



ICON
AWARDS

Tropical Nights

• THE 2023 ICON AWARDS •



ENTRY PACKET

Honoring the Building Industry's
Best and Brightest

The intent of this event is to honor and pay tribute to all BIASD Members while raising necessary non-dues revenue to protect and advance the ability to build much needed housing in San Diego County.



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the STARS

2023 BIA ICON AWARDS CATEGORIES, RULES, & FORMS

The [BIA Icon Awards](#) recognizes our industry's most outstanding contributors (Builder, Trade, and Design Professionals) who have distinguished themselves by working hard to deliver their best each day for the betterment of our industry.

We invite you to nominate qualified candidates, companies, and products that have been standouts during the period of January 1, 2021 through June 2023, with their contribution to creating quality new single-family homes, multi-family residences for sale or rent, mixed use, and/or urban projects within each category below.

Icon Awards reserves the right to eliminate any category due to insufficient entries or add categories if the judges believe it is warranted.





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PROCESS & REQUIREMENTS STEPS TO ENTER

PRODUCT CATEGORIES #1-26

1. Please complete the online Entry Application and pay entry fees no later than July 31, 2023.
 - a. The fee is \$150 for each entry.
2. Once submitted, online entry system will generate your unique entry serial number(s) per entry. This will be sent to you via email.
3. Download all necessary forms by clicking on the category name listed online.
4. Submit your completed entry materials no later than July 31, 2023.

MATERIALS FOR CATEGORIES #1-26:

- Marketing Awards Entry Form
- Project Information Form
- Digital Files - site plan, floor plan, and photo images required

DIGITAL IMAGES

- Must be saved at 300 dpi - sized to approximately 100 x 1200 pixels
- JPEG format ONLY. All plans should be saved as high resolution PDF - 8 1/2" x 11"

Files should be named with your Category number, entry serial and sequence number or description.

PLEASE NOTE THE LABELING OF THE IMAGES IS AS FOLLOWS AND ANY IMAGES NOT NAMED IN THE PROPER MANNER WILL REQUIRE THE ENTRANT TO RESUBMIT IMAGES PROPERLY OR BE SUBJECT TO DISQUALIFICATION.

01-1005_1.jpg, 01-1005_2.jpg (thru 8 images), 01-1005_floorplan.pdf, 01-1005_siteplan.pdf, 01-1005_form.pdf

DEADLINES & DELIVERY

Please return entry materials within entry folder via FILE SHARING service Dropbox/Hightail/FTP no later than July 31, 2023 to lisa@teampmp.com

ENTRY ROLLOVER FOR SOCIAL AWARDS & THE NATIONALS

We are pleased to offer a special entry rollover program. Here's how it works. You have already entered materials. The Awards Committee will provide your entry materials to the SoCal Awards and/or The Nationals for you! If you would like to re-submit those materials for either program all that is needed is for you to mark the boxes on the entry application for SoCal and/or Nationals. Additional entry fees apply for each program: \$200 for SoCal Awards per entry and \$275 for Nationals per entry. No additional forms or materials needed!! Simply mark your form and you will be invoiced for the entry fees! If you have any questions regarding categories #1-15 or the Entry Rollover Program contact Lisa Parrish at TeamPMP at 909-987-2758 or lisa@teampmp.com.





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PROCESS & REQUIREMENTS STEPS TO ENTER

COMPANY & INDIVIDUAL CATEGORIES #27-44

It's easy! Pick a category and then all we need is your nominee's contact information! Nomination submissions are only available online.

HOW TO NOMINATE:

1. Go to www.biasandiego.org/events and click on 2023 Icon Awards .
2. Click on the link under "How to Nominate & Submit Entries."
3. Select the award category then enter the requested contact information for your nominee.
4. The individual or company that is nominated will receive an email requesting that they answer four questions to complete the nomination.

Note: If nominee does not answer all questions to complete their nomination, nominee will not be considered for award. The manager of the individual being nominated may fill out the questions for the nominee.

