



# *Pinnacle Awards*

Home Builders Association of South Carolina  
Call for Entries



# Call for Entries

## Contest Rules

- All entries must be received at the HBASC office no later than 5 p.m. on Monday, June 4, 2018.
- Early bird entry registrations must be received no later than 5 p.m. on Friday, May 4th with all supporting documentation arriving by June 4th.
- You must be a member of the HBASC in good standing.
- All entries must be homes/communities/businesses located in South Carolina.
- All entries must have been completed between October 1, 2016 and December 31, 2017.
- The early bird registration fees (received by May 4) are \$500 for green building, new home and remodel project categories; \$125 for sales & marketing categories; and \$1,400 for the subdivision/community category.
- After May 4th, contest fees are \$550 for green building, new home and remodel project categories; \$150 for sales & marketing categories; and \$1,500 for the subdivision/community category.
- For certified Master Builders during the early bird registration period: The contest fees are \$400 for green building, new home and remodel project categories; \$125 for sales & marketing categories; and \$1,300 for the subdivision/community category.
- If registering more than one entry, one payment can be submitted. The entry fee is non-refundable.
- Accepted forms of payment include: check, money order, VISA and MasterCard.
- Checks should be made payable to the Home Builders Association of South Carolina.
- Categories for all Custom Home entries are based on the completed cost of the construction excluding cost of lot/land.  
- Categories for Semi-Custom Home entries are based on the published sales price.
- Entrants are required to provide five professional quality color photographs for each entry. Files should be saved at 600 dpi in .jpg format. Remodel project entry photos should be before- and after-shots
- Provide the preferred building elevation, a rendering or sketch and floor plans. Descriptive plans, sections and elevations to explain the construction challenges may be included.
- Include a list of all subcontractors and suppliers (HBA members and non-members).
- All Semi-Custom entries must include a copy of an advertisement that provides proof of published sales price.
- All Green Building entries must provide proof of the green certification program used on the project and proof of HERS rating/home energy performance test results.
- Sales & Marketing entries must submit the required documentation as indicated under category descriptions.
- All supporting documentation must be submitted by email, memory device or on a Dropbox folder that is clearly labeled with the company name and respective category shared with [mnix@hbaofsc.com](mailto:mnix@hbaofsc.com). No hard copy photos will be accepted.
- A failure to adhere to the contest rules, category descriptions or time limits will result in disqualification and forfeiture of entry fees.
- Entries become the property of HBASC, and will not be returned.

## Home Construction

### Green Building

- 01- Best Overall
- 02- Best Achievement in Energy Efficiency

### New Homes

- 3- \$249,999 and under
- 4- \$250,000 to \$399,999
- 5- \$400,000 to \$549,999
- 6- \$550,000 to \$699,999
- 7- \$700,000 to \$849,999
- 8- \$850,000 to \$999,999
- 9- 1 million to \$1,499,999
- 10- 1.5 million to \$1,999,999
- 11- 2 million to \$2,499,999
- 12- 2.5 million to \$2,999,999
- 13- 3 million to \$3,499,999
- 14- 3.5 million to \$399,999
- 15- 4 million to \$4,499,999
- 16- 4.5 million to \$4,999,999
- 17- 5 million and above

### Remodel Projects

- 18- \$99,999 and under
- 19- \$100,000 to \$199,999
- 20- \$200,000 to \$299,999
- 21- \$300,000 to \$399,999
- 22- \$400,000 to \$499,999
- 23- \$500,000 and above

## Marketing Categories

### Best Brochure

- 24- Community
- 25- Builder/Developer
- 26- Associate

### Best Logo

- 27- Community
- 28- Builder/Developer
- 29- Associate

### Best Print Communication

- 30- Magazine Ad- any size/color
- 31- Newspaper Ad- any size/color

### Best Website

- 32- Community
- 33- Builder/Developer
- 34- Associate
- 35- Best Sales/Information Center

### Advertising- Singage

- 36- Best Community Entrance
- 37- Best Interior Merchandising
- 38- Best Community/ Subdivision of Year

### Social Media

- 39- Application - Community
- 40- Application- Builder/ Developer
- 41- Application- Associate
- 42- Campaign- Community
- 43- Campaign- Builder/ Developer
- 44- Campaign- Associate
- 45- Community Service

# Entry Registration Form

Contact Name \_\_\_\_\_

Contact Email \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Website Address \_\_\_\_\_

Phone \_\_\_\_\_

Local HBA Name \_\_\_\_\_

Are you a Certified Master Builder of South Carolina?

