not be taken into consideration by the judges in the Building Categories. All homes must have been completed between June 15, 2017 and June 15, 2018 to be eligible. All homes must be available for judging through July 19-21. If judges cannot gain access to a home, it will be disqualified. **All homes which are sold before the judging takes place MUST have a signed Homeowner Release on file at the HBA.** Homes entered must NOT be a model home. Homes judged must receive a score of 70% to be eligible to win.

- Please complete all entry forms in the online entry system
 - o The online system can take jpegs, pdfs and video files
- If the home is sold* – submit a signed Homeowner Release Form through the online system. Please make sure all files are labeled with the entry number assigned to you.
- If the home is sold* – mail the sales contract in a sealed envelope with the ID number of the outside of the envelope and contract
- If the home is not sold* – submit a promotional piece that indicates the sales price of that house on that lot for unsold/unoccupied homes through the online system. Please make sure all files are labeled with the entry number assigned to you.

Photos Submission

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Additional Notes

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BUILDING CATEGORIES: B70 – B74
ENTRY CHECKLIST
SINGLE FAMILY – ZERO LOT LINE (All Builders)

Eligibility and Judging Criteria

Single Family – Zero Lot Line homes will be judged on the basis of: context, interior design, interior floor plan, entrance area, living areas, kitchen, baths, bedrooms, special design features, overall quality and innovative response to the target market. Single Family-Zero Lot Line will be judged without regard to builder volume, Sold/Unsold or Occupied/Unoccupied status. Furnishings or decorations will not be taken into consideration by the judges in the Building Categories.

Single Family – Zero Lot Line homes must meet two of the following criteria:

- a) project meets the definition of Zero Lot Line, which allows a smaller lot size than ordinarily required by zoning without allowing a higher overall density
- b) Project has 5-9 units per acre
- c) Project is marked as a cluster

All homes must have been completed between June 15, 2017 and June 15, 2018 to be eligible. All homes must be available for judging between July 19-21. If judges cannot gain access to a home, it will be disqualified. **All homes which are sold before the judging takes place MUST have a signed Homeowner Release on file at the HBA.** Homes entered must NOT be a model home. Homes judged must receive a score of 70% to be eligible to win.

- Please complete all entry forms in the online entry system
 - o The online system can take jpegs, pdfs and video files
- If the home is sold* – submit a signed Homeowner Release Form through the online system. Please make sure all files are labeled with the entry number assigned to you.
- If the home is sold* – mail the sales contract in a sealed envelope with the ID number of the outside of the envelope and contract
- If the home is not sold* – submit a promotional piece that indicates the sales price of that house on that lot for unsold/unoccupied homes through the online system. Please make sure all files are labeled with the entry number assigned to you.

Photos Submission

- One (1) digital photo, JPEG ONLY at 300 DPI or more in horizontal format, of the front elevation. Please make sure photos/digital files are labeled with the entry number assigned to you. **DO NOT email us your photos/digital files.**
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Additional Notes

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PERSONAL ACHIEVEMENT: PA1

ENTRY CHECKLIST

ROOKIE SALESPERSON OF THE YEAR

PA1 Rookie Salesperson of the Year

Eligibility and Judging Criteria

The Rookie Salesperson of the Year will be judged on the basis of sales volume, professionalism, personal involvement in the industry and community, working relationships and a personal interview. **The candidate must be employed by a member of the Greater Atlanta Home Builder's Association, a member of the Atlanta Sales and Marketing Council and a new home salesperson.**

Rookie salesperson status shall be defined as having one or less years experience in new home sales, employed after June 15, 2016. His/her primary function and responsibility must be selling new homes full-time (defined as deriving 2/3 income from new home sales). Candidate may not be a sales manager, marketing director, advertising manager, vice president of marketing or company president.

Candidate must be available for an interview on Thursday, July 19th or 20th (time to be determined by HBA and candidates will be notified of appointment time one week prior to interview). **Note: Judges will narrow down to the top 3 and those top 3 will receive interviews. Please be sure your write-up tells your complete story.**

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

- 300 word statement written by candidates' Employer outlining the following:
 - o Contributions to achieve company goals of selling and closing new homes
 - o Professional techniques and innovating ideas used in selling new homes
 - o Service to and involvement in the industry and community
 - o Candidates sales performance, in dollar volume, number of units sold and sales percentage of sellable inventory
 - o Product profile, conditions and circumstances under which sales were made
 - o Overall attitude, cooperation and leadership Candidate brings to the company and fellow salespeople

Photos Submission

- One (1) digital photo, JPEG ONLY at 300 DPI or more in horizontal format, of the front elevation. Please make sure photos/digital files are labeled with the entry number assigned to you. **DO NOT email us your photos/digital files.**
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ENTRY CHECKLIST
SALESPERSON OF THE YEAR

PA2 Salesperson of the Year

Eligibility and Judging Criteria

The Salesperson of the Year will be judged on the basis of sales volume, professionalism, personal involvement in the industry and community, working relationships and a personal interview. **The candidate must be employed by a member of the Greater Atlanta Home Builder's Association, a member of the Atlanta Sales and Marketing Council and a new home salesperson.**

His/her primary function and responsibility must be selling new homes full-time (defined as deriving 2/3 income from new home sales). Candidate may not be a sales manager, marketing director, advertising manager, vice president of marketing or company president.

