



PRISM

THE 22ND ANNUAL CHARLESTON TRIDENT HOME BUILDERS
ASSOCIATION AWARDS PROGRAM

The PRISM Awards

Program was developed in 1988 by the Charleston Trident Home Builders Associations' Sales and Marketing Council to recognize excellence in the field of sales, marketing, and promotion of new homes.

Over the years, the PRISM program has grown to encompass the growing market segments of the housing industry, such as green building, affordable housing, remodeling, development, and the Associate Membership sector.

The Post and Courier

postandcourier.com

ENTRY ELIGIBILITY

A home builder, associate member or remodeler may enter one or more products in any or all of the PRISM categories. **The entry in any category must have been created, completed or in full use between January 1, 2009 and August 1, 2010.** Anyone entering must be a member in good standing of the Charleston Trident Home Builders Association. A product or community that won in previous PRISM competition **cannot be entered** again in the same category, unless a community enters an entirely new product not previously entered. For example, an entirely new ad, brochure, model home, etc. would meet these requirements. Entry can be submitted for Individual Achievement in Sales by the same person or persons who have won in previous PRISM Awards.

ENTRY PREPARATION AND PROCEDURES

An official entry form is provided with this Call for Entries package. *A SEPARATE ENTRY FORM MUST BE SUBMITTED WITH EACH CATEGORY ENTERED AND ATTACHED TO RELATED SUPPORT MATERIALS.* The entry form contained in this package may be copied for multiple entries. The Call for Entries package also includes the list of requirements for each specific category. Along with the entry form, the applicant must submit all appropriate exhibits and required documentation for each category entered or they will be disqualified. Each individual entry should be submitted in folder or a large envelope with all necessary information enclosed. **Please put entry form on front of entry of folder/envelope.** All entries become the property of the CTHBA until after the Awards ceremony. *Materials may be picked up at the CTHBA office for a period of 30 days following the awards ceremony.*

The CTHBA reserves the right to add, delete, or modify any or all categories as needed based upon entries received.



ENTRY ELIGIBILITY

All applicants must be employed by a member in good standing of the Charleston Trident Home Builders Association and the Sales & Marketing Council at the time of application and at the time the award is given.

All applicants must have closed a minimum of \$1 million dollars in new home and/or lot sales only, beginning January 1, 2009 and ending August 1, 2010.

Applicant shall submit a sales information sheet/sales entry form to substantiate the dollar amount claimed. This form is included in the Call for Entries package. You may submit your information on a separate sheet of paper or provide a computer generated list of all new home and/or lot sales. All sales information sheets/entry forms **MUST** be signed by the applicant **AND** the Broker-in-Charge or the Sales Manager. All entries must be in a folder or a large envelope with the sales information sheet/sales entry form on the front.

Credit for Production:

Lot sales may be included in the accumulation of the sales total.

The amount of the purchase price shall be the basis of credit for a sale.

The total amount of credit on any one sale shall not exceed 100% of the purchase price.

If more than one individual participates in a sale, the credit will be divided equally:

The total listing credit shall not exceed 50% of the purchase price.

The total selling credit shall not exceed 50% of the purchase price.

If an applicant sells her/his own listing, the applicant may receive 100% of the credit.

Example of how sales information sheet/entry form should be filled out:

Property Add.	Community	Date Closed	Listing Agent	Selling Agent	Sale Price	Credit Claimed
134 Northpark	Daniel Park	3/29/10	Scott Singleton	Mae West	\$500,000	\$250,000
226 Shannon	Summers Place	6/20/10	Scott Singleton	Scott Singleton	\$190,000	\$190,000
5584 Red Dr.	Berkeley Estates	9/4/09	Scott Singleton	Scott Singleton	\$150,000	<u>\$150,000</u>
Page Total						\$590,000

Failure to document the applicant's personal involvement in any transaction will result in the elimination of that credit from the total dollar volume. Each applicant must submit a \$100 fee. All information submitted shall become property of the Charleston Trident Home Builders Association, will be held in strict confidence and will be made available only to the Awards Committee and judges. All information is checked through MLS.

