



ENTRY GUIDELINES

Thank you for reading and applying these Regal Award Entry Guidelines!

**After review, if you have questions,
please contact Dottie Fawcett
dotfaw@comcast.net or 610.740.4266**

Important Dates:

Regal Award Entry Early Bird Deadline
Friday, January 15, 2021

Regal Award Entries Final Deadline
Friday, February 12, 2021

Judging
March 5, 2021

Regal Award Ceremony
Friday, May 14, 2021
Lighthouse Cove Event Center
Hyatt Place
1301 Coastal Highway, Dewey Beach DE



REGAL MARKETING AWARDS

Best Print Ad

Best Postcard or Direct Mail
Website, Social Media, Email, etc.

Best Logo

Best Informational
Brochure/Booklet

Best Billboard

Best Social Media Campaign

Best Website

Best Eblast

Best Video or Commercial

Best Image Campaign
*Minimum submission of 3 separate
advertising mediums required*

Best Event or Promotion

Best Marketing of the Year
*Based on total points awarded in
any 3 of the advertising
categories. If more than 3
categories are entered, the highest
score will be considered. In the
event of a tie, judges will choose.*



SUBMISSION REQUIREMENTS

Must submit on Call to Entry Submission List.

- **Best Image Campaign** requires submission of a minimum of 3 separate advertising pieces. These pieces can be considered for other marketing awards.
- **Best Social Media Campaign** or **Best Website**- provide URL links in the entry summary
- **Best Video**- submit You Tube Video Link in the entry summary and upload screenshot (from first 5 seconds of video)
- **Best Event or Promotion**- Must include event promotional materials, video MP3, and/or photos
- **Best Brochure/Booklet**- 5 hard copies required. Send/deliver to BRAD office.
- **Best Marketing of the Year** is awarded to the highest point score in 3 separate marketing categories. You must apply for this at check out to be considered.

JUDGING CRITERIA

On a scale from 1-10

Target Market, Message, & Results 150 Words Max. Please answer questions below within your entry.

- Who are you trying to reach with what message?
- How is the message relevant to your target market?
- What is the call to action, is it clear?
- Were there measurable results and were they positive? Increased sales, foot traffic, website hits, etc.

Visual Appeal 150 Words Max. Please answer questions below within your entry.

- How do the overall aesthetics lend to the flow of the piece?
- How does the visual appeal match the target audience and intended message?

Market Comparison & Creativity 150 Words Max. Please answer questions below within your entry.

- How does this entry stand up to the competition?
- Comparative to other pieces in the market, is there anything fresh, new or out of the box?
- Is there anything particular you want to point out to the judges?

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

REGAL MERCHANDISING AWARDS

***Best Interior Merchandising**
Home & Clubhouse

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

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

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- 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?

REGAL AWARDS

BEST HOME

Up to 2000 sq ft, Built for Sale
2001-3000 sq ft, Built for Sale
3001-4000 sq ft, Built for Sale
4001+ sq. ft., Built for Sale

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

COMMUNITY HOMES

"Production" home builders who may offer several, options but generally build predetermined home styles and types on lots within a community.

Best Green Community Home

Production home incorporating green features, design approaches and sustainable building practices

Best Active Adult Community Home

Production home incorporating universal design features, design approaches and building practices built for residents 55+

Best Single Family Community Home

Community/ Single-family, detached home over \$220,000 and under \$400,000

Best Affordable Community Home

Community/Production, single family home built for sale less than \$220,000

Best Luxury Community Home

Single-family, production homes over \$400,000

Best Multi Family Community Home

Town homes, twins, condos

Best Multi Family Community for Rent

Apartments

Best Delaware Community Home of the Year

Must submit on Call to Entry Submission List.

Awarded to a home within the above categories with the highest point score. In the event of tie, judges will choose

CUSTOM HOMES

These are for builders who build one-of-a-kind homes and are not restricted by home style, type, or lot location.

