



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
Monday, January 13, 2020

Regal Award Entries Final Deadline
Monday, February 10, 2020

Judging
February 26 - February 28, 2020

Regal Award Ceremony
Friday, May 15, 2020
Lighthouse Cove Event Center
Hyatt Place Dewey Beach
1301 Coastal Highway
Dewey Beach, DE 19971



COMMUNITY OF THE YEAR REMODELING EXCELLENCE OF THE YEAR CUSTOM BUILDER OF THE YEAR

- **Sussex County of the Year**
- **Kent County of the Year**
- **New Castle County of the Year**
- **Delaware Community of the Year:** will be awarded to the Community in the above categories with the highest point score. In the event of a point tie, the entry that scored highest in the most categories wins, if still tied judges will choose.

MARKETING AWARDS

- **Best Print Ad**
- **Best Postcard or Direct Mail**
- **Best Informational Brochure or Booklet**
- **Best Logo**
- **Best Billboard**
- **Best Social Media Campaign**
- **Best Website**
- **Best Email**
- **Best Video or Commercial**
- **Best Event/Promotion**
- **Best Image Campaign : Minimum submission of 3 separate advertising mediums required**
- **Best Marketing of the Year:** Based on total points awarded in any 3 of the advertising categories. If more than 3 categories are entered, highest scoring entries will be used. In the event of a tie, judges will choose

MERCHANDISING AWARDS

- **Best Interior Merchandising-Home**
- **Best Interior Merchandising-Clubhouse**
- **Best Exterior Merchandising- Home**
- **Best Exterior Merchandising- Clubhouse**
- **Best Exterior Merchandising- Community**



BEST HOME AWARDS

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**
Single-family, production homes over \$400,000
- **Best Multi Family Community Home**
Town homes, twins, condos
- **Best Multi Family Community for Rent**
Apartments

CUSTOM HOMES

These are for builders who build one of a kind homes one 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**
Luxury, Single-family, production homes
- **Best Delaware Community Home & Custom of the Year**
Awarded to a home in above categories with the highest point score. In the event of a point tie, the entry that scored highest in the most criteria wins, if still tied judges will choose.

DESIGN AWARDS

- Best Interior Design
- Best Landscape Design
- Best Home Design
- Best Clubhouse Design
- Best Design Center
- Best Bathroom Design
- Best Kitchen Design
- Best Master Suite
- Best Outdoor Area Pool, playhouse, pavilion, etc.
- Best Designer or Design Firm of the Year Based on total points awarded in any 3 of the design categories. If more than 3 categories are entered, highest scoring entries will be used. In the event of a tie, judges will choose

BEST AMENITY VALUE AWARD

REMODELING EXCELLENCE

- Best Residential Addition/
Alteration under \$50,000
- Best Residential Addition/
Alteration over \$50,000
- Best Renovation under \$15,000
- Best Renovation \$25,000-\$50,000
- Best Renovation over \$50,000

INDIVIDUAL ACHIEVEMENTS

- Lender 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

MILLION DOLLAR CLUB

- 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 of the YEAR

Sussex County
Kent County
New Castle County
Delaware

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

SUBMISSION REQUIREMENTS

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 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/Commercial

Best Image Campaign

Minimum submission of 3
separate advertising mediums
required

Best Event/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

- **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 links in the entry summary
- **Best Video**
Submit video via You Tube Link in the entry summary
- **Best Event or Promotion**
Must include event promotional materials
- **Best Brochure/Booklet** - hard copies required.
- **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.

JUDGING CRITERIA

On a scale from 1-10

Target Market, Message, & Results (Max 150 Words)

- 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.

For criteria below, notes to judges are optional and will have no impact on your completeness of entry score

Visual Appeal (Max 150 Words)

- Overall aesthetics, flow of the piece.
- How does the visual appeal match the target audience and intended message?

Market Comparison & Creativity (Max 150 Words)

- How does this entry stand up to the competition?
- Comparatively to other pieces in the market is there anything fresh and 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

21-75 Homes/ Year Built OR 25-100 Employees for Associates

Over 75+ Homes/Year Built OR over 100 Employees for Associates

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

21-75 Homes/ Year Built OR 25-100 Employees for Associates

Over 75+ Homes/Year Built OR over 100 Employees for Associates

SUBMISSION REQUIREMENTS

REQUIRED PHOTOGRAPHS/FILES:

Exterior Merchandising:

- Community/Home Front Entry
- Community/Home Exterior
- Rear
- Landscape Plan recommended if applicable

Interior Merchandising:

- Kitchen
- Dining
- Master Bedroom
- Bathroom
- Living Room
- Entry
- Furniture Plans- recommended if available

JUDGING CRITERIA

Design in Relation to Customer Max 150 Words

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

For criteria below, notes to judges are optional and will have no impact on your completeness of entry score.

