



Pinnacle Awards

Home Builders Association of South Carolina
2024 Pinnacle Awards
Call for Entries



Call for Entries

Information

- 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 be completed between August 1, 2023 and August 24th, 2024.
- 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.
- Certified Master Builders get a discount. Please contact Tara Morrison at tmorrison@hbaofsc.com

Requirements

- Entrants are required to submit at least 5 professional quality color photographs for each entry.
- 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).
- **Entrants must submit the entry registration form (one for each entry), Home Construction Form (for new and remodel), and a project statement for each entry.**
- All Green Building entries must provide proof of HERS rating/home energy performance test results.
- **We prefer the entry be shared via Dropbox. Please send the link or entries to Tmorrison@hbaofsc.com.**

Payment & Due Dates

- **Early Bird Registrations** fees are \$400 for green building, new home and remodel project categories, \$175 for sales & marketing, \$1,400 for subdivision/community category. These fees must be paid by **Friday, August 9, 2024** to qualify for Early Bird. • **Early bird entry registrations must be received no later than 5 p.m. on Friday, August 7th, with all supporting documentation arriving by Friday, August 23rd, 2024.**
- Any fees paid after **Friday, August 9th** are \$550 for green building, new home and remodel project categories, \$200 for sales & marketing categories, and \$1,500 for subdivision/community categories.
- **All entries must be received by Friday, August 23rd, 2024.**
- **You can mail a check to 625 Taylor Street, Suite A, Columbia, SC 29201 or pay online (with convenience fee) at: <https://www.cognitofrms.com/HBAOfSCCognito/PinnacleAwards2024Entries>**
- 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.
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Home Construction

Green Building

- 1- Best Overall
- 2- Best Achievement in EnergyEfficiency

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 to \$7,499,999
- 18- 7.5 million to \$9,999,999
- 19- 10 million and up

Remodel Projects

- 20- \$99,999 and under
- 21- \$100,000 to \$199,999
- 22- \$200,000 to \$299,999
- 23- \$300,000 to \$399,999
- 24- \$400,000 to \$499,999
- 25- \$500,000 to \$9,999,999
- 26- 1 million and above

Interior Design

- 26- Best Interior Design

Marketing Categories

Best Logo

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

Advertising

- 29- Best Billboard
- 30- Best Radio Spot
- 31- Best TV or Video
- 32- Best Print Communication
- 33- Best Overall Campaign

Best Website

- 34- Community
- 35- Builder/Developer
- 36- Associate

Community/Model Homes

- 38- Best Entrance
- 39- Best Sales Center
- 40- Community/Subdivision of the Year

Social Media

- 42- Best Social Promotion or Campaign for a Community
- 43- Best Social Promotion or Campaign for a Builder
- 44- Best Social Promotion or Campaign for an Associate

Builders Mutual Safety Program

- 45- Builders Mutual Safety Program of the Year

*See Safety Program page for details

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 that can include home builders, architects, trade specialists and marketing professionals will judge entries based on the information provided in each entry submission packet. Entry representatives may participate in the judging process 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.

Recognition

- Featured in SC Builder Journal magazine, the official magazine of the HBASC Pinnacle Awards.
- 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 at least five quality internal and external color digital images.
- Remodel Projects: A selection of at least five quality before and after color digital images, preferably taken from the same angle.
- 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

- Submit at least 5 photos
- 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.

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.**

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.

Requirements

- All exhibit materials and marketing statements must be submitted in a Dropbox folder, appropriately labeled either shared with tmorrison@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.

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 of 5 pictures
- 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.

Subdivision/Community

Requirements

Entry Folder Contents

- Completed Subdivision/Community Form (one per entry)
- Completed Project Statement
- A selection of at least 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 of 5 pictures
- 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.

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.

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.

Builders Mutual Safety Program of the Year

Eligibility

You must be a member of the HBASC to be considered for the award. All award winners will be recognized at the Celebration of Excellence Awards Luncheon at the HBASC State Convention. All entry materials must be received by August 18, 2023.

Projects must have been completed between October 1, 2021 and December 31, 2022.

***All registration fees are paid by sponsorship from Builders Mutual.**

This award is given to the builder or trade contractor who has developed, implemented and maintained a high safety program. The award will be judged on the following:

- *Quality of the company safety program,
- *Management's involvement in the safety culture,
- *High level of employee or trade contractor involvement in safety.
- *Effectiveness of the safety program,
- *Hazard prevention and control,
- *Safety and health training,
- *New or innovated programs, practices, procedures or resources used to promote safety,
- *Unique program elements used to support and heighten safety awareness.

Entrants must provide a project statement and submit responses to the following questions in paragraph form (350 words or less for each question). You are also strongly encouraged to include samples of any templates, materials, photos or programs you use in your safety initiatives.

1. Describe your company's safety program.
2. Why is your company's safety program effective and how is it unique?
3. Explain how your company's owner or manager supports the safety program and what involvement the employees play in the safety culture.
4. Explain your company's procedures to correct or control present or potential safety hazards on the jobsite.

Developer/Builder/Company Name _____

Entry Address _____

City/State/Zip _____

Steps to Enter:

Carefully review all preparation procedures and judging criteria before submitting entry materials.

*All entries must be submitted electronically. File names should include category number and project name.

*Please ensure all digital files are high quality and in color. All photos should be submitted as a JPEG.

Judging

Each entry will be judged on its own merits by a panel of distinguished individuals selected for professional expertise in the home building industry. Judges reserve the right to divide categories into sub-categories depending on the range of entries.

If there is only one entrant in a category it does not automatically receive recognition. The entry must have an average score of 70% or higher for consideration.

Additional Space