Best Green Custom Home

Single-family, custom home incorporating green features, design approaches and sustainable building practices.

Best Active Adult Custom Home

Custom home incorporating universal & aging in place design features, design approaches, and building practices built for residents 55+.

Best Single Family Custom Home

One-of-a-kind custom/spec, single-family home over \$220,000 and under \$400,000.

Best Affordable Custom Home

Custom, single-family home built for sale less than \$220,000.

Best Luxury Custom Home

Single-family, production homes over \$400,000.

Best Delaware Custom Home of the Year

Must submit on Call to Entry Submission List.

Awarded to a home within the above categories with the highest point score. In the event of tie, judges will choose



SUBMISSION REQUIREMENTS

Must submit on Call to Entry Submission List.

150 Words Max. Please answer questions below within your entry.

- 2-3 Sentence Entry Summary/ Marketing Statement
- Home/Model cost as Shown
- Model Base Price required
- Exact square footage of model
- Community name, community address, community phone number, and web URL that would be listed in Regal Book.

REQUIRED PHOTOGRAPHS/FILES HI RES (approx.: 8"x10" 300DPI, JPEG format)

- Front Exterior of Home
- Rear Exterior of Home
- Kitchen
- Dining Room
- Owner's Bedroom
- Bathroom
- Living Room
- Home Entry/Foyer
- Exterior Side Views
- Outdoor Areas
- Street Views
- Specialty Features – Green, Universal Design, etc.
- Floor Plans – **MUST BE JPEG FORMAT. NO PDF'S**

JUDGING CRITERIA

Individual criteria will be given a score on a scale from 1-10

Entry Value & Sales Success 150 Words Max. Please answer questions below within your entry.

- *Does the home's quality & desirability match the cost?*
- *How many homes were sold in the last 12 months?*
- *Does the product meet or exceed reasonable sales expectations?*

Market Comparison & Specialty Criteria 150 Words Max. Please answer questions below within your entry.

- *Who is the target market?*
- *Does the home meet the needs/wants of your target market?*
- *How does this entry stand up to the competition?*
- **FOR Best Green Home Only**
 - *Did you apply green technologies and/or innovative measures? If so, explain.*
 - *How did you use sustainable building materials and practices?*
 - *What innovative and/or sustainable designs were used in the home?*
- **FOR Best Active Adult Home Only**
 - *How did you apply universal design and/or aging in place practices?*

Exterior Design/Curb Appeal & Interior Architecture 150 Words Max. Please answer questions below within your entry.

- *How do the overall aesthetics lend to the flow of the design?*
- *How were functionality and flow incorporated into the design?*
- *Any notable features, building materials, or craftsmanship? If yes, please explain.*



REGAL AWARDS BEST DESIGN

Best Home Design

Best Interior Design

Best Clubhouse Design

Best Design Center

Best Bathroom Design

Best Kitchen Design

Best Owner's Suite

Best Outdoor Area

*outdoor fireplace, hearth, gazebo,
pool, playhouse, pavilion, etc.*

Best Landscape Design

**Best Designer/Design Firm
of the Year**

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

*Based on total points awarded in any 3
design categories. If more than 3
categories are entered, the highest
score will be considered. In the event
of a tie, judges will choose*



SUBMISSION REQUIREMENTS

Must submit on Call to Entry Submission List.

- 3-6 Images HI RES (approx.: 8"x10" 300DPI, JPEG)
- Floor plans, **JPEG only, PDFs NOT accepted**
- 2-3 Sentence Entry Summary/ Marketing Statement
- Home/Model cost as Shown
- Model Base Price required
- Exact square footage of model
- Community name, community address, community phone number, and web URL that would be listed in Regal Book.

JUDGING CRITERIA

One score overall on a scale from 1-10

Craftsmanship 150 Words Max. Please answer questions below within your entry.

- Was there excellence in skilled labor?
- Was there attention to detail?
- Anything notable judges should take into consideration?