## Categories (Write all that apply) \_\_\_\_\_

Green Building \_\_\_\_\_

New Home \_\_\_\_\_

Remodel Project \_\_\_\_\_

Sales/Marketing \_\_\_\_\_

Subdivision/Community \_\_\_\_\_

## Entry Fees \_\_\_\_\_

Green Building: \$ \_\_\_\_\_ per entry x # of entries \_\_\_\_\_ = \$ \_\_\_\_\_

New Home: \$ \_\_\_\_\_ per entry x # of entries \_\_\_\_\_ = \$ \_\_\_\_\_

Remodel Project: \$ \_\_\_\_\_ per entry x # of entries \_\_\_\_\_ = \$ \_\_\_\_\_

Sales & Marketing \$ \_\_\_\_\_ per entry x # of entries \_\_\_\_\_ = \$ \_\_\_\_\_

Subdivision/Comm. \$ \_\_\_\_\_ Per entry x # of entries \_\_\_\_\_ = \$ \_\_\_\_\_

## Method of Payment \_\_\_\_\_

Name on Card \_\_\_\_\_

Credit Card Billing Address \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ VIC Code \_\_\_\_\_

Signature \_\_\_\_\_

## Judging

A panel of home builders, architects and marketing professionals will judge entries based on the information provided in each entry submission packet. Entry representatives may participate in the judging process by attending a scheduled appointment on the day of the judging either in person at the HBASC office in Columbia or via conference call. Judges will make every attempt to give an award in each category. However, awards will not be given in those categories where the quality of an entry does not warrant a winner. Decisions of the judges are final.

## How to Enter

- Complete an Entry Registration Form. One form can be submitted for multiple entries.
- Send the completed form and payment to the HBASC via mail, fax or email by 5 p.m. on May 4th for early bird registration or by 5 p.m. on June 4th for regular registration.
- Mail to: Pinnacle Awards, c/o Home Builders Association of South Carolina, 625 Taylor Street, Suite A, Columbia, SC 29202
- Fax to: 803.254.5762
- Email to: [mnix@hbaofsc.com](mailto:mnix@hbaofsc.com)
- Complete the Home Construction Form for green building, new home and remodel project categories, the Sales & Marketing Form for sales & marketing categories and/or the Subdivision/Community Form for the subdivision/community category. One form must be completed for each entry.
- Gather all of the necessary supporting materials for each entry and include by email, memory device or place in a Dropbox folder for each entry. Then, either share the folder with [mnix@hbaofsc.com](mailto:mnix@hbaofsc.com) or send a Dropbox folder link with the same email. Some sales & marketing categories require hard copies in addition to the Dropbox folder.
- Submit your entry packet to the HBASC office via email by 5 p.m. on June 4th.

## Recognition

- Featured in a special issue of the SC Builder Journal magazine, the official magazine of the HBASC Pinnacle Awards.
- Interior photos of winning home displayed in HBASC office hallway.
- Increased name recognition in the industry and with potential customers.
- Widespread exposure through media relations and on the HBASC website.
- Press releases sent to local media announcing your award.
- A personalized award showcasing your achievement.

# Home Construction Form

## Requirements

### Entry Folder Contents

- Completed Home Construction Form (one per entry)
- Completed Project Statement
- Custom & Semi Custom Homes: A selection of five quality internal and external color digital images.
- Remodel Projects: A selection of five quality before and after color digital images, preferably taken from the same angle.
- One digital image of the preferred building elevation.
- One digital image of a rendering or sketch.
- One digital image of the floor plans.
- List of all subcontractors and suppliers who worked on the project, HBA members and non-members.

### Digital Photo Specifications

- Minimum resolution of 600 dpi
- File Format: .jpeg or .jpg
- Do not put borders or text on photos.
- For remodel projects, do not place the before picture on the after picture. Before and after pictures should be separate files and labeled with corresponding numbers or names, while indicating 'before' or 'after' on the file names.

### Project Statement

A project statement (200 to 500 words in length) describing the entry, the builder/remodeler's scope of work, and any aspects of the home/project that may be of special interest should accompany each entry. Green home entries should base their project statement on innovative and creative solutions to sustainability with emphasis on design with minimum waste; maximizing renewable products and techniques; maximizing energy efficiency; maximizing water efficiency; creating healthy indoor air quality; maximizing reclaimed and recycled materials; and minimizing use of virgin materials. Your project statement will appear in SC Builder Journal magazine, so be as descriptive as you can. Use language and explanations that readers will understand.