If you have questions during the entry and application process contact:

Danielle Brown | Director of Events | (858) 514-7026 |
danielle@biasandiego.org

**ALL NOMINATIONS & COMPLETED SUBMISSION FORMS / MATERIALS
ARE DUE BY JULY 31, 2023.**





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PRODUCT CATEGORIES ARCHITECTURAL DESIGN

1. Best Architectural Design of a Multi-Family Community (For Sale)

This award will be judged on the community that represents the best in design innovation and creation of value in the community. Judging is based on the overall exterior and interior architecture, design appeal, function, and creative use of interior space and creative integration of plan design with site considerations.

2. Best Architectural Design of a Multi-Family Community (For Rent)

This award will be judged on the community that represents the best in design innovation and creation of value in the community. Judging is based on the overall exterior and interior architecture, design appeal, function, and creative use of interior space and creative integration of plan design with site considerations.

3. Best Architectural Design of a Detached Home up to 3,000 sq. ft.

This award will be judged on the community that represents the best in design innovation and creation of value in the community. Judging is based on the overall exterior and interior architecture, design appeal, function, and creative use of interior space and creative integration of plan design with site considerations.

4. Best Architectural Design of a Detached Home up to 3,000 sq. ft. & over

This award will be judged on the community that represents the best in design innovation and creation of value in the community. Judging is based on the overall exterior and interior architecture, design appeal, function, and creative use of interior space and creative integration of plan design with site considerations.

CATEGORY #1-4 ENTRY REQUIREMENTS

- Completed entry form
- Marketing statement
- \$150 entry fee
- Minimum of 6 with maximum of 8 images that represent each entry - can submit your own photography
- Suggested: Front exterior, living room, dining room, master bedroom, kitchen/ family room area or other unique spaces
- Floor Plan - 8 1/2" x 11" PDF





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PRODUCT CATEGORIES INTERIOR MERCHANDISING

5. Best Interior Merchandising of a Multi-Family Home Plan (For Sale)

This award will be judged on the community that represents the best in interior design innovation and product enhancement. Judging is based on the overall concept, creativity, impact of furniture and accessories.

6. Best Interior Merchandising of a Multi-Family Home Plan (For Rent)

This award will be judged on the community that represents the best in interior design innovation and product enhancement. Judging is based on the overall concept, creativity, impact of furniture and accessories.

7. Best Interior Merchandising of a Detached Home priced under \$1 Million

This award will be judged on the community that represents the best in interior design innovation and product enhancement. Judging is based on the overall concept, creativity, impact of furniture and accessories.

8. Best Interior Merchandising of a Detached Home priced \$1 Million & over

This award will be judged on the community that represents the best in interior design innovation and product enhancement. Judging is based on the overall concept, creativity, impact of furniture and accessories.

CATEGORY #5-8 ENTRY REQUIREMENTS

- Completed entry form
- Marketing statement
- \$150 entry fee
- Minimum of 6 with maximum of 8 images that represent each entry - can submit your own photography
- Suggested: Front exterior, living room, dining room, master bedroom, kitchen/ family room area or other unique spaces
- Floor Plan with Furniture Layout - 8 1/2" x 11" PDF





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PRODUCT CATEGORIES LANDSCAPE DESIGN

9. Best Landscape Design for Multi-Family (For Sale)

This award will be judged on the community that represents the best in landscape design. Judging is based on the landscape effectiveness, impact, and function in enhancing the product or project. Landscaping includes ground cover, hardscape, and softscape.

10. Best Landscape Design for Multi-Family (For Rent)

This award will be judged on the community that represents the best in landscape design. Judging is based on the landscape effectiveness, impact, and function in enhancing the product or project. Landscaping includes ground cover, hardscape, and softscape.

11. Best Model Complex Landscape Design for Single Family

This award will be judged on the community that represents the best in landscape design. Judging is based on the landscape effectiveness, impact, and function in enhancing the product or project. Landscaping includes ground cover, hardscape, and softscape.