Candidate must be available for an interview on Thursday, July 19th or 20th (time to be determined by HBA and candidates will be notified of appointment time one week prior to interview). **Note: Judges will narrow down to the top 3 and those top 3 will receive interviews. Please be sure your write-up tells your complete story.**

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

- 300 word statement written by candidates' Employer outlining the following:
 - o Contributions to achieve company goals of selling and closing new homes
 - o Professional techniques and innovating ideas used in selling new homes
 - o Service to and involvement in the industry and community
 - o Candidates sales performance, in dollar volume, number of units sold and sales percentage of sellable inventory
 - o Product profile, conditions and circumstances under which sales were made
 - o Overall attitude, cooperation and leadership Candidate brings to the company and fellow salespeople

Photos Submission

- One (1) digital photo, JPEG ONLY at 300 DPI or more in horizontal format, of the front elevation. Please make sure photos/digital files are labeled with the entry number assigned to you. **DO NOT email us your photos/digital files.**
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PERSONAL ACHIEVEMENT: PA3
ENTRY CHECKLIST
SALES MANAGER OF THE YEAR

PA3 Sales Manager of the Year

Eligibility and Judging Criteria

The Sales Manager of the Year will be judged on the basis of sales volume, professionalism, personal involvement in the industry and community, working relationships and a personal interview. **The candidate must be employed by a member of the Greater Atlanta Home Builder's Association, a member of the Atlanta Sales and Marketing Council and a new home sales manager.**

The Sales Manager status shall be defined as a management professional who directly manages and trains on-site new home sales personnel.

Candidate must be available for an interview on Thursday, July 19th or 20th (time to be determined by HBA and candidates will be notified of appointment time one week prior to interview). **Note: Judges will narrow down to the top 3 and those top 3 will receive interviews. Please be sure your write-up tells your complete story.**

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

- 300 word statement written by candidates' Employer outlining the following:*
 - o Professional achievements and performance in the past year
 - o Number of communities supervised
 - o Number of sales people supervised both directly and indirectly
 - o Total dollar volume of new homes sold in communities supervised
 - o Total number of new homes sold in communities supervised
 - o Sales percentage of sellable inventory in communities supervised
 - o Service to and involvement in the industry and community
 - o Overall attitude, cooperation and leadership Candidate brings to the company and fellow salespeople

Photos Submission

Photos Submission

- One (1) digital photo, JPEG ONLY at 300 DPI or more in horizontal format, of the front elevation. Please make sure photos/digital files are labeled with the entry number assigned to you. **DO NOT email us your photos/digital files.**
- If you are using Warren Bond Photography or any other professional photographer all photos must be submitted through the online system by the deadline. **DO NOT email us your photos/digital files.**

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PERSONAL ACHIEVEMENT: PA4
ENTRY CHECKLIST
MARKETING DIRECTOR OF THE YEAR

PA4 Marketing Director of the Year

Eligibility and Judging Criteria

The Marketing Director of the Year will be judged on the basis of professionalism, development and implementation of an overall marketing plan, creation and implementation of unique marketing ideas, personal involvement in the industry and community, working relationships and a personal interview. **The candidate must be employed by a member of the Greater Atlanta Home Builder's Association and a member of the Atlanta Sales and Marketing Council.**

The Marketing Director candidate must be responsible for developing and implementing overall marketing policy, including market research, product development, merchandising and advertising.

Candidate must be available for an interview on Thursday, July 19th or 20th (time to be determined by HBA and candidates will be notified of appointment time one week prior to interview). **Note: Judges will narrow down to the top 3 and those top 3 will receive interviews. Please be sure your write-up tells your complete story.**

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

- A 300 word statement written by candidates Employer outlining the following*
 - o Professional achievements and performance in the past year
 - o Development and implementation of the company's overall marketing plan
 - o Ability to create and implement unique and innovative marketing ideas
 - o Service to and involvement in the industry and community
 - o Overall attitude, cooperation and leadership Candidate brings to the company and its employees

Photos Submission

- One (1) digital photo, JPEG ONLY at 300 DPI or more in horizontal format, of the front elevation. Please make sure photos/digital files are labeled with the entry number assigned to you. **DO NOT email us your photos/digital files.**
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PERSONAL ACHIEVEMENT: PA5
ENTRY CHECKLIST
SALES TEAM OF THE YEAR

PA5 Sales Team of the Year

Eligibility and Judging Criteria

The Sales Team of the Year will be judged on the basis of collective sales volume, professionalism, personal involvement in the industry and community, working relationships and a personal interview. **The team must be employed by the same member of the Greater Atlanta Home Builder's Association and members of the Atlanta Sales and Marketing Council** at the time of entry and receipt of the award.

Sales Team of the Year is defined as a new home, on-site selling team consisting of two or more salespersons that sell in one community. The team must work at the same site and must share the commission in every sale reported. Candidates may not be a sales manager, marketing director, advertising manager or vice president, vice president of marketing or company president.