DEADLINE

All entries, including appropriate entry fees, must be received at the CTHBA office by 5:00 pm on Tuesday, August 10, 2010. Complete entries should be mailed or delivered between the hours of 8:30am - 5:00pm to:

CTHBA/PRISM Awards
2120 Noisette Blvd. #108A
North Charleston, SC 29405

NO LATE ENTRIES WILL BE ACCEPTED



CATEGORIES 1-11
Marketing

Concept
Copy and/or graphics
Layout
Overall design and execution
Originality

CATEGORY 12
Best Sales Space

Function (relating to sales presentation)
Ability to visually convey information
Communication of builder/product image
Effectiveness towards target market
Use of merchandising to reach target market

CATEGORY 13
Remodelers

Overall design
Use of space
Functionality
Special design features
Aesthetics
Construction techniques and standards
Difficulty of project

CATEGORY 14
Pool/Outdoor Living Spaces

Curb appeal
Overall look and setting
Creativity in use of materials
Use of contours and natural areas
Use of color

CATEGORY 15
Community Presentation

Overall design
Curb appeal
Aesthetics
Appropriateness of image and amenities
for target market

CATEGORY 16
Best Product – Housing

Exterior and interior design
Functionality of floor plan
Curb appeal
Use of interior space
Special design features
Construction techniques or materials



MARKETING

For Builders, Remodelers, Developers and Associates

1. BEST COMPANY BROCHURE
2. BEST BROCHURE FOR A PRODUCT
3. BEST BROCHURE FOR A COMMUNITY
4. BEST WEBSITE DESIGN
 - a. Builder
 - b. Associate
 - c. Community
5. BEST DIRECT MAIL PROGRAM OR PIECE
6. BEST NEWSPAPER AD: COLOR OR BLACK & WHITE
7. BEST MAGAZINE AD: COLOR OR BLACK & WHITE
8. BEST RADIO COMMERCIAL
9. BEST TELEVISION COMMERCIAL
10. BEST BILLBOARD
11. BEST ADVERTISING CAMPAIGN

Submission Requirements Categories 1-3 :

- One original copy of brochure including all inserts and price lists

Submission Requirements Category 4:

- Website Address
- One copy of marketing statement (250 max, typed) describing any special features

Submission Requirements Category 5:

- One original copy of the mailer
- One copy of marketing statement (250 max, typed) describing the nature of the campaign, target market, special features and the results in the marketplace

Submission Requirements Categories 6-7:

- One copy of the ad
- One copy of marketing statement (250 max, typed) describing any special features, listing of publications and frequency published

Submission Requirements Categories 8-9:

- One CD/DVD
- One copy of marketing statement (250 max, typed) describing any special features

Submission Requirements Category 10:

- One color copy of billboard
- One copy of marketing statement (250 max, typed) describing any special features, length of campaign and location strategy

Submission Requirements Category 11:

- One copy of marketing statement (250 max, typed) describing the nature of the promotion, its objectives and any special features of the program
- One copy of entire advertising campaign



PRODUCT

12. BEST IN SALES SPACE

- A. Best Sales & Information Center
- B. Best Model Home
- C. Best Retail Showroom

Submission Requirements Category 12:

- Detailed directions to location. *If drivers/judges cannot find project, it will be judged on photos submitted.*
- Minimum of 4 color photos both in printed and digital format.
- Any unique features of the Sales Space.

13. BEST PRODUCT REMODELERS**

- A. Remodeling Projects
 1. \$150,000 and Under
 2. \$150,000 to \$300,000
 3. \$300,000 to \$500,000
 4. \$500,000 and Over

Submission Requirements Category 13:

- Detailed directions to location. *If drivers/judges cannot find project, it will be judged on photos submitted.*
- Floor plans no more than 8.5 x 11 in size
- Minimum of 4 color “before” photos both in printed and digital format.
- Minimum of 4 color “after” photos both in printed and digital format.
- Describe the Remodeling Project: unique issues, etc.

14. BEST PRODUCT-POOL/OUTDOOR LIVING SPACES**

Submission Requirements Category 14:

- Detailed directions to location. *If drivers/judges cannot find project, it will be judged on photos submitted.*
- Minimum of 4 color photos both in printed and digital format.

15. BEST PRODUCT - COMMUNITY PRESENTATION**

- A. Best Community Entrance
- B. Best Community Amenities

Submission Requirements Category 15:

- Detailed directions to location. *If drivers/judges cannot find project, it will be judged on photos submitted.*
- Minimum of 4 color photos both in printed and digital format.