CATEGORY #9-11 ENTRY REQUIREMENTS

- Completed entry form
- Marketing statement
- \$150 entry fee
- Minimum of 6 with maximum of 8 images that represent each entry - can submit your own photography
- Site Plan - 8 1/2" x 11" PDF

12. Best Community Amenity Feature (For Sale or Rent)

This award will be judged on the impact and function in enhancing the community: clubhouse, outdoor gathering areas, garden areas, etc. Judging is based on the effectiveness, impact, and function in enhancing the project.

CATEGORY #12 ENTRY REQUIREMENTS

- Completed entry form
- Marketing statement
- \$150 entry fee
- Up to a maximum of 8 images that represent entry - can submit your own photography
- Floor Plan and/or Landscape Plan - 8 1/2" x 11" PDF





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PRODUCT CATEGORIES

SALES, MARKETING, & LEASING OF A PRODUCT

13. Best Use of Technology

(Applications, Contactless Model Tour Technology, Virtual Reality, Point of Sale Tools) Entry will be judged on creativity, user experience, overall design, and effectiveness.

CATEGORY #13

ENTRY REQUIREMENTS

- Completed entry form
- Marketing statement
- \$150 entry fee
- Up to 8 digital images or up to 1-minute video that represent the entry

14. Best Sales/ Leasing Environment

This award will be judged on the sales/leasing environment design, innovation and creativity. Judging is based on the theme, function, display concept, creativity, and design used in the office, as well as the use of tools and technologies to achieve sales success. This category includes sales environment within a model complex attached or detached, and leasing offices.

CATEGORY #14

ENTRY REQUIREMENTS

- Completed entry form
- Marketing statement
- \$150 entry fee
- Minimum of 6 to a maximum of 8 images that represent entry - can submit your own photography
- Suggested: Exterior entrance, overall interior, plot map/ topo table, renderings, displays, impact graphic, and/or closing offices
- Floor Plan of office showing layout of exhibits - 8 1/2" x 11" PDF

15. Best Overall Advertising/ Marketing Campaign - Digital and/or Print

This award will be judged on materials developed to gain interest and traffic for a homebuilding company or BIA associate. Judging is based on creativity, design, and success of materials developed to gain interest and visibility. Includes social media, website, internet, banner ads, logo, brochure, print advertising, direct mail, and signage. ([This category is open to Builders & Associates](#)).

CATEGORY #15

ENTRY REQUIREMENTS

- Completed entry form
- Marketing statement
- \$150 entry fee
- Link to digital campaign
- Minimum of 6 to a maximum of 8 images that represent entry - can submit your own photography
- May include one or more of the following: social media, website, internet, banner ads, logo, brochure, print advertising, direct mail, signage, television, radio spots, etc.
- Television and radio ads should be sent as audio files (mp3) and video files (.mov or Quicktime file)





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PRODUCT CATEGORIES

SALES, MARKETING, & LEASING OF A PRODUCT CONTINUED

16. Best Website for a Company or Community

This award will be judged on the quality of design, ease of obtaining information, and organization of message for a company or community. ([This category is open to Builders & Associates](#)).

CATEGORY #16 ENTRY REQUIREMENTS

- Completed entry form
- Marketing statement
- \$150 entry fee
- Link to website
- Minimum of 6 to maximum of 8 images that represent entry - can submit your own photography





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PRODUCT CATEGORIES COMMUNITY AWARDS

17. Best Custom Home of the Year

This award will be judged on the overall exterior and interior architectural appeal, creative use of interior spaces, finishes and furnishings, along with any landscape design and details.

CATEGORY #17

ENTRY REQUIREMENTS

- Completed entry form
- Marketing statement
- \$150 entry fee
- Minimum of 6 to a maximum of 8 images that represent entry - can submit your own photography
- Suggested: Exterior, living room, dining room, master bedroom, kitchen/ family room area, indoor/ outdoor living areas or other unique spaces
- Floor Plan of home - 8 1/2" x 11" PDF

18. Best Infill Project of the Year

This award will be judged on the overall design, attention to detail, sustainability, market results, and overall creativity in the urban context.

