

Creative Awards

Builder member or Design House member in good standing is eligible to enter in the creative award categories.

1. BEST SIGNAGE

***Judging Criteria:** Entry will be judged on concept, copy, layout, colour, readability, continuity and overall design.*

- Provide digital equivalent of 8"x10" photo of signage in .jpg or .jpeg format (to be submitted online as part of application process)

2. BEST PROJECT LOGO

***Judging Criteria:** Entry will be judged on graphics, concept and overall design pertaining to a residential project.*

- 1 copy of the logo must be separately/physically submitted and must be clearly labelled with the company name and category on the back
- Provide digital image in .jpg or .jpeg format (to be submitted online as part of application process)

3. BEST NEWSPAPER ADVERTISEMENT

***Judging Criteria:** Entry will be judged on concept, copy, layout and overall design.*

- 1 copy of the newspaper ad which must be on newspaper tear sheet or will not be accepted, must be separately/physically submitted and must be clearly labelled with the company name and category on the back
- Provide digital image of newspaper ad in .jpg or .jpeg or .pdf format (to be submitted online as part of application process)

4. BEST MAGAZINE ADVERTISEMENT

***Judging Criteria:** Entry will be judged on concept, copy, layout and overall design.*

- 1 copy of the magazine ad which must be separately/physically submitted and must be clearly labelled with the company name and category on the back
- Provide digital image of magazine ad in .jpg or .jpeg or .pdf format (to be submitted online as part of application process)

5. BEST NEWSPAPER | MAGAZINE | FEATURE ADVERTORIAL

Note: For any in-house publication submitted in this category, please include in Best On-Site Sales & Marketing Package only.

Judging Criteria: Entry will be judged on concept, copy, layout and overall design.

- 1 copy of the newspaper/magazine advertorial which must be separately/physically submitted and must be clearly labelled with the company name and category on the back
- Provide digital image of newspaper/magazine/feature advertorial in .jpg or .jpeg or .pdf format (to be submitted online as part of application process)

6. BEST ON-LINE VIDEO ADVERTORIAL

Judging Criteria: Judged on originality and creativity, concept and execution, communication of marketing theme.

- a) Builder
- b) Supplier
- c) Subtrade
- d) Subcontractor
- e) Service Professional

- Provide digital copy presentation (to be submitted online as part of application process, unless if in excess of 10gb please submit USB separately/physically)

7. BEST RADIO AD | TELEVISION AD

Judging Criteria: Judged on originality and creativity, concept and execution, communication of marketing theme.

- 1 copy of the project logo
- Provide digital copy presentation (to be submitted online as part of application process, unless if in excess of 10gb please submit USB separately|physically)
- Radio Ad only: provide digital copy of ad in .pdf format (to be submitted online as part of application process)

8. BEST SOCIAL MEDIA CAMPAIGN

Judging Criteria: Judged on originality and creativity, concept and execution, communication of marketing them.

- Provide links to all platforms used as part of campaign (ie. Facebook, Twitter, YouTube, etc.) (to be submitted online as part of application process)
- Outline in 500 words or less how you have measured the success of your social media campaign, in .pdf format (to be submitted online as part of application process)

9. BEST WEBSITE

Judging Criteria: Entry will be judged on concept, layout, overall design, content and ease of navigation.

- Provide digital image of the title/landing page in .jpg or .jpeg or .pdf format (to be submitted online as part of application process)
- Provide link to full website.

10. BEST ON-SITE SALES & MARKETING PACKAGE

Judging Criteria: Entry will be judged on effectiveness of conveying a product or project theme, relaying information, copy and overall graphic design.

- 1 complete copy of the on-site sales & marketing package must be separately/physically submitted
- Provide digital copy of the package in .pdf format (to be submitted online as part of application process)

11. BEST VIRTUAL TOUR

Judging Criteria: Judged on originality and creativity, concept and execution, communication of marketing theme.

