

2020 Awards of Excellence in Housing - Category Index

Single Family - without attached Garage

- SF 1 Best Single Family under \$260,000
- SF 2 Best Single Family \$260,000 to \$300,000

Single Family - Two Storey/Split Level with attached Garage

- SF 3 Best Single Family under \$300,000

Any Style Model

- SF 4 Best Single Family \$300,000 to \$350,000
- SF 5 Best Single Family \$350,000 to \$400,000
- SF 6 Best Single Family \$400,000 to \$450,000
- SF 7 Best Single Family \$450,000 to \$500,000
- SF 8 Best Single Family \$500,000 to \$550,000
- SF 9 Best Single Family \$550,000 to \$600,000
- SF 10 Best Single Family \$600,000 to \$700,000
- SF 11 Best Single Family \$700,000 to \$850,000
- SF 12 Best Single Family \$850,000 to \$1 Million
- SF 13 Best Single Family \$1 Million to \$1.5 Million
- SF 14 Best Single Family over \$1.5 Million

Infill Housing

- IF1 Best Infill under 2,000 square feet
- IF2 Best Infill 2,000 – 4,000 square feet
- IF3 Best Infill over 4,000 square feet

Sales Centre Awards

- SC 1 Best Sales & Information Centre - Single Family
- SC 2 Best Sales & Information Centre - Multi-Family
- SC 3 Best Design Centre/Show Room

Development Awards

- DV 1 Best Show Home Parade
- DV 2 Best New Community
- DV 3 Best Community

Advertising Awards

- AD 1 Best Print Advertising
- AD 2 Best Radio Commercial
- AD 3 Best Digital Campaign
- AD 4 Best Direct Mail
- AD 5 Best Integrated / Mixed Campaign
- AD 6 Best Brochure Package
- AD 7 Best Website / Mobile APP
- AD 8 Best Video / Commercial
- AD 9 Best Social Media Campaign

Environmental Awards

- EV 1 Environmental Recognition

Realtor Awards

- Builder/Realtor Co – Operation Award

Multi-Family - Apartment Style

- MF 1 Best Multi - Family under \$250,000
- MF 2 Best Multi - Family \$250,000 to \$325,000
- MF 3 Best Multi - Family over \$325,000

Multi - Family - Townhouse/Duplex Style

- MF 4 Best Multi - Family under \$250,000
- MF 5 Best Multi - Family \$250,000 to \$300,000
- MF 6 Best Multi - Family \$300,000 to \$350,000
- MF 7 Best Multi - Family \$350,000 to \$400,000
- MF 8 Best Multi - Family \$400,000 to \$475,000
- MF9 Best Multi - Family \$475,000 to \$550,000
- MF10 Best Multi - Family \$550,000 to \$650,000
- MF11 Best Multi - Family over \$650,000

Multi-Family Apartment Building

- MF 12 Best Apartment Building

Multi-Family Townhouse/Duplex Development

- MF 13 Best Townhouse/Duplex Project

Renovation Awards

- RN 1 Best Exterior Renovation
- RN 2 Best Renovation under \$150,000
- RN 3 Best Renovation \$150,000 to \$300,000
- RN 4 Best Renovation \$300,000 to \$600,000
- RN 5 Best Renovation \$600,000 to \$1 Million
- RN 6 Best Renovation over \$1 Million
- RNY Renovator of the Year

General Members of the Year - Builders' Choice Awards

- BC 1 Supplies or manufactures a tangible product directly to a CHBA – ER Builder/Renovator
- BC 2 Supplies and installs a tangible product directly to a CHBA – ER Builder/Renovator
- BC 3 Provides a service directly to a CHBA - ER Builder/Renovator
- GY General Member of the Year

Sales People of the Year Awards

- CS 1 Rookie of the Year - Single/Multi - Family
- CS 2 Sales Person/Team of the Year - Single Family
- CS 3 Sales Person/Team of the Year - Multi - Family
- GS 1 General Member Salesperson of the Year
- GS 2 General Member Service person of the Year

Sales Awards

- SV 1 Sales Volume Awards

Leadership Awards

- LS 1 Industry Leadership Award

Builder of the Year Awards

- BY Builder of the Year – Small Volume
- BY Builder of the Year – Large Volume
- BY Builder of the Year – Multi - Family

Single Family Award Categories

Without attached garage

SF01 - Best Single family under \$260,000

SF02 - Best Single family \$260,000 to \$300,000

Two Storey / Split - level with attached garage

SF03 – Best Single Family under \$300,000

Any style model

SF04 – Best Single Family \$300,000 to \$350,000

SF05 – Best Single Family \$350,000 to \$400,000

SF06 – Best Single Family \$400,000 to \$450,000

SF07 – Best Single Family \$450,000 to \$500,000

SF08 – Best Single Family \$500,000 to \$550,000

SF09 – Best Single Family \$550,000 to \$600,000

SF10 – Best Single Family \$600,000 to \$700,000

SF11 – Best Single Family \$700,000 to \$850,000

SF12 – Best Single Family \$850,000 to \$1M

SF13 – Best Single Family \$1M to 1.5M

SF14 – Best Single Family over \$1.5M

Member Eligibility

- Only CHBA – ER **Single Family Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Homes that qualify must be built in the Edmonton Region.
- The home must have been completed during the time frame of **October 1, 2018 to September 30, 2019**.
- All builders must submit the price based on the Current Market price at the time of the advertised price (including upgrades) of the unit being submitted.
- The price must be for the house only (land and GST excluded).
- Lottery homes, staff purchases, and builder owner homes must submit the selling price as if the home/unit were sold to the public. A third party appraisal may be requested.
- Price Specification for Single Family and Estate Categories – **Include:** Base model price, all interior/exterior upgrades, all change orders, extras or additions, appliances and permanent fixtures, window coverings, basement development (optional). **Exclude:** land and GST, landscaping, detached garage, garage (Sales Centre) and furnishings.
- Any unsold inventories (Spec Homes) on the market are allowed to be entered, however; please state current selling point excluding GST and land. Sold homes should use selling price excluding GST and land.
- For all housing award categories, you have the option to include the developed basement. Total cost will then determine the category entered. Please include developed square footage.
- Submissions that are not considered complete (fully livable) will not be considered.
- Homes submitted in previous years will not be accepted; however the same floor plan can be submitted again from a different home with a different address.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- No artist renderings will be accepted for images and may result in disqualification.
- Any home in litigation at the time of submission is not eligible for entry.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.
- It is the responsibility of the CHBA – ER member to ensure that the customer contact information provided is in accordance and compliance with the Personal Information Protection Act. CHBA – ER will not be held responsible and/or liable for any information that is submitted under this Act.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 30% Floor Plan/Functionality
- 25% Special Features
- 20% Kitchen/Eating Area
- 15% Exterior
- 10% Bathroom / Ensuite

***It is important you represent the above in your submission**

Requirements

- Online Entry Form
- Home Owners' Waiver Form
- Marketing Feature Sheet (do not use company name in write up)
- Eight (8) different digital images – at least one exterior image is required
- Two (2) additional photos (optional)
- SF11, SF12, SF13, SF14 Two (2) more additional photos
- ***No company names on photos, floor plans or marketing feature sheet write ups***
- Digital image of floor plan (floor plan for basement must be included if applicable)
- Digital image of your company logo
- Total square footage of home
- Builder will be required to submit total square footage

***If any of the above requirements' are not met, this will result in disqualification**

Number of Entries

Four (4) submissions in this category

Builder of the Year

This award qualifies for the Builder of the Year; Single Family Awards.