CATEGORY #18

ENTRY REQUIREMENTS

- Completed entry form
- Marketing statement
- \$150 entry fee
- Minimum of 6 to a maximum of 8 images that represent entry - can submit your own photography
- Suggested: Exterior, living room, dining room, master bedroom, kitchen/ family room area or other unique spaces
- Floor Plan of home - 8 1/2" x 11" PDF

19. Community of the Year - Attached

This award will be judged on a community with the overall best Architectural Design, Interior Design, Landscape Design, Sales Environment and Advertising. **To be eligible for Community of the Year, entrant must submit one entry each in [Best Architectural Design](#), [Best Interior Design](#), and [Best Overall Advertising/Marketing Campaign](#). Total of three qualifying entries.**

**Note: An on-site tour of the community finalists will be conducted by the judges.*

CATEGORY #19

ENTRY REQUIREMENTS

- Completed entry form
- Marketing statement
- \$150 entry fee
- Site plan of the community
- Minimum 6 to a maximum of 12 images that represent entry - can submit your own photography - exteriors, interiors, landscape, sales office, signage, etc.
- Link to community or builder website





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PRODUCT CATEGORIES COMMUNITY AWARDS

20. Community of the Year - Detached

This award will be judged on a community with the overall best Architectural Design, Interior Design, Landscape Design, Sales Environment and Advertising. **To be eligible for Community of the Year, entrant must submit one entry each in Best Architectural Design, Best Interior Design, and Best Overall Advertising/Marketing Campaign. Total of *three* qualifying entries.**

**Note: An on-site tour of the community finalists will be conducted by the judges.*

CATEGORY #20

ENTRY REQUIREMENTS

- Completed entry form
- Marketing statement
- \$150 entry fee
- Site plan of the community
- Minimum 6 to a maximum of 12 images that represent entry - can submit your own photography - exteriors, interiors, landscape, sales office, signage, etc.
- Link to community or builder website

21. Master Planned Community of the Year

Defined as multiple product lines under the same branding. This award will be judged on design appeal of product, community amenities, advertising, and promotional materials. **To be eligible for Master Planned Community of the Year – entrant must submit one entry each in Best Overall Advertising/Marketing Campaign and Best Community Amenity Feature. Total of *two* qualifying entries.**

**Note: An on-site tour of the community finalists will be conducted by the judges.*

CATEGORY #21

ENTRY REQUIREMENTS

- Completed entry form
- Marketing statement
- \$150 entry fee
- Site plan of the community
- Minimum 6 to a maximum of 12 images that represent entry - can submit your own photography
- Link to community or builder website





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PRODUCT CATEGORIES

AFFORDABLE COMMUNITY AWARD

22. Best Affordable Community of the Year

This award will be judged on the overall design and aesthetic appeal of this product and the enhancement and value to the community which it serves. Each entry will be judged on how the livability has been enhanced while optimizing architecture design and best use of available funds.

CATEGORY #22

ENTRY REQUIREMENTS

- Completed entry form
- Marketing statement
- \$150 entry fee
- Site plan of the community
- Minimum of 6 with a maximum of 8 images that represent entry
- Recommended to submit your own photography
- Link to project or builder website





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PRODUCT CATEGORIES

SALES, LEASING, & MARKETING AWARDS

23. BIA Sales Professional or Team of the Year (Individual or Team)

A residential builder individual or team (partner) responsible for selling, closing, customer satisfaction, building referrals, loan financing, follow up, and other aspects related to selling a new home community.

