

MAME 2006
CATEGORIES & REQUIREMENTS

PROFESSIONAL ACHIEVEMENT AWARDS

Entries will be judged on the candidate's positive aspects and measurable work performance for the period of January 1, 2025 and December 31, 2025

SALES ACHIEVEMENT

1 Sales Honors - Diamond, Platinum, Gold, Silver

**Sales Persons*

Diamond - \$20,000,000, Platinum - \$10,000,000, Gold - \$5,000,000, Silver - \$2,000,000

**Sales Managers*

Diamond - \$25,000, Platinum - \$15,000,000, Gold - \$10,000,000, Silver - \$5,000,000

2 Superintendent Honors

5-9 Homes or \$2M in Selling Prices – 8d Level

10-14 Homes or \$2.1M to \$3M in Selling Prices – 10d Level

15-19 Homes or \$3.1M to \$4M in Selling Prices – 12d Level

20-24 Homes or \$4.1M to \$5M in Selling Prices – 16d Level

25-35 Homes or \$5.1M to \$7M in Selling Prices – 20d Level

36+ Homes or \$7.1M or higher in Selling Prices – 30d Level

Categories 1-2 Entry Requirements:

- Completed Honors Form including details on sales or completions within the period of January 1, 2025, through December 31, 2025
- REQUIRED - A color photo of candidate - at least 500x500 pixels at 300 dpi jpeg format

PROFESSIONALISM AWARDS

3 Rookie Salesperson of the Year

4 Sales Professional of the Year

5 Sales Team of the Year

6 Online Sales Counselor / Team of the Year

Categories 3-6 Requirements

- Completed Form containing written statement describing exemplary performance and achievement.
- Please include a color photo of candidate
- Candidate Interviews will be held Online on March 13

Note: Written Responses or Video maybe submitted in lieu of interview

LEADERSHIP RECOGNITION

- 7 Sales Manager of the Year
- 8 Marketing Professional of the Year
- 9 Customer Service or Warranty Professional of the Year
- 10 Construction Professional of the Year (Superintendent)
- 11 Purchasing Professional or Team of the Year
- 12 Land Acquisition Professional of the Year
- 13 Lender of the Year
- 14 Rising Star of the Year – Recognizing up incoming leaders

Categories 07-14 Requirements

- Completed Leadership Form containing written statement describing exemplary performance and achievement.
- Please include a color photo of candidate
- Candidate Interviews will be held Online on March 13

Note: Written Responses or Video maybe submitted in lieu of interview

MARKETING

15 Best Marketing Campaign - Includes Digital, Print and Social Media

Entry will be judged on creativity, design, and success of materials developed to gain product interest. Includes ads, print and electronic media, and billboards.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent submittal
May include any or all of the following: print advertising, direct mail, television and radio spots, billboards, etc. Used for judging and displays. Video files – Audio (.mp3) files.

16 Best Website

Awards may be presented for Builder, Community and/or Associate

Entry will be judged based on quality of design, ease of obtaining information, and organization of message.

Entry Requirements

- Team/ Information Form including Link to website
- Up to 8 images that represent submittal

17 Best Special Promotion – Special Event or Limited Time Sales Program

Entry will be judged on creativity, design, and success of materials developed to gain product interest. Includes a series of ads, print and electronic media

Entry Requirements:

- Team/ Information Form
- Submit images of promotion – photos of events suggested
- Submit Up to 8 images of ads that represent the campaign. May include any or all of the following: print advertising, direct mail, television and radio spots, billboards, etc. – jpeg or PDF format

18 Best Media – Video or Audio Commercial

Entry will be judged on originality, concept, and execution of the spot as it relates to specified target market and qualified traffic the ad generated.

Entry Requirements:

- Completed Team/Project Statement
- Video file (.mov or QuickTime file) of the TV spot OR One audio file (mp3) of the radio spot
- 2 to 4 Images that represent submittal

19 Best Innovative Use of Technology

Entry will be judged on creativity, user experience, overall design, and effectiveness

Entry Requirements

- Team/ Information Form including link to actual campaign
- Up to 8 images that represent the submittal
- Video File of technology or Link to view

20 Community Outreach

Entry will be judged on originality, concept and execution of project program. Includes individual charities or builder-supported, non-profit programs (e.g., Boy Scouts, HomeAid, City of Hope, Extreme Home Makeover, etc.). – Entries submitted previously are eligible if the program was offered again within the period of January 1, 2025 to December 31, 2025

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent the program

NEW for 2026: People's Choice Awards

Selected live by the audience at the MAME Awards Gala, these exciting new categories give you the chance to impress the crowd and earn a fan-favorite win! Finalists will be featured during the show, and attendees will vote in real time.

21 People's Choice: Best Social Media Moment

Celebrate a high-impact post, reel, or campaign that sparked engagement and captured attention on social media.

22 People's Choice: Most Instagrammable Model Home

Highlight a model home that's beautifully staged, visually stunning, and made for the 'gram.

To Submit:

Each entry must include the following:

- Team/Project Form including Narrative about the entry (200 words max)
- 1-minute video package showcasing your work (MP4 format preferred)

 Finalists will be selected based on creativity, impact, and visual storytelling.

 Live Audience Voting during the Gala determines the winners.