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name, model name, and community will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (SF1 to SF14)

➤ Answer the following questions/statements in point form

- 1. Describe the floor plan and functionality of the home:**
- 2. Special features (150 words):**
- 3. Describe the kitchen/eating area (150 words):**
- 4. Describe the exterior of the home (100 words):**
- 5. Bathroom / Ensuite (100 words):**
- 6. Total square footage of home (100 words):**
- 7. Additional comments (optional) (100 words):**

Infill Award Categories

IF1 Best Infill under 2,000 square feet

IF2 Best Infill 2,000 – 4,000 square feet

IF3 Best Infill over 4,000 square feet

Member Eligibility

- Only CHBA – ER **Builder/Renovator Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Infill homes that qualify must be built in place of an existing structure in the Edmonton Region.
- The home must have been completed during the time frame of **October 1, 2018 to September 30, 2019**.
- All builders must submit the price based on the Current Market price at the time of the advertised price (including upgrades) of the unit being submitted.
- The price must be for the house only (land and GST excluded).
- Staff purchases and builder owner homes must submit the selling price as if the home/unit were sold to the public. A third party appraisal may be requested.
- Price Specification for Infill Categories – **Include:** Contract price, all change orders, extras or additions, appliances and permanent fixtures, basement development (optional). **Exclude:** land and GST, landscaping, detached garage, garage (Sales Centre) and furnishings.
- Any unsold inventory on the market are allowed to be entered, however; please state current selling point excluding GST and land. Sold homes should use selling price excluding GST and land.
- For all housing award categories, you have the option to include the developed basement. Please include developed square footage.
- Submissions that are not considered complete (fully livable) will not be considered.
- Homes submitted in previous years will not be accepted; however the same floor plan can be submitted again from a different home with a different address.
- Homes can only be submitted in one Infill Category.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- No artist renderings will be accepted for images and may result in disqualification.
- Any home in litigation at the time of submission is not eligible for entry.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.
- It is the responsibility of the CHBA – ER member to ensure that the customer contact information provided is in accordance and compliance with the Personal Information Protection Act. CHBA – ER will not be held responsible and/or liable for any information that is submitted under this Act.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 30% Floor Plan/Functionality
- 40% Design Appeal
- 15% Overcoming Challenges
- 15% Price per square foot

***It is important you represent the above in your submission**

Requirements

- Online Entry Form
- Home Owners' Waiver Form
- Marketing Feature Sheet (do not use company name in write up)

- Eight (8) different digital images – at least one exterior image is required
- Two (2) additional photos (optional)
- ***No company names on photos, floor plans or marketing feature sheet write ups***
- Digital image of floor plan (floor plan for basement must be included if applicable)
- Digital image of your company logo
- Total square footage of home
- Builder will be required to submit total square footage

***If any of the above requirements' are not met, this will result in disqualification**

Number of Entries

Four (4) submissions per Infill category

NOTE: Company name, model name, and community will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (IF1 to IF3)

➤ Answer the following questions/statements in point form

- 1. Describe the floor plan and functionality of the home:**
- 2. Design solutions (150 words):**
- 3. Describe what constraints or challenges you had to overcome (100 words):**
- 4. Special features (150 words):**
- 5. Total square footage of home (100 words):**
- 6. Additional comments (optional) (100 words):**

SC1 Best Sales & Information Centre – Single Family

Member Eligibility

- Only **CHBA – ER Single Family Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Sales/Presentation Centre **must** have been active and located in the Edmonton Region during the time frame of **October 1, 2018 to September 30, 2019.**
- **If you entered your sales centre last year, you cannot enter it again this year if it's at the same address location.**
- Excludes permanent design centers & show rooms.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 75% Visual Presentation
- 25% Marketing Feature Sheet

Requirements

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Eight (8) different digital images of the following:
 - Exterior of sales/presentation centre
 - Interior of sales/presentation centre
 - Showing walls
 - Sales message and displays
 - Four (4) images of your choice
- Digital image of your company logo

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Two (2) submissions in this category.

Builder of the Year

This award qualifies for the Builder of the Year Single Family Awards.

Please refer to the Builder of the Year Submission Guidelines for point allocation.

NOTE: Company name and location of sales centre will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (SC1)

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. Describe the exterior of the sales centre:**
- 2. Describe the interior of the sales centre:**
- 3. Special features/functionality:**
- 4. Describe what makes the sales centre visually appealing:**
- 5. Additional comments (optional):**

SC2 Best Sales & Information Centre – Multi - Family

Member Eligibility

- Only **CHBA – ER Multi - Family Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Sales/Presentation Centre **must** have been active and located in the Edmonton Region during the time frame of **October 1, 2018 to September 30, 2019.**
- **If you entered your sales centre last year, you cannot enter it again this year if it's at the same address location.**
- Excludes permanent design centers & show rooms.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 75% Visual Presentation
- 25% Marketing Feature Sheet

Requirements

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Eight (8) different digital images of the following:
 - Exterior of sales/presentation centre
 - Interior of sales/presentation centre
 - Showing walls
 - Sales message and displays
 - Four (4) images of your choice
- Digital image of your company logo

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Two (2) submissions in this category.

Builder of the Year

This award qualifies for the Builder of the Year, Multi-Family Award.

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name and location of sales centre will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (SC2)

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. Describe the exterior of the sales centre:**
- 2. Describe the interior of the sales centre:**
- 3. Special features/functionality:**
- 4. Describe what makes the sales centre visually appealing:**
- 5. Additional comments (optional):**

SC3 Best Design Centre/Show Room

Member Eligibility

- Only **CHBA – ER Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Design Centre/ Show Room **must** have been active during the time frame of **October 1, 2018 to September 30, 2019**.
- Single Family, Multi – Family, Renovators and General Members may submit into this award.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 75% Visual Presentation
- 25% Marketing Feature Sheet

Requirements

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Eight (8) different digital images of the following:
 - Exterior of Design Centre/Show Room
 - Interior of Design Centre /Show Room
 - Showing walls
 - Sales message and displays
 - Four (4) images of your choice
- Digital image of your company logo

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Two (2) submissions in this category

Builder of the Year

This award qualifies for all Builder of the Year Awards

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name and location of Design Centre / Show Room will be displayed exactly as indicated on online entry form in all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (SC3)

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. Describe the exterior of the design centre:**
- 2. Describe the interior of the design centre:**
- 3. Special features/functionality:**
- 4. Describe what makes the sales centre visually appealing:**
- 5. Additional comments (optional):**

DV1 Best Show Home Parade

Member Eligibility

- Only **CHBA – ER Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER & follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Best Show Home Parade must be built in the Edmonton Region.
- Must have a minimum of two **(2)** homes side by side by two (2) different builders represented **and** open to the public during the timeframe of **October 1, 2018 to September 30, 2019**.
- Excludes apartment style homes.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 30% Architecture
- 30% Show home pageantry and signage
- 20% Landscaping
- 10% Variety of models/products
- 10% Accessibility

Requirements

- Online Entry Form
- Marketing Feature Sheet (do not use company name)
- Six (6) different digital images of the project
- Digital image of your company logo

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Four (4) submissions in this category.

Builder of the year

Not applicable for this award.

NOTE: Company name, project name, and community will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (DV1)

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. (30%) Show Home pageantry and signage:**
- 2. (30%) Describe the architecture:**
- 3. (20%) Describe the landscaping:**
- 4. (10%) Describe the variety of models/products:**
- 5. (10%) Describe the accessibility of the Show Home Parade:**
- 6. Additional comments (optional):**

DV2 Best New Community

Member Eligibility

- Only **CHBA – ER Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Community must be built in the Edmonton Region.
- This award will recognize a residential development for its innovative concepts of land use and the preparation to market and promote the community.
- In order to qualify, the first Show Home Parade must have been opened within the last 24 months of **September 30, 2019** (does not include sales trailers)
- Community must have had lots/homes currently for sale from **October 1, 2018 to September 30, 2019**.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 20% Completed amenities/landscaping
- 20% Future amenities
- 20% Entry feature
- 15% Success and growth
- 10% Community architecture
- 10% Variety of product
- 5% Environmental Initiatives

Requirements

- Online Entry Form
- Marketing Feature Sheet
- Eight (8) different digital images of the new community.
- Renderings may be submitted for future amenities that will be built by the developer
- Digital image of your company logo
- Digital image of the overall subdivision plan

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Three (3) submissions in this category.

Builder of the year

Not applicable for this award.

NOTE: Company name, project name, and community will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (DV2)

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. (20%) Completed landscaping and amenities:**
- 2. (20%) Describe the planned landscaping and site amenities:**
- 3. (20%) Describe the entrance feature:**
- 4. (15%) Outline the success and growth of the community:**
- 5. (10%) Describe the communities overall street scape and architecture:**
- 6. (10%) List the variety of products you currently have in this community:**
- 7. (5%) Environmental Initiatives (if applicable)**
- 8. Additional comments (optional):**

DV3 Best Community

Member Eligibility

- Only **CHBA – ER Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Community must be built in the Edmonton Region.
- This award will recognize a residential development for its innovative concepts of land use and the preparation to market and promote the community.
- A new phase must have been released/constructed during the time frame of **October 1, 2018 to September 30, 2019.**
- Community must have had lots/homes currently for sale from **October 1, 2018 to September 30, 2019.**
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 40% Completed amenities/landscaping
- 20% Entry feature
- 15% Success and growth
- 10% Community architecture
- 10% Variety of product
- 5% Environmental Initiatives

Requirements

- Online Entry Form
- Marketing Feature Sheet
- Eight (8) different digital images of the new community.
- Digital image of your company logo
- Digital image of the overall subdivision plan

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Four (4) submissions in this category.

Builder of the year

Not applicable for this award.