CATEGORY #23

ENTRY REQUIREMENTS

- Completed entry form
- Entrant statement
- Required to have submitted a Quarterly Sales Award application during January 1, 2022 - June 30, 2023

24. BIA Leasing Professional or Team of the Year (Individual or Team)

A residential builder/developer individual or team (partner) responsible for leasing, customer satisfaction, referrals, follow up, and other aspects related to leasing of a multifamily community.

CATEGORY #24

ENTRY REQUIREMENTS

- Completed entry form
- Entrant statement
- Required to have submitted a Quarterly Sales Award application during January 1, 2022 - June 30, 2023

25. BIA Builder Sales Manager of the Year (Individual or Team)

Sales/Leasing Manager who has shown considerable judgment, initiative and motivation in order to manage the sales performance and activities of new-home communities. Responsibilities include recruiting, hiring, training and supervising on-site sales or leasing agents.

CATEGORY #25

ENTRY REQUIREMENTS

- Completed entry form
- Entrant statement

26. BIA Marketing Professional of the Year (Individual)

This award is to recognize an individual working for any BIA affiliated company who demonstrates excellence in marketing, contributions to their field, BIA San Diego, and the building industry in general. **(This category is open to Builders & BIA Associates)**

CATEGORY #26

ENTRY REQUIREMENTS

- Completed entry form
- Entrant statement





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COMPANY AWARD CATEGORIES

27. BIA Off-Site Trade Contractor of the Year (Company)

(Demo, Grading, Utilities, Landscape, Installers, Landscape Maintenance, Erosion Control, Pools, Retaining Walls, Fencing, Paving, etc.)

Voted to be the best COMPANY as determined by quality, service, safety, scheduling and competitiveness in off-site building operations. Focus will be on what that company has accomplished over and above what is typical in the industry.

28. BIA Rough Trade Contractor of the Year (Company)

(Concrete, Framing, Waterproofing, Windows, Roofing, Insulation, Plaster, Drywall, Mechanical, Electrical, Plumbing, Solar, Fire Sprinkler, Fire Alarm, Low Voltage, Sheet Metal, etc.)

Voted to be the best COMPANY as determined by quality, service, safety, scheduling and competitiveness in rough trade building operations. Focus will be on what that company has accomplished over and above what is typical in the industry. Special consideration will be given towards specific things done that made the builder/customer better.

29. BIA Finish Trade Contractor of the Year (Company)

(Painting, Finish Carpentry, Cabinets, Countertops, Flooring, Ornamental Iron, Awnings, Appliances, Garage Doors, Mirrors, etc.)

Voted to be the best COMPANY as determined by quality, service, safety, scheduling and competitiveness in finish trade building operations. Focus will be on what that company has accomplished over and above what is typical in the industry. Special consideration will be given towards specific things done that made the builder/customer better.

30. BIA General Contractor of the Year (Company)

BIA Member who has displayed exemplary performance and a positive working attitude toward the trades, vendors and suppliers with which they work. This candidate firm promotes a "team" atmosphere with associates and treats them as partners in the building process. The candidate firm is widely known for quality projects/communities.

- A. 49 units or less
- B. 50 units or more





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COMPANY AWARD CATEGORIES

31. BIA Affordable Builder of the Year (Company)

BIA Member who has displayed exemplary performance and a positive working attitude toward the trades, vendors and suppliers with which they work. This candidate firm promotes a “team” atmosphere with associates and treats them as partners in the building process. The candidate firm is widely known for quality projects/communities.

- A. 149 units or less
- B. 150 units or more





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INDIVIDUAL AWARD CATEGORIES

32. BIA Builder Customer Service Provider of the Year (Individual)

Customer Service Representative is an individual (administrator, coordinator, representative or manager) responsible for anticipating and responding to homebuyers' needs and concerns. They work directly with the homebuyer when problems arise to protect the Builder or Developer's quality and integrity. This award will be judged on the candidate's exceptional performance and contributions to their field, BIA San Diego, and the building industry in general.