 Winners Announced on stage the night of the event

LANDSCAPE/OUTDOOR LIVING

23 Best Outdoor Living Space

Entry will be judged on the landscape effectiveness, impact and function in enhancing the product. Landscaping includes ground cover, hardscape and softscape for front and backyard spaces.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry

SALES ENVIRONMENT

24 Best Sales Environment

25 Best Design Center>Showroom

Entry will be judged on theme, function, display concept, creativity, and design used in the office, as well as the use of tools and technologies to achieve sales success.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry
- Floor Plan of office layout showing layout of exhibits.

DESIGN AWARDS

PRODUCTION HOUSING

26 Best Community Amenity Feature

Entry will be judged on the effectiveness, impact, and function in enhancing the project.

Entry Requirements

- Team/ Information Form
- Up to 8 images that can be used to represent entry

27 Best Architectural Design – 55+ Active Adult Home

28 Best Architectural Design – Townhome

29 Best Architectural Design of a Detached Home – under 2,000 sq. ft.

30 Best Architectural Design of a Detached Home – 2,000 to 3,000 sq. ft.

31 Best Architectural Design of a Detached Home – 3,000 to 4,000 sq. ft.

32 Best Architectural Design of a Detached Home – over 4,000 sq. ft.

Entry will be judged on overall exterior and interior architecture, design appeal, function, and creative use of interior space and creative integration of plan design with site considerations.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry: **Front exterior MANDATORY**, Living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan

- 33 **Best Interior Merchandising of a Model Home - Townhome**
- 34 **Best Interior Merchandising of a Model Home - 55+ Active Adult**
- 35 **Best Interior Merchandising of a Model Home priced under \$500,000**
- 36 **Best Interior Merchandising of a Model Home priced \$500,000 – \$750,000**
- 37 **Best Interior Merchandising of a Model Home priced \$750,000 – \$1Million**
- 38 **Best Interior Merchandising of a Model Home priced over \$1Million**

Entry will be judged on concept, creativity, impact of furniture and accessories as they relate to the intended target market and sales success.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry: Living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan

SPECIALITY CATEGORIES

- 39 **Best Kitchen Design for a New Home**
- 40 **Best Specialty Room for a New Home**
- 41 **Best Primary Suite for a New Home - (Room, Bath & Closet spaces)**

Entry will be judged on design appeal, functionality, innovative use of interior space and creative integration of the plan as it relates to the home.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry
- Floor plan

DESIGN AWARDS

CUSTOM CONSTRUCTION

- 42 **Best Interior Design of a Custom or Spec Home**

Entry will be judged on concept, creativity, impact of furniture and accessories.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry: Living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan

- 46 **Best Architectural Design of a Custom or Spec Home**

Entry will be judged on overall exterior and interior architecture, design appeal, function, and creative use of interior space and creative integration of plan design with site considerations.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry: **Front exterior MANDATORY**, Living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan

SPECIALITY CATEGORIES

44 Best Kitchen Design for a Custom Home

45 Best Specialty Room for a Custom Home

46 Best Primary Suite for a Custom Home - (Room, Bath & Closet spaces)

Entry will be judged on design appeal, functionality, innovative use of interior space and creative integration of the plan as it relates to the home.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry
- Floor plan

REMODELING & RENOVATION

47 Best Whole House Remodel

48 Best Renovated Kitchen

49 Best Renovated Bathroom

50 Best Historic Renovation

51 Best Addition

Awards may be presented based on budget.

Entries will be judged on the uniqueness and complexity of the buildout, adaptability to the existing structure, architectural design and aesthetic qualities, and the overall value and impact of the renovation relative to its cost.

Entry Requirements

- Remodeling Form
- Up to 8 images that represent entry with at least 1 before image of the project
- Floor plan - before and after versions suggested

ANNUAL AWARDS

52 Heart & Hammer Lifetime Achievement

HBA Recognition for a Member who has gone above and beyond to support the association, the industry and/or community.

53 Home of the Year - Custom and Production

Home must be submitted in Interior/Architectural Design to compete

Must have entered in interior merchandising and architectural design category.

Winner will be determined based upon points from qualifying categories, and judges review.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry: **Front exterior MANDATORY**, Living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan

COMMUNITY OF THE YEAR

The Community of the Year Awards are for the best overall marketing and community presentation of a community.

Community of the Year will be judged based on:

Design and sensitivity to natural or created environments, Design appeal, Creative use of space, materials, amenities, Architectural continuity, Landscape design and signage, and Overall sales success.

- 54 Community of the Year - 55+**
- 55 Community of the Year - Townhome**
- 56 Community of the Year - Detached**

To be eligible for Community of the Year – must have entered 3 categories

Suggested: Marketing, Website, Sales Office or Amenity, Interiors and Architectural Design

Entry Requirements

- Team/ Information Form
- Site plan of the community
- 8 images of community - Exteriors, landscape, interiors, signage, sales office etc.

BUILDER OF THE YEAR

- 57 Builder of the Year**
- 58 Associate of the Year**

Recognizing HBA Member(s) who displayed exemplary performance and a positive working attitude toward the trades, vendors/suppliers, and customers with which they work. Designed to recognize innovation in the construction process, market performance, financial results, and community involvement. Judges take a holistic approach to examining this category.

Entry Requirements

- Completed form with responses to all 7 questions
- Company Logo
- Team or Principal Photo