NOTE: Company name, project name, and community will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (DV3)

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. (40%) Completed landscaping and amenities:**
- 2. (20%) Describe the entrance feature:**
- 3. (15%) Outline the success and growth of the community:**
- 4. (10%) Describe the communities overall street scape and architecture:**
- 5. (10%) List the variety of products you currently have in this community:**
- 6. (5%) Environmental Initiatives (if applicable)**
- 7. Additional comments (optional):**

AD1 Best Print Advertising

Member Eligibility

- Only **CHBA – ER Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Ad **must** have been active / published during the time frame of **October 1, 2018 to September 30, 2019**.
- All print ads submitted **must** be produced by the member company or by a contracted designer.
- No tagging or donuts on national ads. Example – If you sell a Maytag appliance, you cannot take a Maytag ad and submit it as your own.
- Excludes direct mail and brochure packages.
- Must be marketing product/service for the Edmonton Region.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 70% Visual Presentation
- 30% Marketing Feature Sheet

Requirements

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Digital image/photo of the newspaper or magazine ad – up to 2
- Photo of ad / proof of publication in newspaper or magazine
- Digital image of your company logo

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Four (4) submissions in this category.

Builder of the Year

This award qualifies for the all Builder of the Year Awards.

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name and campaign Name will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (AD1)

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. Define your target market:**
- 2. Where did this ad run:**
- 3. What was the purpose of the marketing piece:**
- 4. What makes the ad unique/different from the competition:**
- 5. How did you measure success for this campaign:**
- 6. Additional comments (optional):**

AD2 Best Radio Commercial

Member Eligibility

- Only **CHBA – ER Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Radio commercial **must** have been active on live radio or streaming services during the time frame of **October 1, 2018 to September 30, 2019.**
- All radio commercials submitted **must** be produced by the member company or by a contracted marketing firm.
- No tagging or donuts on national ads. Example – If you sell a Maytag appliance, you cannot take a Maytag radio commercial & submit it as your own.
- Must be marketing product/service for the Edmonton Region.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 70% Audio
- 30% Marketing Feature Sheet

Requirements

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Digital copy of the radio ad
-Send one (1) digital copy of the Radio Commercial to the CHBA-ER office before the deadline, October 30 Noon; Attn: Danielle Forbes
- Digital image of your company logo

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Four (4) submissions in this category.

Builder of the Year

This award qualifies for all Builder of the Year Awards.

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name and campaign name will be displayed exactly as indicated on the online entry form for all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (AD2)

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. Define your target market:**
- 2. Where did this commercial run:**
- 3. What was the purpose of the marketing piece:**
- 4. What makes it unique:**
- 5. How did you measure success for this campaign:**
- 6. Additional comments (optional):**

AD3 Best Integrated/Digital Campaign

Member Eligibility

- Only **CHBA – ER Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Includes email campaigns, digital campaigns, and online display ads active during the time frame of **October 1, 2018 to September 30, 2019**. Excludes: Billboards.
- All campaigns submitted **must** be produced by the member company or by a contracted designer.
- No tagging or donuts on national ads. Example – If you sell a Maytag appliance, you cannot take a Maytag campaign and submit it as your own.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification. Result verification on campaign success metrics may be requested.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.
- Campaigns submitted in the AD9 category cannot be submitted in this category.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 70% Audio / Visual
- 30% Marketing Feature Sheet

Requirements

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Copy of digital campaign
 - A digital copy of all campaign pieces (for example: email, social ads, etc.) on a USB to the CHBA-ER Office before the deadline, October 30 at Noon; Attn: Danielle Forbes
- Digital image of your company logo

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Four (4) submissions in this category

Builder of the Year

This award qualifies for all Builder of the Year Awards.

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name and campaign name will be displayed exactly as indicated on the online entry for all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (AD3)

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. Define your target market:**
- 2. Delivery method:**
- 3. What was the purpose of the campaign:**
- 4. What makes it unique:**
- 5. How did you measure success for this campaign:**
- 6. Additional comments (optional):**

AD4 Best Direct Mail

Member Eligibility

- Only **CHBA – ER Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Direct mail promotion **must** have been active during the time frame of **October 1, 2018 to September 30, 2019**.
- Direct mail must be one physical piece of promotional material sent through the mail.
- Campaigns submitted **must** be produced by the member company or by a contracted designer.
- No tagging or donuts on national ads. Example – If you sell a Maytag appliance, you cannot take a Maytag promotion and submit it as your own.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.
- Campaigns with multiple pieces must be entered into the AD5 category.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 70% Visual Presentation
- 30% Marketing Feature Sheet

Requirements

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Digital image of Direct Mail
- Optional – Digital image photo
- Digital image of your company logo
- **Send six (6) hard copies of the direct mail piece and six (6) hard copies of the Marketing Feature Sheet (If six copies of each requirement are not received, the submission will be disqualified) to the CHBA – ER office before the deadline, October at 30 Noon; Attn: Danielle Forbes.**

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Four (4) submissions in this category.

Builder of the Year

This award qualifies for all Builder of the Year Awards.

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name and campaign name will be displayed exactly as indicated on the online entry form for all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (AD4)

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. Define your target market:**
- 2. Where did the promotional piece run:**
- 3. What was the purpose of the marketing piece:**
- 4. What makes it unique:**
- 5. How did you measure success for this campaign:**
- 6. Additional comments (optional):**

AD5 Best Integrated / Mixed Campaign

Member Eligibility

- Only **CHBA – ER Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Campaign **must** have been active during the time frame of **October 1, 2018 to September 30, 2019**.
- All campaigns submitted **must** be produced by the member company or by a contracted designer.
- Integrated multiple marketing mediums from digital to traditional
- There must be a minimum of 2 techniques that include but not limited to: video, social, direct, take-a ways and more.
- No tagging or donuts on national ads. Example. – If you sell a Maytag appliance, you cannot take a Maytag campaign and submit it as your own.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.
- Examples include: Business to Business, Complete Branding, Guerrilla and out of Box new product, new product/service launch, consumer integrated campaign.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 70% Visual Presentation
- 30% Marketing Feature Sheet

Requirements

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Optional – MP4 / MP3
- Optional – Mixed Media elements
- High resolution image of campaign
- Digital image of your company logo
- **Submit five (5) campaign pieces (If you are submitting hard copies, send six (6) copies of each) to the CHBA-ER office before the deadline October 30 at Noon; Attn: Danielle Forbes**

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Four (4) submissions in this category.

Builder of the Year

This award qualifies for all Builder of the Year Awards.

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name and campaign name will be displayed exactly as indicated on the online entry form for all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (AD5)

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. Define your target market:**
- 2. How was the campaign executed:**
- 3. What was the purpose of the campaign:**
- 4. What makes it unique:**
- 5. How did you measure success for this campaign:**
- 6. Additional comments (optional):**

AD6 Best Brochure Package

Member Eligibility

- Only **CHBA – ER Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Brochure package **must** have been distributed during the time frame of **October 1, 2018 to September 30, 2019**.
- All brochure packages submitted **must** be produced by the member company or by a contracted designer.
- No tagging or donuts on national ads. Example - If you sell a Maytag appliance, you cannot take a Maytag brochure and submit it as your own.
- A brochure package includes any package you physically hand out to your clients.
- Must be marketing product/service for the greater Edmonton area.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 70% Visual Presentation
- 30% Marketing Feature Sheet

Requirements

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Digital image of the Brochure Package - 3 to 5 images can be uploaded
- Digital image of your company logo
- **Send six (6) hard copies of the Brochure Package and six (6) hard copies of Marketing Feature Sheet (If six copies of each requirement are not received, the submission will be disqualified) to the CHBA-ER office before the deadline, October 30 at Noon; Attn: Danielle Forbes**

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Four (4) submissions in this category.

Builder of the Year

This award qualifies for all Builder of the Year Awards.

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name and campaign name will be displayed exactly as indicated on the online entry form for all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (AD6)

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. Define your target market:**
- 2. How did you reach your target market:**
- 3. How was the brochure package distributed:**
- 4. What makes it unique:**
- 5. How did you measure success for this campaign:**
- 6. Additional comments (optional):**

AD7 Best Website / Mobile APP

Member Eligibility

- Only CHBA – ER Members in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Entries include: Best website, APPs or websites with an APP
- Website must have been active during the time frame of **October 1, 2018 to September 30, 2019.**
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 25% Visual Presentation
- 25% Functionality/Ease of Navigation
- 25% Information/Content
- 25% Marketing Feature Sheet

Requirements

Judges will visit website

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Digital screen shot of homepage
- Website URL (address of site), iTunes or Google Play link to APP
- Client login (optional)
- Digital image of your company logo

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Four (4) submissions in this category.

