



Pinnacle Awards

Home Builders Association of South Carolina
2020 Pinnacle Awards
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, August 23, 2021.
- Early bird entry registrations must be received no later than 5 p.m. on Friday, August 6th, with all supporting documentation arriving by August 23, 2021.
- 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, 2019 and December 31, 2020.
- The early bird registration fees (received by August 6th are \$400 for green building, new home and remodel project categories; \$175 for sales & marketing categories; and \$1,400 for the subdivision/community category.
- After August 6th, contest fees are \$550 for green building, new home and remodel project categories; \$200 for sales & marketing categories; and \$1,500 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. (3% convenience fee added to credit card)
- 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 on a Dropbox folder that is clearly labeled with the company name and respective category shared with hbaofsc1@gmail.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

- 1- Best Overall
- 2- 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 \$3,999,999
- 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 Logo

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

Advertising

- 27- Best Billboard
- 28- Best Radio Spot
- 29- Best TV or Video
- 30- Best Print Communication (brochure, direct mail, newspaper or magazine)
- 31- Best Overall Campaign (must include three different media)

Best Website

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

Community/Model Homes

- 36- Best Entrance
- 37- Best Sales Center
- 38- Best Interior Merchandising
- 39- Community/Subdivision of the Year

Social Media

- 40- Best Social Promotion or Campaign/Community
- 41- Best Social Promotion or Campaign/Builder
- 42- Best Social Promotion or Campaign/Associate

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 August 6th for early bird registration or by 5 p.m. on August 23, 2021 for regular registration.
- Mail to: Pinnacle Awards, c/o Home Builders Association of South Carolina, 625 Taylor Street, Suite A, Columbia, SC 29202 (CC Convenience Fee 3%)
- Fax to: 803.254.5762
- Email to: 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 place in a Dropbox folder for each entry. Then, either share the folder with hbaofsc1@gmail.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 August 23, 2021.

Recognition

- Featured in 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 hbaofsc1@gmail.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.

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

Requirements

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.