



2021 Categories

SALES ACHIEVEMENT

1. Rookie Sales Professional of the Year
2. Sales Professional of the Year
3. Online Sales Consultant of the Year
4. Sales Manager of the Year
5. Top Producers – Sales Honors

LEADERSHIP RECOGNITION

6. Marketing Professional of the Year
7. Builder Superintendent of the Year
8. Superintendent Honors – Volume Awards
9. Construction Manager of the Year
10. Project Manager of the Year
11. Land Manager of the Year
12. Warranty Professional of the Year
13. Closing Coordinator of the Year
14. Design Center Professional of the Year
15. Purchasing Manager of the Year
16. Lender of the Year
17. Shining Star Award
18. Leadership Award
19. Law Firm of the Year
20. Engineering Firm of the Year
21. Developer of the Year
22. Builder of the Year
23. COVID-19 Safety Program Honors

MARKETING & DESIGN AWARDS

24. Advertising Campaign
25. Billboard
26. Brochure
27. Community Amenity
28. Community Entrance (Developer)
29. Community Outreach
30. Community Signage
31. Custom Home
32. Design Center
33. Digital Media Campaign
34. Innovative Use of Technology
35. Interior Merchandising of a Model – Detached priced under \$275,000
36. Interior Merchandising of a Model – Detached priced \$275,000 to \$400,000
37. Interior Merchandising of a Model – Detached priced \$400,000 to \$600,000
38. Interior Merchandising of a Model – Detached priced over \$600,000
39. Interior Merchandising of a Model – Attached priced

40. Landscape Design
41. Logo Design
42. New Home Publication
43. Outdoor Living Space
44. Print Ad
45. Product Design of a Detached Home – under 3,000 sf
46. Product Design of a Detached Home – 3,000 to 4,000 sf
47. Product Design of a Detached Home – over 4,000 sf
48. Product Design of an Attached Home
49. Sales Environment
50. Special Promotion – Limited-Time Sales or Marketing Promotion by a Builder or Associate
51. Virtual Sales Program
52. Virtual Special Event
53. Website
54. Community of the Year

REMODELING & RENOVATION AWARDS

55. Remodeling – General Renovation
56. Remodeling – Whole House

HBA of Greater Charlotte reserves the right to create new categories if the judges believe it is warranted. Judges may re-categorize an entry if they believe it has been entered in the wrong category or is better suited to another category. Special Awards for specific innovations may be presented at the Judges' discretion.