Builder of the Year

This award qualifies for all Builder of the Year Awards.

Please refer to the Builder of the Year Submission Guidelines for point allocation.

NOTE: Company name and campaign name will be displayed exactly as indicated on the online entry form for all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (AD7)

- **Answer the following questions/statements in point form**
 - **Maximum 100 words per question**
- 1. Describe the purpose of your website / APP:**
 - 2. Ease of navigation (ability to obtain information):**
 - 3. What makes your website / APP memorable:**
 - 4. Overall visual presentation:**
 - 5. What results does your website / APP achieve including measurable:**
 - 6. Client login info (optional):**
 - 7. iTunes or Google Play link to APP (optional):**
 - 8. Additional comments (optional):**

AD8 Best Video / Commercial

Member Eligibility

- Only CHBA – ER Members in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Entries include: videos and commercials aired on TV or online.
- Video / commercial must have been active during the time frame of **October 1, 2018 to September 30, 2019.**
- All videos / commercials submitted must be produced by the member company or by a contracted designer.
- No tagging or donuts on national ads. Example - If you sell a Maytag appliance, you cannot take a Maytag brochure and submit it as your own.
- Must be marketing product/service for the Edmonton Region.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 50% Visual Presentation
- 50% Marketing Feature Sheet

Requirements

Judges will visit website

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Digital copy of video
- Digital image of your company logo
- **Send one (1) copy of the video/commercial (mp4) and six (6) hard copies of Marketing Feature Sheet (If six copies of each requirement are not received, the submission will be disqualified) to the CHBA-ER office before the deadline, October 30 at Noon; Attn: Danielle Forbes**

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Four (4) submissions in this category.

Builder of the Year

This award qualifies for all Builder of the Year Awards.

Please refer to the Builder of the Year Submission Guidelines for point allocation.

NOTE: Company name and campaign name will be displayed exactly as indicated on the online entry form for all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (AD8)

- **Answer the following questions/statements in point form**
- **Maximum 100 words per question**

- 1. Define your target market**
- 2. Where did the video / commercial run:**
- 3. What was the purpose of the marketing piece:**
- 4. What makes it unique:**
- 5. How did you measure success for this campaign:**
- 6. Additional comments (optional):**

AD9 Best Social Media Campaign

Member Eligibility

- Only **CHBA – ER Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Includes only social media campaigns on Facebook, Twitter, Instagram, Snapchat, LinkedIn and Pinterest that are active during the time frame of **October 1, 2018 to September 30, 2019**. Excludes: email campaigns, digital campaigns, and online display ads
- All campaigns submitted **must** be produced by the member company or by a contracted designer.
- No tagging or donuts on national ads. Example – If you sell a Maytag appliance, you cannot take a Maytag campaign and submit it as your own.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification. Result verification on campaign success metrics may be requested.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.
- Campaigns submitted in the AD3 category cannot be submitted in this category.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 50% Audio / Visual
- 50% Marketing Feature Sheet

Requirements

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Copy of social media campaign
 - A digital copy of all campaign pieces (for example: screen shots of posts etc.) on a USB to the CHBA-ER Office before the deadline, October 30 at Noon; Attn: Danielle Forbes
- Digital image of your company logo
- A list of social media handles for each platform

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Four (4) submissions in this category

Builder of the Year

This award qualifies for all Builder of the Year Awards.

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name and campaign name will be displayed exactly as indicated on the online entry for all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (AD9)

- Answer the following questions/statements in point form
- Maximum 100 words per question

7. Define your target market:

8. Delivery method:

9. What was the purpose of the campaign:

10. What makes it unique:

11. How did you measure success for this campaign:

12. Additional comments (optional):

EV1 - Environmental Award

Sponsored by the City of Edmonton, the Environmental Award acknowledges CHBA-ER members that have shown leadership in implementing environmentally sustainable building practices.

There are **(3) three award categories:**

- 1) Single Family Small Volume Home Builder, less than 75 units per year**
- 2) Single Family Large Volume Home Builder, more than 75 units per year**
- 3) Multi-Family Home Builder**

Member Eligibility

- Only **CHBA – ER Single or Multi – Family Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Must be a CHBA-ER Single Family or Multi-Family Member in good standing from the period of **October 1, 2018 to September 30, 2019.**
- Homes that qualify must be built in the Edmonton Region.
- Only full points in the environmental checklist will be considered. Half points are not eligible for the checklist.

Judging Procedure/Details

Entries will be judged according to the following criteria:

- (3) Awards given total; (1) per above category given to each builder with the greatest checklist point total. Any tie(s) will be broken by builder producing a greater volume of checklist-compliant building units during the award year.
- Achieving a minimum of 45 full points in the environmental checklist guarantees a certificate of recognition.
- Checklist will be reviewed by a panel of judges; spot checks will be done as required.
- No partial points will be given.

Requirements*

- Online Entry Form
- Environmental Checklist
- Digital Image of your company logo

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

- One (1); can apply for both Single Family Home Builder and Multi-Family Home Builder categories.

Builder of the Year

This award does not qualify for the Builder of the Year Awards.

NOTE: Company Name will be displayed exactly as indicated on the Online Entry Form in all advertising at the Awards of Excellence in Housing Gala.

MF1 Best Multi-Family Apartment Style under \$225,000
MF2 Best Multi-Family Apartment Style \$225,000 to \$325,000
MF3 Best Multi-Family Apartment Style over \$325,000

An **Apartment Style** home is a unit that opens off a common corridor.

Member Eligibility

- Only CHBA – ER **Multi - Family Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Homes that qualify must be built in the Edmonton Region.
- Price Specification for Multi- Family categories – Include: price of land but do not include GST. Include all interior upgrades, appliances and permanent fixtures, window coverings). Use the current market price of the unit or total retail sale price at the time of sale, without GST. Exclude: landscaping, detached garage, garage (sales centre) finishing, and furnishings.
- The home must have been completed during the time frame of **October 1, 2018 to September 30, 2019**.
- Lottery homes, staff purchases, and company owners must have a **third party appraisal** in support of their submissions.
- Submissions that are not considered complete (fully livable) will not be considered.
- Homes submitted in previous years will not be accepted; however the same floor plan can be submitted again from a different home with a different address.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- No artist digital renderings will be accepted for images and may result in disqualification
- Any home in litigation at the time of submission is not eligible for entry.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.
- It is the responsibility of the CHBA – ER member to ensure that the customer contact information provided is in accordance and compliance with the Personal Information Protection Act. CHBA – ER will not be held responsible and/or liable for any information that is submitted under this Act.

Judging Procedures / Details

Entries will be judged according to the following criteria:

30% Floor Plan/Functionality

25% Special Features

20% Kitchen/Eating Area

15% Exterior (Deck / Balcony)

10% Bathroom / Ensuite

***It is important you represent the above in your submission**

Requirements

- Online Entry Form
- Marketing Feature Sheet (do not use company name)
- Eight (8) different digital images – at least one exterior image is required
- Digital image of floor plan
- Home owner waiver form
- ***No company names on photos, floor plans, subdivision signage or marketing feature sheet write ups***
- Community or development must remain anonymous. No identifying name allowed
- Digital image of your company logo
- Total square footage (does not include balcony)

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Four (4) submissions in this category.

Builder of the Year

This award qualifies for the Builder of the Year, Multi-Family Award.

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name, project name, and community will be displayed exactly as indicated on the online entry form for all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (MF1 to MF3)

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. Describe the floor plan/functionality:**
- 2. Special features:**
- 3. Describe the kitchen/eating area:**
- 4. Describe the exterior of the home (Deck / Balcony):**
- 5. Bathroom / Ensuite:**
- 6. Sale price of home:**
- 7. Total square footage of home:**
- 8. Additional comments (optional):**

- MF4 - Best Multi – Family Townhouse/Duplex under \$250,000**
- MF5 - Best Multi – Family Townhouse/Duplex \$250,000 to \$300,000**
- MF6 - Best Multi – Family Townhouse/Duplex \$300,000 to \$350,000**
- MF7 - Best Multi – Family Townhouse/Duplex \$350,000 to \$400,000**
- MF8 - Best Multi – Family Townhouse/Duplex \$400,000 to \$475,000**
- MF9 - Best Multi – Family Townhouse/Duplex \$475,000 to \$550,000**
- MF10 - Best Multi – Family Townhouse/Duplex \$550,000 to \$650,000**
- MF11 - Best Executive Townhouse/Duplex over \$650,000**

- A **Townhouse** is any home that shares a building with other units.
- A **Duplex** is a home with two units sharing a common wall.