Candidate must be available for an interview on Thursday, July 19th or 20th (time to be determined by HBA and candidates will be notified of appointment time one week prior to interview). Phone interviews will be conducted with at least 50% of the sales team with a minimum of 2 persons. **Note: Judges will narrow down to the top 3 and those top 3 will receive interviews. Please be sure your write-up tells your complete story.**

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

- 300 word statement written by candidates' Employer outlining the following:
 - o Contributions to achieve company goals of selling and closing new homes
 - o Professional techniques and innovating ideas used in selling new homes
 - o Service to and involvement in the industry and community
 - o Candidates sales performance, in dollar volume, number of units sold and sales percentage of sellable inventory
 - o Product profile, conditions and circumstances under which sales were made
 - o Overall attitude, cooperation and leadership Candidate brings to the company and fellow salespeople
 - o Gross sales, net sales and cancellations

Photos Submission

- One (1) digital photo, JPEG ONLY at 300 DPI or more in horizontal format, of the front elevation. Please make sure photos/digital files are labeled with the entry number assigned to you. **DO NOT email us your photos/digital files.**
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PERSONAL ACHIEVEMENT: PA6
ENTRY CHECKLIST
ONLINE SPECIALIST OF THE YEAR

PA6 Online Specialist of the Year

Eligibility and Judging Criteria

The Online Specialist of the Year will be judged on the basis of online sales generated, schedule and kept appointments, creative follow-up strategies, professionalism, personal involvement in the industry and community, working relationships and a personal interview. **The candidate must be employed by a member of the Greater Atlanta Home Builder's Association and a member of the Atlanta Sales and Marketing Council.**

Online specialist shall be defined as an individual whose primary function and responsibility must be providing customer service and generating sales by responding to online leads utilizing effective and timely responses and follow-up strategies. Candidate may not be a sales manager, on-site sales agent, marketing director, advertising manager, vice president of marketing or company president.

Candidate must be available for an interview on Thursday, July 19th or 20th (time to be determined by HBA and candidates will be notified of appointment time one week prior to interview). **Note: Judges will narrow down to the top 3 and those top 3 will receive interviews. Please be sure your write-up tells your complete story.**

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*
- A 300 word statement written by candidates Employer outlining the following:
 - o Ability to maintain online sales percentages or sales volume
 - o Contributions to achieve company goals for scheduled and kept appointments
 - o Professional techniques and innovative ideas used in online sales
 - o Customer service
 - o Service to and involvement in the industry and community
 - o Product profile, conditions and circumstances under which sales were generated
 - o Overall attitude, cooperation and leadership Candidate brings to the company and fellow salespeople

Photos Submission

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PERSONAL ACHIEVEMENT: PA7 and PA9

ENTRY CHECKLIST

Mortgage Professional OF THE YEAR- PA7

Attorney Professional OF THE YEAR- PA9

Eligibility and Judging Criteria

The Mortgage Professional/Attorney Professional of the Year will be judged on the basis of volume and units, schedule and kept appointments, creative follow-up strategies, professionalism, personal involvement in the industry and community, working relationships and a personal interview. **The candidate must be employed by a member of the Greater Atlanta Home Builder's Association and a member of the Atlanta Sales and Marketing Council.**

Candidate must be available for an interview on Thursday, July 19th or 20th (time to be determined by HBA and candidates will be notified of appointment time one week prior to interview). **Note: Judges will narrow down to the top 3 and those top 3 will receive interviews. Please be sure your write-up tells your complete story.**

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

- A 300 word statement written by candidates Employer outlining the following:
 - o Ability to maintain online sales percentages or sales volume
 - o Contributions to achieve company goals for scheduled and kept appointments
 - o Professional techniques and innovative ideas used in online sales
 - o Customer service
 - o Service to and involvement in the industry and community
 - o Product profile, conditions and circumstances under which sales were generated
 - o Overall attitude, cooperation and leadership Candidate brings to the company and fellow salespeople

Photos Submission

- One (1) digital photo, JPEG ONLY at 300 DPI or more in horizontal format, of the front elevation. Please make sure photos/digital files are labeled with the entry number assigned to you. **DO NOT email us your photos/digital files.**
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PERSONAL ACHIEVEMENT: PA8
ENTRY CHECKLIST
Remodeler OF THE YEAR

Eligibility and Judging Criteria

The Remodeler of the Year will be judged on the basis of remodeling strategies, professionalism, personal involvement in the industry and community, working relationships and a personal interview. **The candidate must be employed by a member of the Greater Atlanta Home Builder's Association and a member of the Remodelers Council.**

Candidate must be available for a personal interview on July 19th or July 20th (time to be determined by HBA and candidates will be notified of appointment time one week prior to interview). **Note: Judges will narrow down to the top 3 and those top 3 will receive interviews. Please be sure your write-up tells your complete story.**

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*
- Submit online a 300 word statement written by candidates Employer outlining the following:
 - o Professional techniques and Unique problems solved on a project/Remodeling strategies
 - o Contributions to achieve client and company goals
 - o Personal involvement in the industry, Atlanta HBA, Remodelers Council and community
 - o Overall attitude, cooperation and leadership
 - o Working relationships

Photos Submission

- Submit (1) digital photo of the candidate JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format, to the online system. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**
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NOTE: Please retain this checklist for your records.