33. BIA Trade Contractor Customer Service Provider of the Year (Individual)

Customer Service Representative is an individual (administrator, coordinator, representative or manager) responsible for anticipating and responding to homebuyers' needs and concerns. They work directly with the homebuyer when problems arise to protect the Builder or Developer's quality and integrity. This award will be judged on the candidate's exceptional performance and contributions to their field, BIA San Diego, and the building industry in general.

34. BIA Consultant of the Year (Individual)

(Energy, LEED, Utility, Construction Management, Acoustical, Civil, Environmental, Geotechnical, Structural, Traffic, Stormwater)

[For architecture, interior design & landscaping, see Product Design categories #1-8.](#)

This award will be judged on the Consultant's exceptional performance and contributions to their field, BIA San Diego, and the building industry in general.

35. BIA Lender Representative of the Year (Individual)

(Financial, Lender, Mortgage, and Other Services)

This award will be judged on the Associate's exceptional performance and contributions to their field, BIA San Diego, and the building industry in general.

36. BIA Associate of the Year (Individual)

(Title, Legal, Market Research, Insurance, Property Management, and Other Services; not considered a consultant or product based)

This award will be judged on the Associate's exceptional performance and contributions to their field, BIA San Diego, and the building industry in general.





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INDIVIDUAL AWARD CATEGORIES

37. BIA Product Sales Representative of the Year (Individual)

Voted to be the best sales representative offering construction-related [products](#) to the builder. Focus will be on what that individual has accomplished over and above what is typical in the industry. Special consideration will be given towards specific things this individual does to support the builder/customer's success.

38. BIA Purchasing Professional of the Year (individual)

An individual responsible for company purchasing and buyout, includes bidding and procuring trade contractors and suppliers for on-site and/or off-site labor and materials.

39. BIA Builder Project Manager of the Year (Individual)

An individual employed by a builder or developer who oversees the various aspects of project development, site design, entitlements, and project team coordination.

40. BIA Trade Contractor Project Manager of the Year (Individual)

An individual employed by a trade contractor who oversees the various aspects of project development, site design, entitlements, and project team coordination.

41. BIA Builder Superintendent of the Year (Individual)

An individual employed by a builder or developer responsible for supervising the off-site and/or on-site construction of the building process.

42. BIA Trade Contractor Superintendent of the Year (Individual)

An individual employed by a trade contractor responsible for supervising the off-site and/or on-site construction of the building process.





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INDIVIDUAL AWARD CATEGORIES

43. BIA Rising Star of the Year (Individual)

An individual who has been in the building industry less than 5 years and accomplished exceptional achievements in their area of expertise.

44. BIA Industry Professional of the Year (Individual)

This individual will be viewed by his or her peers as an outstanding member of the industry and in his/her community, as evidenced by volunteer efforts, public outreach, and/or extraordinary activities on behalf of the BIA.

Icon Awards reserves the right to eliminate any category due to insufficient entries or add categories if the judges believe it is warranted.

ELIGIBILITY REQUIREMENTS

- Entries in Categories #1-21 & 23-25 must be actively selling/leasing a project between January 1, 2021 – June 30, 2023 within San Diego or Imperial counties.
- Entries in Categories #22 for Best Affordable Project are eligible based on the project's certificate of occupancy from January 1, 2022 – June 30, 2023.
- There is an entry fee for categories #1-26 of \$150 per entry.
- ALL IMAGES SUBMITTED MUST BE 300 DPI WITH A MINIMUM SIZE OF 1800 X 1200 PIXELS. JPEG FORMAT ONLY.
- Individuals and companies nominated or submitting an entry must be employed by an active BIA San Diego member company in good standing at the time the award is given.
- Nominee must answer all questions to complete their nomination, otherwise the nominee will not be considered for the award.
- Entry forms must be completed in full. Partially completed forms may invalidate the nomination.
- An award winner from the previous year (in any BIA San Diego Awards Program) is not eligible to be nominated or re-enter in the same category they won the award in the previous year. Finalists are eligible and encouraged to enter or be nominated. For categories #1-22, multiple entries encouraged.
- The finalist for the individual/company categories will be acknowledged as listed on the nomination form.