Member Eligibility

- Only CHBA – ER **Multi - Family Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Homes that qualify must be built in the Edmonton Region.
- Price Specification for Multi- Family categories – Include: price of land but do not include GST. Include all interior upgrades, appliances and permanent fixtures, window coverings, basement development (optional). Use the current market price of the unit or total retail sale price at the time of sale, without GST. Exclude: landscaping, detached garage, garage (sales centre) finishing, and furnishings.
- The home **must** have been completed during the time frame of **October 1, 2018 to September 30, 2019**.
- If a home was entered in a previous year, it is **not** eligible to enter this year's competition.
- Lottery homes, staff purchases, and owners must have a **third party appraisal** in support of their submissions.
- Submissions that are not considered complete (fully livable) will not be considered.
- Homes submitted in previous years will not be accepted; however the same floor plan can be submitted again from a different home with a different address.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- No artist digital renderings will be accepted for images and may result in disqualification
- Any home in litigation at the time of submission is not eligible for entry.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.
- It is the responsibility of the CHBA – ER member to ensure that the customer contact information provided is in accordance and compliance with the Personal Information Protection Act. CHBA – ER will not be held responsible and/or liable for any information that is submitted under this Act.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 30% Floor Plan/Functionality
- 25% Special Features
- 20% Kitchen/Eating Area
- 15% Exterior (Balcony / Deck)
- 10% Bathroom / Ensuite

***It is important you represent the above in your submission**

Requirements

- Online Entry Form
- Marketing Feature Sheet (do not use company name)
- Eight (8) different digital images – at least one exterior image is required
- Two additional digital images (Optional)
- Digital image of floor plan (floor plan for basement must be included if applicable)
- Home owner waiver form
- **No company names on photos, floor plans, subdivision signage or marketing feature sheet write ups**
- Community or development must remain anonymous. No identifying name allowed
- Digital image of your company logo
- Total square footage

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Four (4) submissions in this category.

Builder of the Year

***This award qualifies for the Builder of the Year, Multi-Family Award.

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name, project name, and community will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (MF4 to MF11)

- Answer the following questions/statements in point form
- Maximum 100 words per question

1. **Describe the floor plan/functionality:**
2. **Special features:**
3. **Describe the kitchen/eating area:**
4. **Describe the exterior of the home (Balcony / Deck may be included):**
5. **Bathroom / Ensuite**
6. **Sale price of home:**
7. **Total square footage of home:**
8. **Additional comments (optional):**

MF12 Best Multi-Family - Apartment Building

Member Eligibility

- Only CHBA – ER **Multi - Family Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the code of ethics. Those not in good standing may be eliminated from the competition.

Eligibility

Apartments that qualify must be built in the Edmonton Region.

- Apartment building **must** have a minimum of one unit sold during the time frame **October 1, 2018 to September 30, 2019**.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- No artist digital renderings will be accepted for images and may result in disqualification.
- Any home in litigation at the time of submission is not eligible for entry.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.
- It is the responsibility of the CHBA – ER member to ensure that the customer contact information provided is in accordance and compliance with the Personal Information Protection Act. CHBA – ER will not be held responsible and/or liable for any information that is submitted under this Act.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 40% Project Exterior/Amenities
- 40% Special Features
- 20% Appeal to target market

***It is important you represent the above in your submission**

Requirements

- Online Entry Form
- Marketing Feature Sheet
- Eight (8) different digital images – at least one exterior image is required
- Two (2) additional digital images (Optional)
- Site plan
- Optional – full building floor plan
- Digital image of your company logo

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Four (4) submissions in this category.

Builder of the Year

This award qualifies for the Builder of the Year, Multi-Family Award.

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name, project name, and community will be displayed exactly as indicated on the online entry form in all advertising and at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (MF12)

➤ Answer the following questions/statements in point form

- 1. Describe the exterior and amenities (150 words):**
- 2. Special features (150 words):**
- 3. Describe the overall appeal to the target market (100 words):**
- 4. Additional comments (optional) (100 words):**

MF13 Best Multi-Family – Townhouse/Duplex Project

Member Eligibility

- Only CHBA – ER **Multi - Family Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Project must have been built in the Edmonton Region.
- The project **must** have a minimum of one unit sold during the time frame of **October 1, 2018 to September 30, 2019**.
- No digital or artist renderings.
- The project **must** have a minimum of 8 consecutive completed units consisting of townhomes or duplexes (condo or fee simple) constructed by the same builder.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.
- It is the responsibility of the CHBA – ER member to ensure that the customer contact information provided is in accordance and compliance with the Personal Information Protection Act. CHBA – ER will not be held responsible and/or liable for any information that is submitted under this Act.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 40% Project Exterior/Amenities
- 40% Special Features
- 20% Appeal to the Target Market

***It is important you represent the above in your submission**

Requirements

- Online Entry Form
- Marketing Feature Sheet
- Eight (8) different digital images
 - **One (1) street scape & 1 interior picture required**
 - **Two (2) additional images of your choice (optional)**
- Site plan
- Digital image of your company logo

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Four (4) submissions in this category.

Builder of the Year

This award qualifies for the Builder of the Year, Single Family Awards and Multi-Family Award. Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name, project name, and community will be displayed exactly as indicated on the online entry form in all advertising and at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (MF13)

➤ Answer the following questions/statements in point form

- 1. Describe the exterior and amenities (150 words):**
- 2. Special features of project (150 words):**
- 3. Describe the overall appeal of the project to the target market (100 words):**
- 4. Additional comments (optional) (100 words):**

- RN1 Best Exterior Renovation**
- RN2 Best Renovation under \$150,000**
- RN3 Best Renovation \$150,000 to \$300,000**
- RN4 Best Renovation \$300,000 to \$600,000**
- RN5 Best Renovation \$600,000 to \$1 Million**
- RN6 Best Renovation over \$1 Million**

Member Eligibility

- Only CHBA – ER **Renovator Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.
- Member company must be part of the **Renomark Program**

Eligibility

- Renovation must have been completed in the Edmonton Region.
- The renovation **must** have been completed during the time frame of **October 1, 2018 to September 30, 2019.**
- If a renovation was entered in a previous year, it is **not** eligible to enter this year's competition
- All necessary Permits required for renovation have been obtained.
- Price Specification for Renovation Categories – Include: the total cost of the renovation (**Excludes land and GST**). Submissions may only be entered in the category corresponding to the total cost of the renovation and cannot be submitted in part to the lesser renovation category.
- Renovation submitted must be completed by the specific company submitting the application (**cannot be combined with company that has the same name as in a franchise**)
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- **No digital or artist renderings** will be accepted for images and may result in disqualification
- Any home in litigation at the time of submission is not eligible for entry.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.
- It is the responsibility of the CHBA – ER member to ensure that the customer contact information provided is in accordance and compliance with the Personal Information Protection Act. CHBA – ER will not be held responsible and/or liable for any information that is submitted under this Act.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 50% Overall Appeal
- 20% Design Solutions
- 15% Overcoming Challenges and Constraints
- 15% Special Features

***It is important you represent the above in your submission.**

Requirements

- Online Entry Form
- Homeowner's Waiver Form
- Marketing Feature Sheet (do not use company name)
- Twelve (12) different digital images of the following:
 - Two (2) **"before" images**
 - Two (2) **"after" images** must represent the **same angle** as the **"before"** images above
 - Eight (8) **images of your choice**
- No company names on photos, floor plans or marketing feature sheet
- If applicable, digital image of before and after floor plan or elevation change of any altered areas.
- Digital image of your company logo

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Four (4) submissions in this category.

Renovator of the Year

This award qualifies for the Renovator of the Year award.

Please refer to the Renovator of the Year submission guidelines for point allocation.

NOTE: Company name and project name will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (RN1 to RN6)

➤ Answer the following questions/statements in point form

1. **Describe the overall appeal to the homeowner** (150 words):
2. **Design solutions** (150 words):
3. **Describe what constraints or challenges you had to overcome during this renovation** (100 words):
4. **Special features** (100 words):
5. **Additional comments (optional)** (100 words):

RNY Renovator of the Year

Eligibility

- You must be a finalist in at least one (1) of the Renovation Award categories.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- Point accumulation drawn from the **six** existing renovation categories (see below).