- a) Actual Spaces
- b) Conceptual Spaces

- Provide digital copy presentation (to be submitted online as part of application process), unless if in excess of 10gb please submit USB separately/physically)

12. BEST INGENUITY IN MARKETING

- a) Builder | Renovator
- b) Other

***Judging Criteria:** Entry will be judged on a company marketing in a different way (ie. either through some new experience, new media, or non-typical topic beyond an actual project). As a result there are no true categories as we are looking for companies to be creative, non-standard, something outside the box, new or different or innovative and not in the market place.*

- 1 complete copy of the marketing must be separately/physically submitted
- Provide digital copy of the package in .pdf format (to be submitted online as part of application process)

Product Awards

- A member in good standing is eligible to enter in the product award categories.
- *Product Design Definition* – A production home, which is built and is one that is offered for sale. A member must submit an unaltered floor plan as presented to the public for sale within the context of a production development.
- Due to COVID restrictions, all Product Award entries will be judged digitally. Please ensure all entries have a floor plan to help with the judging process.

1. BEST SALES OFFICE

Note: A winning Sales Office cannot be re-submitted unless it is being used for a NEW project. Please submit an unaltered floor plan of the sales office in digital (.jpg or .jpeg or .pdf) format.

Judging Criteria: Judged on ability to visually communicate the theme of the product line and the image of the company responsible for building the community.

- Provide a minimum of 1 exterior and 2 interior images of sales office (attached to online application in .jpg, .jpeg or .pdf format)

2. BEST DÉCOR | DESIGN CENTRE

Note: If an WE HBA award winning décor/design centre has been re-designed before and after photos must be submitted and three years passed since receiving award.

Judging Criteria: Entries will be judged on ability of visually communicating the design choices available along with ease of design, flow, organization and presentation of centre.

- A décor/design centre is a dedicated space used exclusively for presentation of design options.
- Provide a minimum of 2 images of 2 different views throughout the décor/design centre (attached to online application in .jpg or .jpeg format)

3. BEST INTERIOR MERCHANDISING MODEL HOME OR SUITE

Judging Criteria: Entries will be judged on use of finishes, furnishings, window treatments and accessories used to highlight features of the model home.

- A model home is a home used on-site, open to the public for viewing and represents the home being sold in that project.
- Provide a minimum of 3 images of 3 different views throughout the model home (attached to online application in .jpg or .jpeg format)

- a) Mid-High Rise
- b) Low Rise

4. BEST PRODUCT CONCEPT DESIGN | MID-HIGH RISE

Maximum 3 entries per project

Condominium Mid-High Rise Definition – A production unit being offered for sale within a mid-high rise development.

Judging Criteria: Entry will be judged on overall exterior and interior appeal, inclusion of careful and innovative detailing, as well as creative use of space and functionality of floor plan in a completely built home/unit.

- Provide a minimum of 1 exterior and 3 interior product design images (attached to online application in .jpg or .jpeg format).
 - A builder must submit an unaltered floor plan as presented to the public for sale within the context of a production development (attached to online application in .jpg, .jpeg or .pdf format)
 - Provide up to 3 photos of 3d modelling of building and overall site
- a) Best condominium unit under 750 sq. ft.
 - b) Best condominium unit 750 sq. ft to 1,200 sq. ft.
 - c) Best condominium unit over 1,200 sq. ft.

5. BEST PRODUCT DESIGN | LOW RISE

Maximum 3 entries per project

Product Design Definition – A production home (low rise: single detached dwelling, semi-detached, or townhouse) which is built or conceptual and offered for sale.

- a) Actual - Model Home
- b) Concept - Pre Sale or Other

Judging Criteria: Entry will be judged on overall exterior and interior appeal, inclusion of careful and innovative detailing, as well as creative use of space and functionality of floor plan in a completely built home/unit.