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DEADLINES

**ALL NOMINATIONS & COMPLETED SUBMISSION FORMS / MATERIALS
ARE DUE BY JULY 31, 2023.**

**Note: If nominee does not answer all questions to complete their nomination, nominee will not be considered for award. The manager of the nominee may complete the questions for them.*

QUESTIONS

CATEGORY #1-26:

Please contact Lisa Parrish with Team PMP at (909) 987-2758 or lisa@teampmp.com

CATEGORY #27-44:

Please contact Danielle Brown with BIA San Diego at (858) 514-7026 or danielle@biasandiego.org.

INTERVIEWS

CATEGORY #23-26 & #32-42:

Interviews will be held on [Friday, August 18th](#) at the BIA San Diego office.

CATEGORY #43 & #44:

Interviews will be held on [Thursday, August 17th](#) at the BIA San Diego office.





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Marketing Awards
Entry Form

CATEGORIES #1-21

Please complete team members as applicable to your entry submission. This information will be used for finalist/winners credit and for awards evening.

ENTRY NUMBER: _____

Community Name:

Plan Name or Number:

Community Location:

Company Submitting:

Contact Name & Phone #:

Email:

Builder Name:

Email:

Marketing Director:

Email:

Associate(s): (architect, interior designer, ad agency, landscape, etc.)

Email(s):



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Project Information
& Marketing
Statement

CATEGORIES #1-21 PROJECT INFORMATION

SALES INFORMATION FOR YEAR JANUARY 1, 2023 - JUNE 30, 2023	
Project Location (City)	
Primary Target Market	
Sales Price of Plan or Project	
Square Footage of Plan <i>(if applicable)</i>	
Date Community Opened for Sales	
Website Address	
Merchandising Cost Per Sq Ft. <i>(if applicable)</i>	
Sales Success	
Traffic Generated by Ad <i>(if applicable)</i>	

MARKETING STATEMENT

In the space below, explain the major marketing objectives of the entry and why you think it deserves an award in the category entered. Identify the target market, any unusual constraints or opportunities which the project presented, and how the marketing objectives were met. Statement to be typewritten, double-spaced, and must not exceed 200 words. Do not mention the builder or project name in the statement.



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Best Affordable
Project

CATEGORY #22

To meet the affordability criteria, at least 20% of the units in the project must be affordable to families earning 80% to 120% of the Median Family Income (MFI) for the local market area (metropolitan area or county). Refer to your city/county government office for the MFI. The maximum affordable selling price is 2.5 times 120% of the MFI. The maximum affordable rental rate equals $\frac{1}{3}$ of 80% of the MFI.

Median family income for your market area is:
Source of MFI data:
Selling price(s) of affordable model(s):
Rental Rates:
Number of units each model(s):
Total number of units in project:
Construction cost per door, excluding land value:

1. What kinds of concessions, if any, were obtained from local government to assist in reducing the cost of the project? Examples: density bonus, changes in construction standards, fee waivers, land price concessions. Be specific.

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2. What type of below-market financing and/or government subsidy, if any, was obtained?

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Sales Professional or
Team Entry Form

CATEGORY #23 SALES AWARDS FORM

Sales Person Sales Team Sales Leader

All the information provided below is for sales activities achieved solely by the entrant between January 1, 2021 - June 30, 2023 referred to hereafter as the "Sales Period"

Name of Entrant(s):	
List Entrant's Professional Designations (CSP, MCSP, CMP, MIRM, etc.):	
Company Name:	
Address:	
Phone:	Cell Phone:
Website Address:	
Entrant('s) Email:	
Years in New Home Sales:	Years with this Company:
Type of Company:	
Home Builders:	Local _____ Regional/ National _____
Developers:	Local _____ Regional/ National _____
Marketing Company:	Local _____ Regional/ National _____
Total number of net sales and dollar volume of net sales for the sales period:	
# _____	\$ _____
Detail entrant('s) new home sales training and education:	
Did the company provide a sales assistant or secretary? Yes ___ No ___	
Describe the sales environment from which entrant operated during the sales period (i.e. central community information/ sales center, model home, sales office (onsite or offsite), sales trailer, etc.)	