PRODUCT

16. BEST PRODUCT - SINGLE FAMILY HOMES **

- A. \$150,000 and Under
- B. \$150,000 to \$200,000
- C. \$200,000 to \$300,000
- D. \$300,000 to \$400,000
- E. \$400,000 to \$500,000
- F. \$500,000 to \$700,000
- G. \$700,000 to \$1,000,000
- H. \$1,000,000 to \$1,500,000
- I. \$1,500,000 to \$2,000,000
- J. \$2,000,000 to \$3,000,000
- K. \$3,000,000 to \$4,000,000
- L. \$4,000,000 to \$5,000,000
- M. \$5,000,000 and over

Submission Requirements Categories 16 & 17:

- Detailed directions to location. *If drivers/judges cannot find project, it will be judged on photos submitted.*
- Floorplans (8.5 x 11 in size)
- Minimum of 4 color interior photos (both in printed and digital format)
- Minimum of 4 color exterior photos (both in printed and digital format)

17. GREEN HOUSING

*SEE INSERTED FORM FOR ADDITIONAL GUIDELINES

INDIVIDUAL ACHIEVEMENT IN SALES

18. MILLION DOLLAR CIRCLE

Submission Requirements Categories 18 & 19:

- complete inserted entry form

19. SALES HONORS OF THE YEAR

- A. Rookie
- B. Salesperson
- C. Sales Manager

Site visits will be conducted on the following categories: 12-17
 These visits will take place in August 26 and 27.
 Be sure to provide DETAILED driving directions.
 **Disclaimer: The PRISM Committee reserves the right to judge any entry per submitted materials in the event a site visit cannot be arranged.

IMPORTANT DATES
 August 10, 2010 – Entry Deadline
 August 26 & 27 – Judging
 September 24 – PRISM Awards
 Charleston Marriott (Riverview)
 (CTHBA reserves the right to alter dates.)



An EXCEPTIONAL SERVICE AWARD will be given to all building companies who receive customer satisfaction scores in an independent survey of their customers.

A BEST CUSTOMER SERVICE AWARD will be given to the highest-rated entrant in each category.

- A. Remodelers
- B. Custom Home Builders
\$1,999,999 and under
- C. Luxury Home Builders
\$2,000,000 and over
- D. Local Volume Home Builders
- E. Multi-Market Home Builders

Submission Requirements:

GuildQuality, the CTHBA's customer surveying partner, will provide each builder and remodeler that registers with a form for submitting detailed customer contact information for the survey. Each entrant will be asked to provide a list that includes the greater of: 1) their most recent 30 customers for whom work was completed prior to June 30, 2010 or 2) all customers for whom work was completed in 2009.

Upon receipt of your customer list, GuildQuality will randomly select up to 30 customers, and survey those people by e-mail, mail, and phone.

Eligibility:

- You may enter only one category in which 50% of your business is being conducted.
- GuildQuality must receive responses from at least 70% of all customers.

Surveying Process:

GuildQuality will solicit feedback from your customers by email, phone, and/or mail. During the survey process, GuildQuality represents itself as "calling on behalf of your builder, John Doe Construction, to solicit objective feedback about your experience with the company."

Confidentiality of Customer Feedback:

All customer feedback will be confidential and accessible only to the entrant and GuildQuality. A summary of customer feedback for awards winners will be made accessible, for a brief period during judging, to the Charleston Trident Home Builders Association.

Submission Discounts for existing GuildQuality Guildmembers:

Guildmembers with current accounts as of August 10, 2010 will receive a \$50 entry discount.

About GuildQuality:

GuildQuality (www.guildquality.com) provides customer satisfaction surveying and web-based performance reporting for hundreds of builders, remodelers and real estate developers throughout the country.

GuildQuality has volunteered its services to the Charleston Trident Homebuilders Association to administer the Awards for Customer Service Excellence in the PRISMs. For more information about GuildQuality, call (888) 355-9223 or visit www.guildquality.com.



SUBMISSION REQUIREMENTS AND OTHER INFORMATION

PHOTOS

ALL photos must be in color and must be included in the entry notebook or envelope. Photos can be vertical or horizontal, and must be in both printed and digital format. **Entries missing any photo requirements will be disqualified.**

MILLION DOLLAR CIRCLE

The Million Dollar Circle recognizes those who achieve a minimum of \$1 Million in new home or residential lot sales. To participate, sales agents must have sales volume in excess of \$1 Million, be employed by a company that is a member of the CTHBA, be a member of the Sales and Marketing Council and must submit a \$100 entry fee.

DEADLINE

All entries, including appropriate entry fees, must be received at the CTHBA office by 5:00 pm on August 10, 2010. Completed entries should be mailed to the address below or delivered between the hours of

8:30am - 5:00pm to:

CTHBA/PRISM Awards
2120 Noisette Blvd., Ste 108A
North Charleston, SC 29405

NO LATE ENTRIES WILL BE ACCEPTED

Judging will take place August 26 & 27 between 8:30am and 5:00pm. All applicable entries must be available for viewing at that time.

These dates are subject to change. All applicants will be notified if rescheduling is necessary.

INFORMATION

Anyone needing additional information should contact Rachel Jaffeaux at rachel@charlestonhomebuilders.org or at 843-572-1414.