- Provide a minimum of 1 exterior and 3 interior product design images (attached to online application in .jpg or .jpeg format).
 - A builder must submit an unaltered floor plan as presented to the public for sale within the context of a production development (attached to online application in .jpg, .jpeg or .pdf format)
- a) Townhome | Semi-Detached Home
 - b) Production Single Family Home
- Best single family home under 2,000 sq. ft.
 - Best single family home 2,000 sq. ft. & over

6. BEST EXTERIOR

Maximum 3 entries per project

Judging Criteria: Selection and use of materials on the exterior of the home which most successfully enhances the model or model complex and characterizes the theme and lifestyle of the target market.

CUSTOM EXTERIORS ARE NOT ELIGIBLE

- Provide a minimum of 1 image of front and back of exterior (attached to online application in .jpg or .jpeg format)

a) Mid-High Rise Concept

- Condominium
- A copy of site plan must be submitted (attached to the online application in .pdf format)

b) Townhome | Semi-Detached | Single Production Family Home

- Under 2,000 sq. ft.
- 2,000 sq. ft. & Over

7. BEST NEW KITCHEN

Maximum 3 entries per project

Note: For any model in a mid-high rise unit, townhome, semi-detached, or single family.

CUSTOM KITCHENS ARE NOT ELIGIBLE

Judging Criteria: Overall appeal, use of materials, creative use of space and function of the kitchen.

- Provide a minimum of 2 images of kitchen (attached to the online application in .jpg or .jpeg format)

a) Mid- High Rise Unit

b) Townhome | Semi-Detached | Single Production Family Home

- Under 2,000 sq. ft.
- 2,000 sq. ft. & Over

8. BEST NEW BATHROOM

Maximum 3 entries per project

Note: For any model in a mid-high rise unit, townhome, semi-detached, or single family.

CUSTOM BATHROOMS ARE NOT ELIGIBLE

Judging Criteria: Overall appeal, use of materials, creative use of space & function of bathroom.

- Provide minimum of 2 images of bathroom (attach to online application .jpg or .jpeg format)
- a) Mid- High Rise Unit
- b) Townhome | Semi-Detached | Single Production Family Home
- Under 2,000 sq. ft.
- 2,000 sq. ft. & Over

9. BEST CUSTOM HOME

Note: A new home built from the ground up. A custom home is a one of a kind design, not production built and total market value includes land.

Judging Criteria: Overall exterior and interior appeal, creative use and functionality of interior space in a completely built home. NOTE: Interior decorating is not part of judging criteria.

- Provide a minimum of 2 exterior (front and back) and 3 interior photos of custom home (attached to the online application in .jpg or .jpeg format)
- a) Best custom home under \$1,500,000
- b) Best custom home \$1,500,000 - \$3,000,000
- c) Best custom home \$3,000,000 & over

10. BEST IN HOUSING AFFORDABILITY

This award recognizes a member who embraces leadership in improving housing affordability.

This includes innovative approaches for any part of the housing continuum and may be targeted to any ages in household communities in Hamilton-Halton from private market housing, to first-time homebuyers, to purpose-built social housing and a diverse range of housing forms.

STANDARD MARKET BASED COSTED PROJECTS ARE NOT ELIGIBLE

Judging Criteria:

- Provide a minimum of 2 and up to 5 images of the project and (attached to the online application in .jpg or .jpeg format) and may include a letter of support
- Entry will be judged on the following:
- Leadership in fostering innovative approaches to housing affordability in Hamilton-Halton
 - Action plans or strategies within the project to improve overall housing affordability for the owners or renters
 - Other affordability considerations that make the project unique, such as design considerations, research, zoning, timelines, sales plans, inclusion and access to the units etc.
 - Community and/or overall impact from the housing solution

Renovation Awards

1. BEST ACCESSIBLE ELEMENTS IN A HOME OR RENOVATION

Note: For any model in a mid-high rise unit, townhome, semi-detached, or single family or renovation.