Category \_\_\_\_\_

Builder/Company Name \_\_\_\_\_

Entry Name \_\_\_\_\_

Entry Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Substantial Complete Date \_\_\_\_\_ Heated Sq. Feet \_\_\_\_\_

# Bedrooms \_\_\_\_\_ # Bathrooms \_\_\_\_\_

Other Rooms \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Special Features: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Custom Entry: Construction Cost (excluding lot/land) \_\_\_\_\_

Semi-Custom: Sales Price (including lot/land) \_\_\_\_\_

Remodel Project: Complete Cost \_\_\_\_\_

### Project Statement

Please attach your project statement as a Word document. Follow the instructions to the left and be as descriptive as possible. Include information on the project's features, as well as obstacles and solutions on the build. This information will help the judges score your entry, and it will be included in an article for Palmetto Living magazine.

### Additional Space

You may type all of the required information in a Word file, if you do not have enough space to record all of the information on this form.

# Marketing & Sales Form

Contact Name \_\_\_\_\_

Contact Email \_\_\_\_\_

Company Name \_\_\_\_\_

Please complete the information below as applicable to your category.

Category \_\_\_\_\_

Community Name \_\_\_\_\_

Location (Address/City) \_\_\_\_\_

Target Market \_\_\_\_\_

Builder/Developer \_\_\_\_\_

Marketing Director \_\_\_\_\_

Ad Agency \_\_\_\_\_

Architect \_\_\_\_\_

Land Planner \_\_\_\_\_

Interior Designer \_\_\_\_\_

Web Designer \_\_\_\_\_

## Marketing Statement \_\_\_\_\_

On an additional sheet, explain the major marketing objectives of the entry and why you think it deserves an award in the category entered. Identify the target market, any unusual constraints or opportunities that the project presented and how the marketing objectives were met. Include any information that you feel is important to your category. Statement must be typewritten, double spaced and must not exceed 250 words. The marketing statement will be included in Palmetto Living Magazine

## Requirements

- All exhibit materials and marketing statements must be submitted in a Dropbox folder, appropriately labeled either shared with [mnix@hbaofsc.com](mailto:mnix@hbaofsc.com) or send a Dropbox folder link to the same address
- Each entry must be in a separate folder, but may be emailed collectively.
- Include one completed Sales & Marketing Form for each entry.
- For categories that require hard copies, please also include a pdf of the material on a CD or memory device.

## Entry Folder Contents

- Completed Sales & Marketing Form (one per entry)
- Completed Marketing Statement
- Supporting documentation as indicated under the category description

## Digital Photo Specifications

- Minimum resolution of 600 dpi
- File Format: .jpeg or .jpg
- Do not put borders or text on photos.

## Marketing Statement

A marketing statement (maximum 250 words in length) describing the entry, the target market, unusual constraints or opportunities that the project presented, and information that the public would want to know. Your marketing statement will appear in SC Builder Journal magazine, so be as descriptive as you can. Use language and explanations that readers will understand.

# Subdivision/Community

## Entry Folder Contents

- Completed Subdivision/Community Form (one per entry)
- Completed Project Statement
- A selection of five quality color digital images
- List of all subcontractors and suppliers who worked on the project, HBA members and non-member

## Digital Photo Specifications

- Minimum resolution of 600 dpi
- File Format: .jpeg or .jpg
- Do not put borders or text on photos.

## Project Statement

A project statement (up to 2,000 words in length) should include: the developers scope of work with a focus on the design and construction of the subdivision/community, a detailed plan on the customer service and/or quality control plan the subdivision has in place for its homeowners, a statement on how the subdivision/community enhances the surrounding area, and the marketing objectives and materials promoting the subdivision/community. The project statement will appear in part or whole in the SC Builder Journal magazine, so be as descriptive as you can. Use language and explanations that readers will understand.

Developer/Builder/Company Name \_\_\_\_\_

Entry Name \_\_\_\_\_

Entry Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Year of Subdivision/Community Groundbreaking \_\_\_\_\_

Project Year of Build Out \_\_\_\_\_

Average Lot Size \_\_\_\_\_

Range of Lot Prices \_\_\_\_\_

Range of Home Prices \_\_\_\_\_

Planned House Totals for Build Out \_\_\_\_\_

Amenities \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Project Statement

Please attach your project statement as a Word document. Follow the instructions to the left and be as descriptive as possible. Include information on the project's features, as well as obstacles and solutions on the build. This information will help the judges score your entry, and it will be included in an article for Palmetto Living magazine.

## Additional Space

You may type all of the required information above in a Word file, if you do not have enough space to record all of the information on this form.