Greater Atlanta HBA Attn: OBIE Awards 1 Dunwoody Park, Suite 200. Atlanta, GA. 30338

Your entry must be complete by June 1st, 2018 at 5:00 p.m. The contents will be reviewed and you will be notified if you are missing any materials. Once you are notified, you will have 3 days to complete the entry. If the missing entry materials are not received after 3 days your entry will be disqualified with NO REFUND.

REMODELING CATEGORIES: R1-R8, R11-14, R17

ENTRY CHECKLIST

Remodeler

Eligibility and Judging Criteria

Remodeling projects will be judged on the basis of creativity, aesthetics and market value, functional value of changes, cost effectiveness, special design features and how well stated objectives were met.

Remodeling projects involve changing the appearance and style of an existing residential structure, inside or out, by removing or covering over original details and substituting new materials and forms. All projects must have been completed between June 15, 2017 and June 15, 2018.

- ** Whole-House Renovation is judged on-site! A team of judges will come and view the home.**
- 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 a 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.
- The Basement Remodel category** includes but is not limited to alterations to a basement space of a residential building to create a functionable space, i.e. work out room, media room, game room, etc.
- The Specialty Room Category** includes but is not limited to the most effective application of game rooms, gun safe rooms, workout rooms, offices, laundry rooms etc. The space can be remodel of an existing room, an addition or an attic conversion

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

- Submit the Original floor plan through the online system. Please make sure all files are labeled with the entry number assigned to you.

- Submit the Revised floor plan through the online system. Please make sure the folder and all files are labeled with the entry number assigned to you.

- Itemized bid through the online system. Please make sure the all files are labeled with the entry number assigned to you.

R6-R8 ONLY! Additional Requirements

- If the home is sold* – submit a signed Homeowner Release Form through the online system. Please make sure all files are labeled with the entry number assigned to you.

- If the home is sold* – mail the sales contract in a sealed envelope with the ID number of the outside of the envelope and contract to the HBA

- If the home is not sold* – submit a promotional piece that indicates the sales price of that house on that lot for unsold/unoccupied homes through the online system. Please make sure all files are labeled with the entry number assigned to you.

Photos Submission

- Submit Five (5) digital photos before renovation took place JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format to the online system. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**
- Submit Five (5) digital photos after the renovation took place JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format to the online system. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**
- Submit One digital image that shows the most significant feature of the renovation, JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format to the online system. Please label the photo with your entry number assigned to you and Most Significant Feature
- If you are using Warren Bond Photography or any other professional photographer all photos must be submitted through the online system by the deadline. DO NOT email us your photos/digital files.

Additional Notes

- (R6-R8 Only)** OBIE Awards Yard Sign should be displayed at your home for judging – available for pick up at The Housing Center
- It's best that the “before” shots must show the identical views/features as the “after shots”. If “before” photos are not available, describe details of structure including sketches or design plans.

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Greater Atlanta HBA Attn: OBIE Awards 1 Dunwoody Park, Suite 200. Atlanta, GA. 30338

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REMODELING CATEGORIES: R9 – R10 R15 – R16

ENTRY CHECKLIST

Remodeling Categories

Eligibility and Judging Criteria

Remodeling projects will be judged on the basis of creativity, aesthetics and market value, functional value of changes, cost effectiveness, special design features and how well stated objectives were met.

Remodeling projects involve changing the appearance and style of an existing residential structure, inside or out, by removing or covering over original details and substituting new materials and forms. All projects must have been completed between June 15, 2017 and June 15, 2018

Residential Exterior categories include but 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.**

The Outdoor Living Area category includes porches, decks, outdoor kitchens, hard scapes, pools or any combination that creates a beautiful and practical outdoor living environment

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*
- Submit the Original floor plan through the online system. Please make sure all files are labeled with the entry number assigned to you.
- Submit the Revised floor plan through online system. Please make sure all files are labeled with the entry number assigned to you.
- Itemized bid through the online system. Please make all files are labeled with the entry number assigned to you.

Photos Submission

- Submit Five (5) digital photos before renovation took place JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format to the online system. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**
- Submit Five (5) digital photos after the renovation took place JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format to the online system. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**
- Submit One digital image that shows the most significant feature of the renovation, JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format to the online system. Please label the photo with your entry number assigned to you and Most Significant Feature
- If you are using Warren Bond Photography or any other professional photographer all photos must be submitted through the online system by the deadline. **DO NOT email us your photos/digital files**

SPECIAL CATEGORY: SC1
ENTRY CHECKLIST
COMMUNITY SERVICE

SC1 Community Service

Eligibility and Judging Criteria

Community Service projects will be judged on the basis of concept, objectives, originality of design to meet objectives, special features, problems solved, implementation, benefit to community and overall success of project.

The Best Community Service project, a charitable endeavor, is one that was built or implemented for the purpose of benefiting the community. It demonstrates that the builder/developer is concerned and involved in enriching the lives of others and is interested in giving something back to the community.

All projects must have been completed between June 15, 2017 and June 15, 2018 to be eligible.