Overall Design Excellence 150 Words Max. Please answer questions below within your entry.

- How does the visual appeal match the target audience and intended message?
- Does the functionality and flow match the target audience?
- Were there any challenges? How were they addressed?

Market Comparison 150 Words Max. Please answer questions below within your entry.

- How does this entry stand up to the competition?
- Compared to other products in the market is there anything fresh and new or out of the box?

REGAL COMMUNITY AMENITY VALUE AWARD

SUBMISSION REQUIREMENTS

Must submit on Call to Entry Submission List.

- Community name and location
- Homes starting price points
- Amenity list
- Amenity photos (approx.: 300dpi, 8"x10" JPEGs)
- Annual HOA Dues

JUDGING CRITERIA

One score overall on a scale from 1-10

Quality/Quantity of Amenities **Max 150 Words. Bulleted List format is acceptable. Please answer questions below.**

- What is included?
- Anything different or over and above competitor amenities?
- In reference to overall quality of amenities and services, how do the amenities attract the intended target market?
- Do amenities meet the needs/wants of intended consumer?

Amenities in Relation to Dues

- Do amenities coincide with annual HOA dues and community price point?
- Are they a value, within reason, or overpriced?

REGAL AWARDS REMODELING EXCELLENCE

SUBMISSION REQUIREMENTS

Must submit on Call to Entry Submission List.

- 3-4 Sentence Summary, scope & challenges
- Cost for Project
- Name of Project/Renovation/Addition
- Floor Plan & Square Footage
- Minimum of 3 Hi Res Photographs, approx.: 300dpi, 8"x10" JPGs
- **Before and After photos CLEARLY labeled**
- Project/Renovation/Addition full address
- Company phone number
- Company web URL

JUDGING CRITERIA

One score overall on a scale from 1-10

Ability to Meet Challenges 150 Words Max. Please answer questions below within your entry.

- What challenges were faced and resolved?
- How effectively were obstacles met and overcome?

Craftsmanship 150 Words Max. Please answer questions below within your entry.

- Was there excellence in skilled labor?
- Was there attention to detail?
- Anything notable judges should take into consideration?

Interior Design/Architecture 150 Words Max. Please answer questions below within your entry.

- Do the overall aesthetics meet the original needs and goals? If so, how?
- Does the functionality and flow match the customer or intended customer?
- Were there any challenges? How were they addressed?

Best Renovation under \$15,000

Best Renovation \$15,000–\$25,000

Best Renovation \$25,000–\$50,000

Best Renovation over \$50,000

Best Residential
Addition/Alteration under \$50,000

Best Residential
Addition/Alteration over \$50,000



REGAL INDIVIDUAL AWARDS

Loan Officer of the Year

Designer of the Year

Project/Production Manager
of the Year

Superintendent of the Year

Marketing Director of the Year

Sales Director of the Year

Rookie Sales Person of the Year
First Year in Sales Position

Sales Person of the Year

Selections/Options Coordinator
of the Year

Sales Team of the Year

SUBMISSION REQUIREMENTS

Must submit on Call to Entry Submission List.

- **Nominees Must be an employee** of a BRAD Member
- **Nominee Must also be a member** of the BRAD Sales & Marketing Council
- **Nominee must have been** in their position for over 50% of the last year.
- Nominee Name
- Upload Nominee Photo (HI RES 300dpi, 3"x5" JPG format)
- Community or Communities Sold by Nominee
- Nominee total production Volume/Sales
- Short Professional Bio:
 - Why should this nominee win this award?
 - Background and experience
 - Length of time with company
 - Length in position
 - Production volume
 - Responsible for # of communities, homes, employees, etc.
 - Closing ratios if applicable
 - Customer & employee testimonials

JUDGING CRITERIA

On a scale from 1-10

Performance & Results 150 Words Max. Please answer questions below within your entry.