The intent of this award is to provide multiple accessibility features into a home or renovation to suit a) aging in place or b) disability. Multiple elements must be provided, described and photographed. Judging will be carried out by professionals who specialize in home modification,

Judging Criteria: Overall appeal, use of materials, creative use of space and function of the accessible elements.

- Provide a minimum of 2 images of accessible elements (attached to the online application in .jpg or .jpeg format)

- a) Mid-High Rise
- b) Townhome | Semi-Detached Home
- c) Production Single Family Home
- d) Renovation

2. BEST RENOVATION

- *Open to builder or renovator members of WE HBA.*
- *Any renovation (large or small) to an existing dwelling. Conversions from a previous neighbourhood commercial use to a single residential dwelling are also in this category. These categories are split on the basis of renovation cost*
- *Renovation Cost: for the purposes of these awards, means the hard or total construction contract cost of the renovation to the consumer, excluding land, original pre-renovation structure, architects or designer's fees, furniture, furnishing or artwork and landscaping.*
- *Before pictures are an important part of the judging. Don't forget to take before pictures. The before and after shots should be from a similar angle.*

• BEFORE AND AFTER PHOTOS TAKEN AT SAME VIEW POINT MUST BE SUBMITTED TO GUIDE THE JUDGES IN THEIR DECISION.

- *Site and floor plans clearly show what was renovated must be provided on-site.*

Judging Criteria: Overall appeal, use of building materials, use of space, function of floor plan and compatibility of the renovations with existing elements.

- *Provide a minimum of 5 before images and 5 after images from a similar angle of the renovation (attached to the online application in .jpg or .jpeg format)*

- a) Best renovation under \$25,000
- b) Best renovation \$25,000 to under \$75,000
- c) Best renovation \$75,000 to under \$150,000
- d) Best renovation \$150,000 to under \$400,000
- e) Best renovation \$400,000 to under \$1,000,000
- f) Best renovation \$1,000,000 & over

3. BEST OTHER BUILDING

Pool house, stand alone granny suite, decked out garage, coach house etc.

Do you have a built project that doesn't fit a traditional residential house or renovation?

Judging Criteria: Overall exterior and interior appeal, creative use and functionality of interior space in a completed Other Building.

NOTE: Interior decorating is not part of judging criteria.

- Provide a minimum of 1 exterior and 3 interior images of other building (attached to online application in .jpg, .jpeg or .pdf format)

Achievement Awards

Eligibility: The supplier and/or trade and/or service or professional service provider must be a full-time member of the WE HBA in good standing.

ALL ACHIEVEMENT AWARD FORMS MUST BE COMPLETED OR THE SUBMISSION WILL BE ELIMINATED.

1. BHT Award | Building Homes Together

This award is in recognition of a builder member who uses the most WE HBA members to build a house.

Judging Criteria: The house must have been built by an WE HBA member. In the process of building this house the builder will have to ensure that as many trade contractors, suppliers, manufacturers or service professionals used in the creation of the house were members of the Association.

Eligibility: The builder must be a WE HBA member and all trade contractors, suppliers, manufacturers or service professionals must be WE HBA members in good standing at the time of submission.

- Provide 1 image of company logo (attached to the online application in .jpg or .jpeg format)

2. SUPPLIER COMPANY OF THE YEAR

Judging Criteria: Quality workmanship, innovation and excellence in service.

Submit a narrative on service workmanship and innovation and how it assisted the home building industry during February 8, 2020 - February 15, 2021.

- Provide 1 image of company logo (attached to online application in .jpg or .jpeg format)
- Provide a detailed company profile (attached to online application in .doc, .docx, or .pdf format)
- Provide goals and achievements for year
- Provide how your company is contributing to environmental sustainability (this can be internal ie. recycling and/or jobsite related)
- Provide 3 member references

3. SERVICE OR TRADE COMPANY OR PROFESSIONAL SERVICE PROVIDER OF THE YEAR

Judging Criteria: *Innovation and excellence in service during February 8, 2020 - February 15, 2021.*

Submit a narrative on service and innovation and how it assisted the home building industry

- Provide 1 image of company logo (attached to online application in .jpg or .jpeg format)
- Provide a detailed company profile (attached to online application in .doc, .docx, or .pdf format)
- Provide what differentiates you from your competition
- Provide 3 member references

4. SALESPERSON OF THE YEAR

Eligibility: *The candidate must be a full-time new home salesperson directly employed by an WE HBA member in good standing.*

More than one salesperson per company is eligible.