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

Photos Submission

- Submit any photos that support the project digital photo, JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format, to the online system. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**
- Submit One (1) digital photo, JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format, showing the most significant
- If you are using Warren Bond Photography or any other professional photographer all photos must be submitted through the online system by the deadline. **DO NOT email us your photos/digital files.**

Additional Documents

- Any additional documents that support the project (flyers, press releases, floorplans etc.) through the online system. Please make sure all files are labeled with the entry number assigned to you.

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SPECIAL CATEGORIES: SC2 – SC4

ENTRY CHECKLIST

Landscape Design

SC2	Landscape Design – Community
SC3	Landscape Design – Master Planned Community
SC4	Landscape Design – Condominium Complex

Eligibility and Judging Criteria

Landscape Design will be judged on the basis of curb appeal, overall look and setting, creativity and use of materials, use of contours and natural areas and use of color.

A Community is defined as having less than 300 homes in the overall plan. 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). 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.

Landscape Design will be judged onsite July 19-21st

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

Photos Submission

- Submit (1) digital photo, JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format, of the front elevation to the online system. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**
- If you are using Warren Bond Photography or any other professional photographer all photos must be submitted through the online system by the deadline. DO NOT email us your photos/digital files.

Additional Notes

- OBIE Awards Yard Sign should be displayed at your home for judging – available for pick up at The Housing Center

NOTE: Please retain this checklist for your records.

Greater Atlanta HBA Attn: OBIE Awards 1 Dunwoody Park, Suite 200. Atlanta, GA. 30338

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SPECIAL CATEGORY: SC5 – SC6

ENTRY CHECKLIST

AMENITY PACKAGE

SC5 Amenity Package 499 units/total build out and under

SC6 Amenity Package 500+ units/total build out

Eligibility and Judging Criteria

Amenity Packages will be judged on the basis of concept, theme, recreational facilities, special features, design and architecture, overall professional appeal and implementation as related to the intended use. Judges will also consider traffic generated and sales.

Amenity Packages include clubhouses, recreational facilities or special features developed for a given residential project. The project should be submitted by a builder or developer and actively marketed for sale.

Amenity Packages will be judged onsite July 19-21st.

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

Photos Submission

- Submit (1) digital photo, JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format, showing the most significant features (i.e., tennis courts, swimming pool, golf course, etc) of the Amenity Package through the online system. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**
- If you are using Warren Bond Photography or any other professional photographer all photos must be submitted through the online system by the deadline. **DO NOT email us your photos/digital files.**

Additional Documents

- Send the Amenity layout site plan - 8 ½” x 11 through the online system. Please make sure all files are labeled with the entry number assigned to you.

Additional Notes

- OBIE Awards Yard Sign should be displayed at the starting point for judging – available for pick up at The Housing Center

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Greater Atlanta HBA Attn: OBIE Awards 1 Dunwoody Park, Suite 200. Atlanta, GA. 30338

Your entry must be complete by June 1st, 2018 at 5:00 p.m. The contents will be reviewed and you will be notified if you are missing any materials. Once you are notified, you will have 3 days to complete the entry. If the missing entry materials are not received after 3

SPECIAL CATEGORY: CY1 – CY6

ENTRY CHECKLIST

COMMUNITY OF THE YEAR

CY1	Community of the Year – Attached
CY2	Community of the Year – Detached
CY3	Community of the Year – Mixed Use
CY4	Community of the Year – Master Plan
CY5	Community of the Year - 55+ Housing
CY6	Community of the Year - 20 units or less

Eligibility and Judging Criteria

Community of the Year will be judged on the basis of overall objectives met, overall community appeal, overall design and integration of product mix, overall signage and theme. The judges will take into consideration the developer's ability to maximize aesthetic values and the use of the land, i.e., accentuating positive features and overcoming negative elements. Judges will also consider traffic generated and sales.

The project should be submitted by a builder or developer and actively marketed for sale. The project may be submitted for judging in any year during which the project is active.

The community will be judged onsite July 19-21st.

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

Photos Submission

- Submit (1) digital photo, JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format, showing the most significant features (i.e., tennis courts, swimming pool, golf course, etc) of the Community through the online system. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**
- If you are using Warren Bond Photography or any other professional photographer all photos must be submitted through the online system by the deadline. DO NOT email us your photos/digital files.

Additional Notes

- OBIE Awards Yard Sign should be displayed at the starting point for judging – available for pick up at The Housing Center

Additional Documents

- Send the Final Land Plan and Amenity layout site plan - 8 1/2" x 11 through the online system. Please make sure the all files are labeled with the entry number assigned to you.

NOTE: Please retain this checklist for your records.

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MARKETING CATEGORIES: M1 – M20
ENTRY CHECKLIST
BEST INTERIOR MERCHANDISING & SALES CENTERS

Eligibility and Judging Criteria

Best Interior Merchandising – Detached and Attached Models will be judged on the basis of overall design, aesthetics, approach to the target market, use of interior space of color/texture/materials/furniture/accessories, special features and overall professional appeal. Judges will also consider traffic generated and sales.

Best Sales Centers will be judged on the basis of function of layout as it relates to sales presentation, ability to visually convey information, marketing theme, communication of builder, product and community image, effectiveness toward target market(s) and use of merchandising to reach target market. Judges will also consider traffic generated and sales.