Point Allocation

The following point system will be applied to the Renovator's top **SIX** scores from the following awards to determine Renovator of the Year:

- RN1 Best Exterior Renovation
- RN2 Best Renovation under \$150,000
- RN3 Best Renovation \$150,000 to \$300,000
- RN4 Best Renovation \$300,000 to \$600,000
- RN5 Best Renovation \$600,000 to \$1 Million
- RN6 Best Renovation over \$1 Million

1st place - 10 points / **2nd place** - 7 points / **3rd place** - 5 points / **4th place** - 3 points / **5th place** - 1 point

Requirements

- Online Entry Form
- Digital image of your company logo

****If any of the above requirements are not met, this will result in disqualification***

NOTE: Company name will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

BC1 Supplies or Manufactures a Tangible Product Directly to a CHBA - ER Builder/Renovator

Tangible Products: *A physical item that can be perceived by the sense of touch. Examples of tangible products are: building supplies, windows and doors, etc.*

Member Eligibility

- Only **CHBA – ER General Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- The member must have **supplied or manufactured a product** to the builder/renovator members during the time frame of **October 1, 2018 to September 30, 2019**.
- A minimum of 5 survey results must be returned to be eligible.
- Members may enter **one** Builders' Choice Award only that **primarily represents their company's business.**
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

Based on satisfaction survey results for the General Member applicant.

Requirements

- Online Entry Form
- CHBA Complete Member Contact List (Excel spread sheet) Includes company name, email, contact name and number
- 100 words or less on why your company should win this year's Builders Choice award
- Digital image of your company logo
- 5 to 6 images that represent your Company

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

One (1) submission in this category.

NOTE: Company name will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

Builders Choice Survey (BC1)

Your company name or CHBA-ER membership number: _____

Click on the supplier/trade you currently work with:

I (Your Name) work with the member company below. (Signature) on website

GENERAL MEMBER ATTRIBUTES

1. Does the General Member keep you up to date on changes, improvements, new service offerings, and cost-effective ideas as they relate to your business?
2. When there is a problem, how responsive is the General Member to helping solve and/or correct the issue?
3. Does their level of operational and service excellence meet your expectations?
4. Does the General Member help solve issues which are not directly related to their service lines, but they have expertise in that area?
5. Does the General Member perform their service requests on the dates promised?
6. If asked, how likely are you to recommend the General Member to other companies?

Surveys Scale: 1 to 5 (never, sometimes, and always)

BC2 Supplies and Installs a Tangible Product Directly to a CHBA - ER Builder/Renovator

Tangible Products: *A physical item that can be perceived by the sense of touch. Examples of tangible products are: heating, mechanical, plumbing, fireplaces, cabinets, and flooring etc.*

Member Eligibility

- Only **CHBA – ER General Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- The member must have **supplied and installed products** to the builder/renovator members during the time frame of **October 1, 2018 to September 30, 2019**.
- A minimum of 5 survey results must be returned to be eligible.
- Members may enter **one** Builders' Choice Award only that **primarily represents their company's business.**

All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

Based on satisfaction survey results for the General Member applicant.

Requirements

- Online Entry Form
- CHBA Complete Member Contact List (Excel spread sheet) Includes company name, email, contact name and number
- 100 words or less on why your company should win this year's Builders Choice award
- Digital image of your company logo
- 5 to 6 images that represent your Company

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

One (1) submission in this category.

NOTE: Company name will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

Builders Choice Survey (BC2)

Your company name or CHBA-ER membership number: _____

Click on the supplier/trade you currently work with:

I (Your Name) work with the member company below. (Signature) on website

GENERAL MEMBER ATTRIBUTES

1. Does the General Member keep you up to date on changes, improvements, new service offerings, and cost-effective ideas as they relate to your business?
2. When there is a problem, how responsive is the General Member to helping solve and/or correct the issue?
3. Does their level of operational and service excellence meet your expectations?
4. Does the General Member help solve issues which are not directly related to their service lines, but they have expertise in that area?
5. Does the General Member perform their service requests on the dates promised?
6. If asked, how likely are you to recommend the General Member to other companies?

Surveys Scale: 1 to 5 (never, sometimes, and always)

BC3 Supplies a Service Directly to a CHBA - ER Builder/Renovator

Examples of companies that may enter in this category: financial, media, surveyors and warranty companies etc.

Member Eligibility

- Only **CHBA – ER General Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- The member must have **provided a service** to the builder/renovator members during the time frame of **October 1, 2018 to September 30, 2019**.
- A minimum of 5 survey results must be returned to be eligible.
- Members may enter **one** Builders' Choice Award only that **primarily represents their company's business.**
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

Based on satisfaction survey results for the General Member applicant.

Requirements

- Online Entry Form
- CHBA Complete Member Contact List (Excel spread sheet) Includes company name, email, contact name and number
- 100 words or less on why your company should win this year's Builders Choice award
- Digital image of your company logo
- 5 to 6 images that represent your Company

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

One (1) submission in this category.

NOTE: Company name will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

Builders Choice Survey (BC3)

Your company name or CHBA-ER membership number: _____

Click on the supplier/trade you currently work with:

I (Your Name) work with the member company below. (Signature) on website

GENERAL MEMBER ATTRIBUTES

1. Does the General Member keep you up to date on changes, improvements, new service offerings, and cost-effective ideas as they relate to your business?
2. When there is a problem, how responsive is the General Member to helping solve and/or correct the issue?
3. Does their level of operational and service excellence meet your expectations?
4. Does the General Member help solve issues which are not directly related to their service lines, but they have expertise in that area?
5. Does the General Member perform their service requests on the dates promised?
6. If asked, how likely are you to recommend the General Member to other companies?

Surveys Scale: 1 to 5 (never, sometimes, and always)

General Member of the Year

Member Eligibility

- Only **CHBA – ER General Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- The member must have **provided a product or service** to the builder/renovator members during the time frame of **October 1, 2018 to September 30, 2019.**
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

To be eligible for this award one must finish in the top 3 of any of the Builders Choice Awards Categories (BC1, BC2, and BC3).

- BC1 – Supplies or manufactures a tangible product directly to a CHBA-ER Builder/Renovator
- BC2 – Supplies and installs a tangible product directly to a CBA-ER Builder/Renovator
- BC3 – Provides a service directly to a CHBA-ER Builder/Renovator

Requirements

- Online Entry Form
- Digital image of your company logo

****If any of the above requirements are not met, this will result in disqualification***

NOTE: Company name will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

CS1 Rookie of the Year - Single/Multi-Family

Member Eligibility

- Only **CHBA – ER Single Family or Multi - Family Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- The candidate must be a full-time new home salesperson employed or under contract by a CHBA-ER Builder Member and must still be employed by the member company when finalists are announced.
- Candidate must be the primary customer contact acting as an Area Manager. Area Manager is defined as one who signs the contract with the customer and is the primary customer contact.
- **(18 months or less) in that role** with no previous home sales experience as an Area Sales Manager.
- The following positions are excluded: Sales Manager, Marketing Director, Advertising Manager, Vice-President of Marketing, or company owner. Hosts, assistants and associates are NOT eligible.
- The entry form must be submitted by the candidate's immediate supervisor.
- If you entered last year, you cannot submit again this year.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.
- Member companies have the right to remove submissions if at any point the candidate who submitted is no longer with the company.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 60% Marketing Comments (**candidate**)
 - 20% Describe your sales techniques
 - 20% Sales/Accomplishments
 - 20% Challenges faced
- 40% Marketing Comments (**owner/manager**)

****Use paragraph or point form****

Requirements

- Online Entry Form
- One (1) digital image (head and shoulders) of the candidate
- Marketing Comments from the candidate - 200 words or less
- Marketing Comments from the owner/manager - 200 words or less

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Three (3) submissions in this category

Builder of the Year

This award qualifies for all Builder of the Year Awards. Please refer to the Builder of the Year Submission Guidelines for point allocation.

NOTE: Company name and sales person name will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

CS2 Sales Person/Team of the Year - Single Family

Member Eligibility

- Only **CHBA – ER Single Family Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

The candidate must be a full-time new home salesperson employed or under contract by a CHBA-ER Builder Member and signs purchasing with the customer; but cannot accept the agreement on behalf of the builder.

- The following positions are excluded: Sales Manager, Marketing Director, Advertising Manager, Vice-President of Marketing, or company owner. Must still be employed by the member company when finalists are announced.
- Sales team constitutes of 2 or more people selling out of the same community; must be with the member company during the time frame of **October 1, 2018 to September 30, 2019**. Please specify the community in your submission.
- **Cannot combine your sales with a past member company** you are no longer working with
- The entry form must be submitted by the candidate's immediate supervisor.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 60% Marketing Comments (**candidate**)
 - 20% Describe your sales techniques
 - 20% Challenges Faced
 - 20% Accomplishments (How have you supported your Builder and/or Community through Marketing or Leadership initiatives?)
- 40% Marketing Comments (**owner/manager**)

****Use paragraph or point form****

Requirements

- Online Entry Form
- One (1) digital image (head and shoulders) of the Candidate
- Marketing Comments from the candidate - 200 words or less
- Marketing Comments from the owner/manager - 200 words or less
- While sales volumes are relevant, it is not a determining factor.
- Community in which the sales person/team sells out of.