Market Comparison & Creative Product/Material Application Max 150 Words. List format OK

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

Interior Design/ Or Exterior/Curb Appeal Max 150 Words. List format OK

- Overall aesthetics.
- Any noteworthy details the judges should pay attention

REGAL AWARDS

BEST HOME

Up to 2,000 sq.ft. Built for Sale

2,001 – 3,000 sq.ft. Built for Sale

3,001 – 4,000 sq.ft. Built for Sale

4,001+ sq.ft. Built for Sale

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

- 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

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

SUBMISSION REQUIREMENTS

- 2-3 Entry Summary/ Marketing Statement
- Home/Model cost as Shown
- Model Base Price if applicable

REQUIRED PHOTOGRAPHS/FILES HI RES (8"x10" 300DPI)

- Front
- Rear
- Kitchen
- Dining
- Master Bedroom
- Bathroom
- Living Room
- Home Entry
- Side Views
- Outdoor Areas
- Street Views
- Specialty Features- Green, Universal Design etc.
- Floor Plans- JPEG FORMAT. NO PDF'S

JUDGING CRITERIA

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

Entry Value & Sales Success Max 150 Words

- Does the homes 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 Max 150 Words

- Who is the target market?
- Does the home meet the needs/wants of the intended consumer?
- How does this entry stand up to the competition?
- Best Green Home Only
 - Application of green technologies & Innovative
 - Use of sustainable building materials and practices
 - Innovative sustainable design of home
- Best Active Adult Home Only
 - Application of universal design and/or aging in place practice

For criteria below, notes to judges are optional and will have no impact on your completeness of entry score.

Exterior Design/Curb Appeal & Interior Architecture Max 150 Words

- Overall aesthetics & visual appeal
- Functionality & flow; Any Notable features, building materials, or craftsmanship?

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
pool, playhouse, pavilion, etc

Best Landscape Design

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

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

- 3-6 Images
- Floor plans, **JPEG only, NO PDFs**

JUDGING CRITERIA

One score overall on a scale from 1-10

Craftsmanship Max 150 Words

- Excellence in skilled labor
- Attention to detail
- Anything notable judges should take into consideration?

Overall Design Excellence Max 150 Words

- Visual appeal
- Functionality and flow
- Were there any challenges? How were they addressed?

For criteria below, notes to judges are optional and will have no impact on your completeness of entry score

Market Comparison Max 150 Words

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

REGAL COMMUNITY AMENITY VALUE AWARD

SUBMISSION REQUIREMENTS

- Community Location
- Homes Starting price points
- Amenity List
- Amenity Photos
- Dues

JUDGING CRITERIA

One score overall on a scale from 1-10

Quality/Quantity of Amenities Max 150 Words. List format ok

- What is included?
- Anything different or over and above?
- Overall quality of amenities and services. Amenities in relation to target market?
- Do amenities meet the needs/wants of intended consumer

For criteria below, notes to judges are optional and will have no impact on your completeness of entry score

Amenities in Relation to Dues

- Do amenities coincide with dues and community price point ?
- Are they a value? Within reason, overpriced?

REGAL AWARDS REMODELING EXCELLENCE

**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
over \$50,000**

**Best Residential
Addition/Alteration
under \$50,000**

SUBMISSION REQUIREMENTS

- 2-3 Sentence Summary, scope & challenges
- Cost for Project
- Minimum of 3 Hi Res Photographs, **JPEG format**
- Before and after photos
- Floor Plan & Square Footage

JUDGING CRITERIA

One score overall on a scale from 1-10

Ability to Meet Challenges Max 150 Words

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

For criteria below, notes to judges are optional and will have no impact on your completeness of entry score.

Craftsmanship Max 150 Words

- Excellence in skilled labor
- Attention to detail
- Anything notable judges should take into consideration?

Interior Design/Architecture Max 150 Words

- Overall aesthetics
- Functionality & flow.
- What was the goal and were all needs met? Is it effective and relevant?

REGAL AWARDS 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

- Nominees must be an employee of HBADE Member
- Must be a member of the HBADE Sales & Marketing Council
- Must have been in their position for over 50% of the last year.
- Nominee Name
- Community or Communities Sold by Nominee
- Production Volume/Sales
- Short Professional Bio:
 1. Why should this nominee win this award?
 2. Background and experience
 3. Length of time with company
 4. Length in position
 5. Production volume
 6. Responsible for : # of communities, homes, employees etc.
 7. Closing ratios if applicable
 8. Customer & employee testimonials

A phone interview will be conducted with all candidates. Exact times will be confirmed closer to judging date.

JUDGING CRITERIA

Overall on a scale from 1-10

Performance & Results

- Strengths, areas where they excel
- How effectively do they complete their job?
- Do they meet or exceed goals & standards?
- Anything particular Judges should consider when making the decision?

Professionalism & Approach

- What is their 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

- Are there any contributions towards home building industry? Community contributions?
- Continuing Education?

REGAL AWARDS MILLION DOLLAR CLUB

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

SUBMISSION CRITERIA

- Nominee Name
- List Nominee's Credits or Affiliations (CSP, MIRM, etc.)
- Community or Communities Sold by Nominee
- Company Name
- Community Location
- Dollar Volume Sold 2018
- Number of Units Sold 2018