All Models & Sales Centers must have been completed between June 15, 2017 and June 15, 2018 to be eligible.

All homes must be available for judging on July 19-21. If judges cannot gain access to a home, it will be disqualified.

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

Photos Submission

- Submit (1) digital photo, JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format, of the most significant feature. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**
- If you are using Warren Bond Photography or any other professional photographer all photos must be submitted through the online system by the deadline. DO NOT email us your photos/digital files.

Additional Notes

- OBIE Awards Yard Sign should be displayed at your home for judging – available for pick up at The HBA

NOTE: Please retain this checklist for your records.

Greater Atlanta HBA Attn: OBIE Awards 1 Dunwoody Park, Suite 200. Atlanta, GA. 30338

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MARKETING CATEGORIES: M21 – M22
ENTRY CHECKLIST
BEST PRINT COMMUNICATIONS

Eligibility and Judging Criteria

Best magazine and newspaper categories will be judged on the basis of concept, copy, layout, appropriate use of graphics, special features, unique problems solved and overall professional appeal. Judges will also consider traffic generated and sales.

All advertisements must have been completed and run between June 15, 2017 and June 15, 2018 to be eligible.

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

Photos Submission

- Submit (1) digital photo, JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format, of the advertisement. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**
- If you are using Warren Bond Photography or any other professional photographer all photos must be submitted through the online system by the deadline. DO NOT email us your photos/digital files.

NOTE: Please retain this checklist for your records.

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MARKETING CATEGORIES: M23, M25-M26

Best Print Communication & Brochure

ENTRY CHECKLIST

Eligibility and Judging Criteria

Best New Homes Publication will be judged on the basis of objective, concept, copy, overall design (layout) photography/illustration, distribution/circulation and results in marketplace. A New Homes Publication is defined as a new homes oriented publication published at least quarterly.

Best Brochure will be judged on the basis of objectives, concept, copy, layout, use of graphics, special features, unique problems solved, overall professional appeal and implementation. Judges will also consider traffic generated and sales.

“Corporate” relates to brochures that identify and promote the company, whether a builder, developer or associate member. “Community” refers to a brochure promoting the community only.

All publications must have been completed and used between June 15, 2017 and June 15, 2018 to be eligible.

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

Photos Submission

- Submit (1) digital photo, JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format, of the best shot of the brochure through the online entry system. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**
- If you are using Warren Bond Photography or any other professional photographer all photos must be submitted through the online system by the deadline. DO NOT email us your photos/digital files.

Additional Requirements

- Mail (1) Original Brochure/Publication to the HBA
- Mail the Production estimate/quote sheet showing cost for design, production and printing to the HBA
- NOTE: *For a new homes publication, you may submit two different issues or publications. Total number of submissions not to exceed four.*

NOTE: Please retain this checklist for your records.

Greater Atlanta HBA Attn: OBIE Awards 1 Dunwoody Park, Suite 200. Atlanta, GA. 30338

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MARKETING CATEGORIES: M27 – M29

ENTRY CHECKLIST

BEST LOGO

Eligibility and Judging Criteria

Best Logo will be judged on the basis of concept, creativity, design, use of graphics, effective promotion of community/company, visual impact and readability and overall professional appeal.

“Corporate” relates to logos that identify the company, whether a builder, developer or associate member.

“Community” refers to a logo that is symbolic for the community only.

All logos must have been completed and run between June 15, 2017 and June 15, 2018 to be eligible.

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

Photos Submission

- Submit (1) digital photo, JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format, of best usage of the logo through the online entry system. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**
- If you are using Warren Bond Photography or any other professional photographer all photos must be submitted through the online system by the deadline. DO NOT email us your photos/digital files.

Additional Requirement

- Submit a PowerPoint presentation showing at least three usages of logo (i.e. brochure, ad, magazine, etc.); no more than five slides via online system. **Please be sure to convert PowerPoints to PDF files.** Please make sure all files are labeled with the entry number assigned to you.

NOTE: Please retain this checklist for your records.

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MARKETING CATEGORIES: M30 – M32

ENTRY CHECKLIST

BEST AUDIO/VIDEO

Eligibility and Judging Criteria

Best Audio, TV and Video promotions will be judged on the basis of concept, copy, quality of production, unique problems solved, overall implementation as it relates to the product and the target market and overall professional appeal. Judges will also consider traffic generated and sales.

An Audio spot can include radio or other audio advertisements. A Video/DVD promotion may include online video sharing, podcasts or any other video promotion, not including TV advertisements.

All Audio/Video spots must have been completed and aired between June 15, 2017 and June 15, 2018 to be eligible.

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

Additional Requirements

- Radio:** One (1) audio recording (Windows Media Player compatible) of the Radio Spot*
- TV:** TV Ad spot (Windows Media Player compatible)*
- Audio/Video:** video advertisement (Windows Media Player compatible) or link where it can be found online (NOTE: if a submitted link is not live when the judges view the project, it will be disqualified)*
- Submit the above via online system. Please make sure all files are labeled with the entry number assigned to you.

Photo Submission

- Submit (1) digital photo, JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format, of the video screenshot or company logo. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**

NOTE: Please retain this checklist for your records.