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Three (3) submissions in this category.

Builder of the Year

This award qualifies for the Builder of the Year, Single Family Awards.

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name and sales person name will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

NOTE: REMINDER: This is not a sales volume award.

CS3 Sales Person/Team of the Year – Multi – Family

Member Eligibility

- Only **CHBA – ER Multi - Family Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

The Candidate must be a full-time new home salesperson employed or under contract by a CHBA-ER Builder Member and signs purchasing with the customer; but cannot accept the agreement on behalf of the builder.

- The following positions are excluded: Sales Manager, Marketing Director, Advertising Manager, Vice-President of Marketing, or company owner. Must still be employed by the member company when finalists are announced.
Sales team constitutes of 2 or more people selling in the same community; must be with the member company during the time frame of **October 1, 2018 to September 30, 2019**. Please specify the community in your submission.
- **Cannot combine your sales with a past member company** you are no longer working with
- The entry form must be submitted by the candidate's immediate supervisor.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.

All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 60% Marketing Comments (**candidate**)
 - 20% Describe your sales techniques
 - 20% Challenges Faced
 - 20% Accomplishments (How have you supported your Builder and/or Community through Marketing or Leadership initiatives)
- 40% Marketing Comments (**owner/manager**)

****Use paragraph or point form****

Requirements

- Online Entry Form
- One (1) digital image (head and shoulders) of the candidate
- Marketing Comments from the candidate - 200 words or less
- Marketing Comments from the owner/manager - 200 words or less
- While sales volumes are relevant, it is not a determining factor.
- Community in which the sales person/team sells out of.

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Three (3) submissions in this category.

Builder of the Year

This award qualifies for the Builder of the Year, Multi-Family Award.
Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name and sales person name will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

NOTE: REMINDER: This is not a sales volume award.

GS1 General Member Sales Person / Liaison Builder of the Year

Member Eligibility

- Only **CHBA – ER General Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- The Candidate must be a full-time salesperson / Builder Liaison employed or under contract by a CHBA-ER Member. No Owner, Vice President or President permitted to enter. Must still be employed by the member company when finalists are announced.
- A minimum of 5 survey results must be returned to be eligible.
- CHBA- ER will be sending out an email to all housing and renovator members to fill out survey.

Judging Procedures / Details

- Surveys will be sent to all CHBA- ER Builder/Renovator Members
- 100% Survey questionnaire
- Winner will be determined by highest average of tabulation

Requirements

- Online Entry Form
- One (1) digital image (head and shoulders) of the sales person.

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

One (1) entry per company.

Builder of the Year

Not Applicable for this award.

NOTE: Company name and sales person name will be displayed exactly as indicated on the entry form in all advertising and at the Awards of Excellence in Housing Gala.

General Member Sales Person / Liaison Builder of the Year Survey Questions (GS1)

Your company name or CHBA-ER membership number:

Click on a General Member sales person you deal with:

I (Your Name) work with the member company below. (Signature) on website

1. Does the general sales representative keep you up to date on changes, improvements, new products, and ideas related to their business? (15%)
2. Is the general sales person responsive to, and knowledgeable about your questions and concerns? (15%)
3. Does the general sales person perform all service requests/or return calls and/or emails in a timely manner? (15%)
4. Was the representation made about the quality of workmanship, service or product you purchased accurate? (15%)
5. How likely are you to recommend this General Member Sales person to others? (40%)

Surveys Scale: 1 to 5 (never, sometimes, and always)

GS2 General Member Service Person / Liaison Builder of the Year

Member Eligibility

- Only **CHBA – ER General Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- The Candidate must be a full-time service person / Builder Liaison employed by a CHBA-ER Member. Employee must be organizer or performer of the work, eg. Coordinator, dispatcher, service technician etc.). No Owner, Vice President or President permitted to enter. Must still be employed by the member company when finalists are announced.
- A minimum of 5 survey results must be returned to be eligible.
- CHBA- ER will be sending out an email to all housing and renovator members to fill out survey.

Judging Procedures / Details

- Surveys will be sent to all CHBA- ER Builder/Renovator Members
- 100% Survey questionnaire
- Winner will be determined by highest average of tabulation

Requirements

- Online Entry Form
- One (1) digital image (head and shoulders) of the service person.

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

One (1) entry per company.

Builder of the Year

Not Applicable for this award.

NOTE: Company name and service person name will be displayed exactly as indicated on the entry form in all advertising and at the Awards of Excellence in Housing Gala.

GS2 General Member Service Person / Liaison Builder of the Year Questions

Your company name or CHBA-ER membership number:

Click on a General Member service person you deal with:

I (Your Name) work with the member company below. (Signature) on website

1. Does the general service representative keep you up to date on changes, Improvements, new products, and ideas related to their business? (20%)
2. Is the general service person responsive to, and knowledgeable about your questions and concerns? (20%)
3. Does the general service person perform all service requests/or return calls and/or emails in a timely manner? (20%)
4. How satisfied are you with the level of service provided by the General Member service person? (40%)

Surveys Scale: 1 to 5 (never, sometimes, and always)

SV1 Sales Volume Awards

Member Eligibility

- Only **CHBA – ER Single Family or Multi - Family Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

The candidate must be a full-time new home single family or multi-family salesperson employed or under contract by a CHBA-ER builder member and signs the purchasing agreement with the customer; but cannot accept the agreement on behalf of the builder.

- The candidate must **not** be a full-time Realtor.
- All sales must be unconditionally approved from **October 1, 2018 to September 30, 2019**.
- **Dollar values must exclude GST but land must be included.**
- Team sales will **not** be accepted; except for a job share situation where two individuals are in the same sales centre.
- The following positions are **excluded**: investment groups, Sales Manager, Marketing Directors, Advertising Managers, Vice-President of Marketing, or company owners.
- Properties must be sold directly to the customer by the candidate. Example – MLS properties sold by a third party Realtor on MLS will **not** be accepted.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.
- Must still be employed by the member company when finalists are announced. Member companies have the right to remove submissions if at any point the candidate who submitted is no longer with the company.

Judging Procedures / Details

- The sales plateaus will be established by CHBA - ER once the deadline has passed and submission totals have been reviewed.
- A maximum of 30 awards will be presented.

Requirements

- Online Entry Form
- One (1) Affidavit, signed by the candidate(s), President/Owner, and accountant of the company – Affidavit follows – complete, scan, and upload when requested on the online entry form
- One (1) hard copy financial statement of the candidate's **purchase contract total excluding GST**; unconditionally from **October 1, 2018 to September 30, 2019**, signed by the candidate, President/Owner, and Accountant of the company. Financial Statement must include: legal address and property descriptions, unconditional date and amount sold less GST. Financial statement form follows – complete, scan, and upload when requested on the online entry form
- One (1) digital image (head and shoulders) of the candidate(s). Must be a high resolution professional photo.

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

No limit.

NOTE: Company name and candidate name will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

LS1 Industry Leadership Award

This award is designed to recognize strong corporate responsibility, philanthropy & innovation within the industry & community.

Member Eligibility

- Only **CHBA – ER Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- All CHBA – ER Members

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 100% Marketing Feature Sheet (**No company names**)
- **Each marketing feature sheet question will be judged from 0 to 5 for a total of 40 possible points**

Requirements

- Online Entry Form
- Marketing Feature Sheet
- Digital image of your company logo
- 4 to 6 images that represent your company

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

One (1) submission in this category

Builder of the Year

This award qualifies for the all Builder of the Year Awards.

Please refer to the Builder of the Year Submission Guidelines for point allocation.

