

# REGAL MERCHANDISING AWARDS

## SUBMISSION REQUIREMENTS

- Demographic & Target Market
- Style
  - *Asian, Cottage, Beach, Traditional, Modern, etc.*
- Plans
- 5-7 Notable Materials List
- Price Point of Home
- Hi Res Photographs, JPEG Format (8"x10" 300 DPI)

### Exterior:

- Front Entry
- Rear
- Other, if applicable

### Interior:

- Kitchen
- Dining
- Owner's Bedroom
- Bathroom
- Living Room
- Entry
- Other, if applicable

## JUDGING CRITERIA

On a scale from 1-10

|  |   |
|--|---|
| Interior Design/<br>Interior Architecture  | <i>Overall aesthetics. Flow of the piece.<br/>Does it meet basic/desired needs? Is it<br/>effective and relevant?</i> |
| Exterior/Curb Appeal                       | <i>Overall aesthetics. Is it effective and<br/>relevant?</i>  |
| Creative Product &<br>Material Application | <i>Comparatively to other pieces in the<br/>market. Is there anything fresh and new<br/>or out of the box?</i>        |
| Market Comparison                          | <i>How does this entry stand up to the<br/>competition?</i>   |
| Completeness of<br>Application             | <i>All requirements were met and<br/>information complete.</i>  |

**Best Interior  
Merchandising**  
Home Clubhouse

**Best Exterior Merchandising**  
Home Community

In order to maintain competitiveness, entries will be divided into the following subcategories based on the company's yearly merchandising budget:

Less than \$40,000  
\$40,000-\$75,000  
\$75,000+