***Continue to next page**



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Sales Professional or
Team Entry Form

CATEGORY #23 ENTRANT STATEMENT

PLEASE ATTACH ON A SEPERATE PAGE.

1. Please provide traffic and sales information for each community in which the entrant worked during the Sales Period.

Including name of community, dates worked, operating hours, number and type of merchandised models, price range of homes, # of gross sales, # of net sales, # of buyer referral sales, # of broker referral sales, # of gross visitor traffic, conversion ratio % (# net sales divided by #gross traffic), # of homes closed.

2. Please address the following details for each community in which entrant worked:

- Market conditions during the sales process;
- Unusual obstacles faced concerning the location, community design, products, pricing and value (either on an absolute or competitive basis);
- Financing programs offered;
- Incentives offered;
- Broker cooperation programs;
- Did your community(ies) win any local or regional sales or marketing awards?

3. Please address entrant's participation in the local and/or state Sales and Marketing Council (SMC), Building Industry Association, and Board of Realtors, as well as in any local community organizations that benefited the entrant's sales performance.

4. Please answer the following questions:

- To what do you attribute the entrant's success in new home sales?
- Why do you believe the entrant is worthy of winning this award?

CERTIFICATION:

I certify that all the responses and information presented in and with this application, including the Entry Statement and any exhibits attached, is true and correct to the best of my knowledge and belief.

Submitted by:

Name:	Title:
Email:	Date:



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Leasing Professional
or Team Entry Form

CATEGORY #24

ENTRY NUMBER: _____

Name of Entrant:
Company Name:
Entrant Title/ Position:
Address:
City/ State/ Zip:
Email Address:
Cell Phone:

Candidate(s) Closed Units	
Total Units Leased	
Total # of Referrals	
# Leads Managed	
Total # of homes in backlog for the calendar year	

Community Name & Location	
Price Range	
Incentives	
Project & Product Obstacles	



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Leasing Professional
or Team Entry Form

CATEGORY #24 ENTRANT STATEMENT

PLEASE ATTACH ON A SEPERATE PAGE.

In 300 words or less, provide a statement explaining and addressing the following:

- What sets this person/team apart from others in their field?
- What unique skills does he/she/they bring to the table?
- Unusual obstacles (product, location, price, etc.)
- What unique idea did this individual/team come up with to resolve an issue with a Tenant?
- How did this individual/team prepare and execute a plan to assist tenants who found themselves unemployed and unable to pay rent during the pandemic?
- Describe efforts in Customer Service
- Why you think the candidate(s) should win this award?



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BIA Builder Sales
Manager of the Year
(Individual or Team)

CATEGORY #25

Sales Leader who has shown considerable judgement, initiative, and motivation in order to manage the sales performance and activities of new-home communities.

Name of Entrant:
Company Name:
Entrant Title/ Position:
Address:
City/State/Zip:
Email Address:
Cell Phone:

Responsibilities include recruiting, hiring, training, and supervising on-site sales or leasing

In your description below, describe any accomplishments, innovations or items of merit you wish the judges to be made aware.



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Marketing
Professional of the
Year

CATEGORY #26

**Marketing Professional is responsible for the marketing of a builder/
community or marketing of an associate's company/firm.**

Name of Entrant:
Company Name:
Entrant Title/ Position:
Address:
City/State/Zip:
Email Address:
Cell Phone:

Responsibilities may include:

- **Marketing of product or firm to industry/consumer**
- **Setting strategic plan for branding, advertising and outreach**
- **Management of vendors and services**

In your description below, describe any accomplishments, innovations or items of merit you wish the judges to be made aware.