NOTE: Company name will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (LS1)

- Answer the following questions/statements in point form
(No more than 5 points per section)

1. **How does your company give back to the industry** (200 words):
2. **List your community involvement and investment outside the industry** (300 words):
3. **What makes your company innovative** (300 words):
4. **How does your company contribute to professional development** (200 words):
5. **How do you promote employee satisfaction** (200 words):
6. **How do you promote and implement environmental initiatives** (300 words):
7. **Explain what is done to promote safety in the workplace** (200 words):
8. **How do you build and foster relationships with your business partners** (200 words):
9. **Additional comments** (200 words):

Builder of the Year – Small Volume

Member Eligibility

- Only **CHBA – ER Single Family Members** in good standing throughout the competition (**October 1, 2018 to September 30, 2019**) are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Small volume builder is one that completes less than 75 units in the specified time frame.
- **Note:** the number of homes used for small/large volume must include the number of Multi – Family units but that doesn't mean that the points have to go under small/large volume.
- A builder may enter either **small or large volume and may also enter multi-family builder of the year.**

Judging Procedures / Details

Entries will be judged according to the following criteria:

- Point accumulation drawn from the housing model awards, sales/design centre awards, advertising awards, sales people awards, customer satisfaction survey and leadership award **(See point allocation below)**

| Qualifying Awards: | Point allocation: |
|--|---|
| Housing Model Awards: Single Family Awards (SF1 to SF14) Multi Family Awards (MF4 to MF11 & MF13) <i>(MF points can be allocated to one builder of the year category only)</i> | Each entrant will earn points for its <u>9 highest</u> top 5 placements, as follows: 1 st place = 10 points 2 nd place = 7 points 3 rd place = 5 points 4 th place = 3 points 5 th place = 1 point *A maximum value of 90 points are available |
| Sales/Design Centers Awards (SC1 & SC3) Advertising Awards (AD1 to AD8) Sales People Awards (CS1 & CS2) | Each entrant will earn points for its <u>8 highest</u> top 5 placements, as follows: 1 st place = 5 points 2 nd place= 4 points 3 rd place= 3 points 4 th place = 2 points 5 th place = 1 point *A maximum value of 40 points are available |
| Customer Satisfaction Survey – 1 and 13 month surveys based on referral potential Survey Providers: Avid Ratings / CustomerInsight Minimum of 5 returned surveys or 30% surveys returned (of total homes built), whichever is greater. Total surveys must also have a minimum of 60% referral potential score. No points will be given if you do not meet the minimum requirements. | % / 2 = Score *A maximum value of 50 points are available |
| Leadership Award (LS1) | 1 st place = 20 points 2 nd place = 16 points 3 rd place = 12 points 4 th place = 8 points 5 th place = 4 points *A maximum value of 20 points are available |

Total Possible Score: 200 Points

Builder of the Year – Large Volume

Member Eligibility

- Only **CHBA – ER Single Family Members** in good standing throughout the competition (**October 1, 2018 to September 30, 2019**) are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Large volume builder is one that completes more than 75 units in the specified time frame.
- **Note:** the number of homes used for small/large volume must include the number of Multi – Family units but that doesn't mean that the points have to go under small/large volume.
- A builder may enter either **small or large volume and may also enter multi-family builder of the year.**

Judging Procedures / Details

Entries will be judged according to the following criteria:

- Point accumulation drawn from the housing model awards, sales/design centre awards, advertising awards, sales people awards, customer satisfaction survey and leadership award. **(See point allocation below)**

| Qualifying Awards: | Point allocation: |
|--|---|
| Housing Model Awards: Single Family Awards (SF1 to SF14) Multi Family Awards (MF4 to MF11 & MF13) <i>(MF points can be allocated to one builder of the year category only)</i> | Each entrant will earn points for its <u>9 highest</u> top 5 placements, as follows: 1 st place = 10 points 2 nd place = 7 points 3 rd place = 5 points 4 th place = 3 points 5 th place = 1 point *A maximum value of 90 points are available |
| Sales/Design Centers Awards (SC1 & SC3) Advertising Awards (AD1 to AD8) Sales People Awards (CS1 & CS2) | Each entrant will earn points for its <u>8 highest</u> top 5 placements, as follows: 1 st place = 5 points 2 nd place = 4 points 3 rd place = 3 points 4 th place = 2 points 5 th place = 1 point *A maximum value of 40 points are available |
| Customer Satisfaction Survey – 1 and 13 month surveys based on referral potential Survey Providers: Avid Ratings / CustomerInsight Minimum of 30% surveys returned (of total homes built). Total surveys must also have a minimum of 60% referral potential score. No points will be given if you do not meet the minimum requirements. | $\% / 2 = \text{Score}$ *A maximum value of 50 points are available |
| Leadership Award (LS1) | 1 st place = 20 points 2 nd place = 16 points 3 rd place = 12 points 4 th place = 8 points 5 th place = 4 points *A maximum value of 20 points are available |

Total Possible Score: 200 Points

Builder of the Year - Multi-Family

Member Eligibility

- Only **CHBA – ER Multi- Family Members** in good standing throughout the competition (**October 1, 2018 to September 30, 2019**) are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- **A builder may enter Multi-Family Builder of the Year and may also enter either small volume or large volume Builder of the Year.**
- **Note:** the number of homes used for small/large volume must include the number of Multi – Family units but that doesn't mean that the points have to go under small/large volume.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- Point accumulation drawn from the housing model awards, sales/design centre awards, advertising awards, sales people awards, customer satisfaction survey and leadership award (**See point allocation below**)

| Qualifying Awards: | Point allocation: |
|---|---|
| Housing Model Awards: Multi- Family Awards: (MF1 to MF13) <i>(MF points can be allocated to one builder of the year category only)</i> | Each entrant will earn points for its <u>9 highest</u> top 5 placements, as follows: 1 st place = 10 points 2 nd place = 7 points 3 rd place = 5 points 4 th place = 3 points 5 th place = 1 point *A maximum value of 90 points are available |
| Sales/Design Centers Awards (SC2 & SC3) Advertising Awards (AD1 to AD8) Sales People Awards (CS1 & CS3) | Each entrant will earn points for its <u>8 highest</u> top 5 placements, as follows: 1 st place = 5 points 2 nd place= 4 points 3 rd place= 3 points 4 th place = 2 points 5 th place = 1 point *A maximum value of 40 points are available |
| Customer Satisfaction Survey – 1 and 13 month surveys based on referral potential Survey Providers: Avid Ratings /CustomerInsight Minimum of 30% surveys returned (of total homes built). Total surveys must also have a minimum of 60% referral potential score. No points will be given if you do not meet the minimum requirements. | % / 2 = Score *A maximum value of 50 points are available |
| Leadership Award (LS1) | 1 st place = 20 points 2 nd place = 16 points 3 rd place = 12 points 4 th place = 8 points 5 th place = 4 points *A maximum value of 20 points are available |

Total Possible Score: 200 Points

COMPETITION CONDITIONS

All materials submitted become the property of the Canadian Home Builders' Association – Edmonton Region. Any physical materials will not be returned.

Entrants agree that the information and materials submitted may be used by the Canadian Home Builders' Association, or its Awards partners, for promotional purposes or in any manner the Association chooses. Information, project names and photographic images provided with the entry form may be used publicly by the CHBA-ER on its website, social media/digital media platforms and/or published or broadcasted by CHBA-ER or a third party at the discretion of the Association.

A signed Homeowners Waiver Form is required for the Home Renovation Awards as well as for any custom home. The project name on the Homeowner Waiver Form must match the project name on the online submission. If there is a discrepancy, the project name on the Homeowner Waiver Form will be used. This form should be submitted with your entry as an uploaded PDF.

DIGITAL STANDARDS FOR AWARDS SUBMISSIONS

DIGITAL AWARDS ENTRY TECHNICAL STANDARD

Given that virtually all video is now based on a High Definition 16•9 ratio format, following are suggested new minimum standards for award submissions. These new minimum standards are to allow for large scale animated movement effects to be applied to video components in the editing process. Photos supplied in larger than minimum sizes will increase final video image quality. The bottom line is that your product will appear on screen over 12 metres wide, therefore submitting high quality photos and graphics elements are important to your brand.

COMPANY LOGOS

Color or B/W logos, (with Pantone color references,) should be supplied in a scalable EPS or PDF format. If only available as a JPEG, the minimum size of 2000 pixels in width or height at 72 DPI or higher is required, (with Pantone color references.)

HORIZONTAL COLOR PHOTOS (Preferred format as video is horizontal)

A minimum of 2000 pixels in width and a height of 1000 pixels at 72 DPI or higher.
Preferred digital formats: JPEG, PDF or PNG.

VERTICAL COLOR PHOTOS

A minimum of 2000 pixels in width and a height of 3000 pixels at 72 DPI or higher.
Preferred digital formats: JPEG, PDF or PNG.

VIDEO SUBMISSIONS / Both for Award Entries or Sponsorship Advertising

All videos must be supplied in a minimum 720P HD format in either a MOV or a MP4 video codec.

WEB BASED AWARD SUBMISSIONS

All entries must include a URL link to the functioning web page for digital capture. Visual references and/or samples of web pages, or sections on your site that are important to your award submission, can also be supplied.

AUDIO AWARD SUBMISSIONS

Audio files no longer than 1 minute in run time must be supplied in either a MP3 or MP4 format.

MARKETING PRINT AWARD SUBMISSIONS

Print samples may be submitted as assembled montages, but individual shots of each page must be included for video editing and animation. Montage or individual pages can be PDF.