

# REGAL MERCHANDISING AWARDS

**\*Best Interior Merchandising**  
Home & Clubhouse

**\*Best Exterior Merchandising**  
Home, Clubhouse, & Community

*\*Custom homes not eligible, must enter best interior design category*

**Entries will be divided into the following subcategories based on the company's yearly volume and company size:**

- Less than 20 Homes/Year Built for Builders OR Less than 25 Employees for Associates OR Remodelers
- 21-75 Homes/ Year Built OR 25-100 Employees for Associates OR Remodelers
- Over 75+ Homes/Year Built OR Over 100 Employees for Associates OR Remodelers



## SUBMISSION REQUIREMENTS

**Must submit Call to Entry Submission List.**

### REQUIRED PHOTOGRAPHS/FILES as JPEGs:

#### Exterior Merchandising:

- Community/Home Front Entry
- Community/Home Exterior
- Rear of the Home
- Landscape Plan recommended if available

#### Interior Merchandising:

- Kitchen
- Dining
- Owner's Bedroom
- Owner's Bathroom
- Living Room
- Entry/Foyer
- Furniture Plans- recommended if available

## JUDGING CRITERIA

**Design in Relation to Customer Max 150 Words. Please answer questions below within your entry.**

- Who is your target market?
- What is the style of the model?
- Does the style match your market?

**Market Comparison & Creative Product/Material Application Max 150 Words. Please answer questions below within your entry. Bulleted List format is acceptable.**

- How does this entry stand up to the competition?
- Comparatively to other models in the market, is there anything fresh, new or out of the box?
- Any notable/creative materials or product applications?

#### Interior Design/ Or Exterior/Curb Appeal

**Max 150 Words. Please answer questions below within your entry. Bulleted List format is acceptable.**

- How do the overall aesthetics attract your target market?
- Any noteworthy details the judges should pay attention to?