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MARKETING CATEGORIES: M33 – M35

Best Billboard/Flyer/Direct Mail

ENTRY CHECKLIST

Eligibility and Judging Criteria

Best Billboard will be judged on the basis of concept, copy, quality of production, unique problems solved, overall implementation as it relates to the product and the target market and overall professional appeal. Judges will also consider traffic generated and sales.

Best Flyer/Mailer refers to one piece flyers or mailers, printed on one or two sides with any amount of color. Examples would be flyers sent to Realtors through Flyer Express.

Best Flyer/Mailer and Consumer Direct Mail Program will be judged on the basis of objectives, concept, copy, layout, use of graphics, special features, unique problems solved, overall professional appeal and implementation. Judges will also consider traffic generated and sales.

All advertisements must have been completed and installed between June 15, 2017 and June 15, 2018 to be eligible.

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

Photos Submission

- Submit (1) digital photo, JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format, of the installed billboard or flyer/mailer through the online entry system. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**
- If you are using Warren Bond Photography or any other professional photographer all photos must be submitted through the online system by the deadline. DO NOT email us your photos/digital files.

Additional Requirement

- Mail One (1) original of the Flyer/Mailer or EACH direct mail piece in the program to the HBA

NOTE: Please retain this checklist for your records.

Greater Atlanta HBA Attn: OBIE Awards 1 Dunwoody Park, Suite 200. Atlanta, GA. 30338

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MARKETING CATEGORIES: M36 – M37

ENTRY CHECKLIST BEST SIGNAGE

Eligibility and Judging Criteria

Best On- and Off-Site Signage will be judged on the basis of concept, creativity, design, use of color and graphics, consistency of presentation, visual impact and readability and overall professional appeal. Judges will also consider traffic generated and sales.

All signage must have been completed between June 15, 2017 and June 15, 2018 to be eligible.

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

Photos Submission

- Submit (1) digital photo, JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format, of the best shot of the signage through the online entry system. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**
- If you are using Warren Bond Photography or any other professional photographer all photos must be submitted through the online system by the deadline. DO NOT email us your photos/digital files.
- On-site signage:** PowerPoint showing different uses of signage—please convert to a PDF*
Maximum 10 photos, minimum 5 (no more than 10 slides)

- | | |
|--|---|
| <input type="checkbox"/> The actual product being advertised | <input type="checkbox"/> Directional sign |
| <input type="checkbox"/> Entrance sign | <input type="checkbox"/> Street sign |
| <input type="checkbox"/> General information signage | <input type="checkbox"/> Amenity sign |
| <input type="checkbox"/> Model/sales center sign | |

- Off-site Signage:** PowerPoint showing different uses of signage*
Maximum 3 photos (no more than 5 slides)

- The actual product
- Most significant off-site signage
- Directional signage

- Submit the above via the online system. Please make all files are labeled with the entry number assigned to you.

MARKETING CATEGORIES: M38

ENTRY CHECKLIST REALTOR PROMOTION

Eligibility and Judging Criteria

Best Realtor Promotions will be judged on the basis of originality, concept, layout, copy, special features and implementation. The results of the promotion, including non-paid media coverage, will be taken into consideration by the judges. Judges will also consider traffic generated and sales.

Entries may include a special event, show home promotion or audio visual show. **BUILDERS** are defined as: one who builds homes on individual lots, is part of a Builder program in a community, or is the exclusive Builder in a community and markets themselves as a Builder. **DEVELOPERS** are defined as one who develops land and sells lots to Builders (even if they themselves also build) and markets the community for the benefit of the group of Builders involved.

Realtor Promotions must have been completed between June 15, 2017 and June 15, 2018 to be eligible.

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

Photos Submission

- Submit (1) digital photo, JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format, of the most significant features of the promotion through the online entry system. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**
- If you are using Warren Bond Photography or any other professional photographer all photos must be submitted through the online system by the deadline. **DO NOT email us your photos/digital files.**

Additional Requirements

- Mail One (1) original of all significant pieces of documentation such as photos, invitations, announcements, press clippings, direct mail pieces, premiums, etc. to the HBA
- PowerPoint of all significant pieces of documentation such as photos, invitations, announcements, press clippings, direct mail pieces, premiums, etc. **No more than 15 slides. Please convert to PDF***
- If audio/video is part of promotion, one (1) copy of file, Windows Media Player compatible*
- Submit the above via online system. Please make all files are labeled with the entry number assigned to you.

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MARKETING CATEGORIES: M39 – M44

ENTRY CHECKLIST ADVERTISING CAMPAIGNS

Eligibility and Judging Criteria

Best Advertising Campaigns will be judged on the basis of objectives, concept, copy, layout, implementation, continuity, special features, coordinated use of media and overall professional appeal. Judges will also consider traffic generated and sales.

BUILDERS are defined as one who builds homes on individual lots, is part of a Builder program in a community, or is the exclusive Builder in a community *and markets* themselves as a Builder. **DEVELOPERS** are defined as one who develops land and sells lots to Builders (even if they themselves also build) *and markets* the community for the benefit of the group of Builders involved. **ASSOCIATES** are defined as companies that are in the home building industry, but market their services to builder/developers.