- What are the nominees strengths and areas where they excel?
- How effectively do they complete their job?
- Do they meet or exceed goals & standards?
- Anything in particular that the Judges should consider when reviewing?

Professionalism & Approach 150 Words Max. Please answer questions below within your entry.

- What is the nominees knowledge base and how effective are they in communicating it?
- How is their attitude?
- How effective is their approach when faced with everyday operations?
- How does the candidate meet adversity and overcome market obstacles and adversity? Any specific examples?

Industry Involvement

150 Words Max. Please answer questions below within your entry.

- Does the nominee exhibit any outstanding contributions towards the home building industry?
- Has the nominee made any community contributions?
- Has the nominee completed any extra continuing education courses?



REGAL AWARDS MILLION DOLLAR CLUB

SUBMISSION REQUIREMENTS

Must submit on Call to Entry Submission List to be considered.

- Nominee Name
- Upload photo of Nominee (HI RES 300dpi 3"x5" JPEG format)
- List of Nominee's Credentials and/or Affiliations (CSP, MIRM, etc.)
- Community or Communities Sold by Nominee
- Company Name
- Community Location
- Dollar Volume Sold last year (12 months total)
- Number of Units Sold last year (12 months total)

Bronze

(Sales total \$1,000,000 – \$1,999,999)

Silver

(Sales total \$2,000,000 – \$4,999,999)

Gold

(Sales total \$5,000,000 – \$9,999,999)

Platinum

(Sales total \$10,000,000—\$14,999,999)

Diamond

(Sales total \$15,000,000 & over)

Highest Number of Units Sold

Highest Sales Volume



REGAL AWARDS

COMMUNITY REMODELING EXCELLENCE

CUSTOM BUILDER

DESIGNER

MARKETING of the YEAR

Sussex County
Kent County
New Castle County
Delaware

*Awarded to the Community, Remodeler,
Custom Builder, or Associate member
in the above categories with the highest
point score. In the event of tie, judges
will choose.*



SUBMISSION REQUIREMENTS

Must submit on Call to Entry Submission List.

Must submit 3-4 sentence marketing summary you would want featured in the Regal Book.

COMMUNITY of the Year

Must have one entry in each of the categories

- Marketing
- Merchandising
- Best Home
- Best Designed Space or Amenity Value

REMODELING EXCELLENCE of the Year

Must have one entry in each of the categories

- Marketing
- Best Design
- Remodeling Excellence

CUSTOM BUILDER of the Year

Must have one entry in each of the categories

- Marketing
- Best Design
- Best Custom Home Categories

If there are multiple entries in each category, you must denote which entries you would like to be considered.

REGAL AWARDS HERO (COVID-19) OUTSTANDING COMMUNITY SERVICE AWARD

This new Award was developed to honor persons who are making significant contributions to their community through their time, actions, talents and dedication in the face of great adversity. For example, COVID-19. The honoree nominated should serve as a role model for compassion, community service, helping others, and making their community a better place.

Entries will be divided into the following 2 subcategories:

- Individual
- Team/Company

SUBMISSION REQUIREMENTS

Must submit on Call to Entry Submission List to be considered.

- **Nominee(s) Must be an employee** of a BRAD Member
- Nominee(s) Name/Company Name
- Upload digital photos (HI RES 300dpi 4"x6" JPEG format) and/or a MP4 video file(s) of Entry (or URL link to YouTube MP4 video with a screenshot from the first 5 seconds of the video).
- Short Professional Bio: **150 Words Max. Please answer questions below within your entry.**

The nominee(s) contribution should be based upon a need that was identified within their service area/ community.

- Why should this nominee win this award?
- Describe the contribution that the candidate provided, from concept to implementation. What was the length and degree of service?
- To what degree did their service/action make a lasting or meaningful impact on their community?
- How would their service, or action, be considered going above and beyond the call of duty?
- Provide clear and measurable positive results within their community.