Advertising Campaigns must have been implemented between June 15, 2017 and June 15, 2018 to be eligible.

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

Photos Submission

- Submit (1) digital photo, JPEG ONLY at 300 DPI
- (No more than 10 MB) in horizontal format, of the most significant features of the campaign through the online entry system. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**
- If you are using Warren Bond Photography or any other professional photographer all photos must be submitted through the online system by the deadline. **DO NOT email us your photos/digital files.**

Additional Requirements

- PowerPoint showing all significant pieces of advertising campaign. **No more than 20 slides. Please convert to PDF***
- If audio/video is part of promotion, one (1) copy of file, Windows Media Player compatible*
- Submit the above via online system. Please be sure all files are labeled with the entry number assigned to you.

NOTE: Please retain this checklist for your records.

Greater Atlanta HBA Attn: OBIE Awards 1 Dunwoody Park, Suite 200. Atlanta, GA. 30338

Your entry must be complete by June 1st, 2018 at 5:00 p.m. The contents will be reviewed and you will be notified if you are missing any materials. Once you are notified, you will have 3 days to complete the entry. If the missing entry materials are not received after 3 days your entry will be disqualified with NO REFUND.

MARKETING CATEGORIES: M45 – M47

ENTRY CHECKLIST
BEST WEBSITES

Eligibility and Judging Criteria

Best websites will be judged on the basis of originality, concept, navigability of site, leads generated, information content, overall professional appeal and special features.

Website must have been implemented between June 15, 2017 and June 15, 2018 to be eligible.

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

Photos Submission

- Submit (1) digital photo, JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format, of the most significant features of the website's homepage through the online entry system. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**
- If you are using Warren Bond Photography or any other professional photographer all photos must be submitted through the online system by the deadline. DO NOT email us your photos/digital files.

Additional Requirements

- Submit a Google analytics report or alternative website tracking tool results for a 12 month time span through the online system. Please make sure all files are labeled with the entry number assigned to you.

NOTE: Please retain this checklist for your records.

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MARKETING CATEGORIES: M48- M55

ENTRY CHECKLIST BEST E-MARKETING

Eligibility and Judging Criteria

Best E-Marketing Categories will be judged on the basis of design, content, copy writing, innovation, special features, overall professional appeal, execution and impact on campaign.

ONLINE ADS consist of banners, pop-ups, interstitial, e-blasts, etc., created in rich media or static formats.

EMAIL MESSAGES consist of advertisements delivered via email.

INTERACTIVE TOOLS can include one of the following: blog, photo sharing, social networking groups, etc.

SOCIAL MEDIA CAMPAIGNS will incorporate all strategies used and aspects of a social media campaign including blogs, photo sharing, online video sharing, social networking groups, etc.

SOCIAL MEDIA APPLICATIONS will incorporate all strategies used in 1 social media application – Facebook, Twitter, Blog, Pinterest or any 1 site

E-Marketing must have been implemented between June 15, 2017 and June 15, 2018 to be eligible.

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

Photos Submission

- Submit (1) digital photo, JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format, of the most significant features of the ad /social media campaign/or interactive campaign through the online entry system. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**

Additional Requirements

- Interactive application:** submit the application or identify where the application may be found online (NOTE: The application will only be judged online. If the application is not live, please submit an electronic version of the application).*
- Social Media Campaign or Application:** submit summary information from a web tracking report or facebook insights report that shows success of social media campaign (3 pages maximum) and a list of the strategies used with a link to find each. (NOTE: The application will only be judged online. If the application is not live, please submit an electronic version of the application).*
- Submit a Google analytics report or alternative website tracking tool or interactive application results for a 12 month time span through the online system. Please make sure all files are labeled with the entry number assigned to you.

MARKETING CATEGORIES: M56 – M61

ENTRY CHECKLIST MARKETING CAMPAIGNS

Eligibility and Judging Criteria

Best Marketing Campaigns will be judged on the basis of originality, effectiveness of the concept, layout and copy, special features and implementation. Judges will also consider traffic generated and sales. The results of the promotion, including non-paid media coverage, will also be taken into consideration. Entries may include a special event or show home.

Marketing Campaigns must have been implemented between June 15, 2017 and June 15, 2018 to be eligible.

Entry Requirements Checklist

- Please complete all entry forms in the online entry system
 - o *The online system can take jpegs, pdfs and video files*

Photos Submission

- Submit (1) digital photo, JPEG ONLY at 300 DPI (No more than 10 MB) in horizontal format, of the most significant features of the promotion such as photos, invitations, announcements, press clippings direct mail pieces, premiums, etc., through the online entry system. Please label the photo with the entry number assigned to you. **DO NOT email us your photos/digital files.**

Additional Requirements

- Mail One (1) original of all significant pieces of documentation such as photos, invitations, announcements, press clippings, direct mail pieces, premiums, etc to the HBA

Submit the below through the online system. Please make all files are labeled with the entry number assigned to you

- If audio/video is part of promotion, one (1) copy of file, Windows Media Player compatible*
- PowerPoint of all significant pieces of documentation such as photos, invitations, announcements, press clippings, direct mail pieces, premiums, etc. **No more than 20 slides. Please convert to PDF***

NOTE: Please retain this checklist for your records.

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