Judging Criteria, New Homes Sales:

- *Professional approach to sales, selling techniques used, personal contribution to marketing the new homes during February 8, 2020 - February 15, 2021.*
- *The entry form must be submitted by the broker and/or builder. For a complete evaluation, please fill out the online form and attach a document of not more than 300 words on why this salesperson deserves Salesperson of the Year (attached to online application in .doc, .docx, or .pdf format)*
- Provide 1 image of each candidate (attached to online application in .jpg or .jpeg format)

5. SALES TEAM OF THE YEAR

Eligibility: *The team must consist of 2 or more full-time new salespeople directly employed by a WE HBA member in good standing. The sales team must work at the same site. The entry form must be submitted by the broker and/or builder. For a complete evaluation, please fill out the form. If you want to submit more information, please attach it to the online application in .doc, .docx, or .pdf format.*

Judging Criteria, New Homes Sales: *Professional approach to sales, selling techniques used, contribution to marketing the new homes during February 8, 2020 - February 15, 2021. The team will be judged from your written submission only.*

- Provide 1 image of the sales team (attached to online application in .jpg or .jpeg format)

MARKETING
Award of the Year

This award is in recognition of the best site marketing campaign.

Judging Criteria: *The new community or mid-highrise development must have been launched between February 8, 2020 and February 15, 2021.*

Mandatory:

- The New Community must be marketed with a Sales Office
- Provide 1 image of project logo (attached to online application in .jpg or .jpeg format)

Choose:

- A minimum of 5 (no maximum) to be eligible for Marketing Award of the Year
- Note: The 3 highest marks from your categories chosen below will be used to calculate your score
- Mark your previously entered categories
- Best Signage
- Best Project Logo
- Best Newspaper Advertisement
- Best Magazine Advertisement
- Best Newspaper | Magazine | Feature Advertorial
- Best On-Line Video Advertorial
- Best Radio Ad | Television Ad
- Best Social Media Campaign
- Best Website
- Best On-Site Sales and Marketing Package
- Best Virtual Tour
- Best Ingenuity in Marketing

Project of the Year

MID-HIGH RISE DEVELOPMENT

Judging Criteria: *The project must be marketed between February 8, 2020 and February 15, 2021. The project will be judged on overall site presentation, curb appeal, innovation and technology.*

Mandatory:

- The New Project must be marketed with an on-site sales centre
- Judges must be able to view model suite within sales centre to have an understanding of what finished units will look like
- Provide up to 3 photos of 3d modelling of building and overall site
- Provide 1 image of project logo (attached to online application in .jpg or .jpeg format)
- Submit full marketing package
- Submit site plan or subdivision plan with street names
- Submit 2 examples of ads, renderings and floor plans and any other marketing material

Choose:

- A minimum of 3 (no maximum) categories must be previously entered to be eligible for Project of the Year. The 3 highest marks will be averaged to calculate your score.
- Mark your previously entered categories
 - Best Kitchen
 - Best Bathroom
 - Best Exterior
 - Best Interior Merchandising Model Home or Suite
 - Best Sales Office

And a minimum one of:

- Best condominium unit under 750 sq. ft.
- Best condominium unit 750 sq. ft to 1,200 sq. ft.
- Best condominium unit over 1,200 sq. ft.

Project of the Year

LOW RISE COMMUNITY

Judging Criteria: *The project must be marketed between February 8, 2020 and February 15, 2021. The project will be judged on overall site presentation, curb appeal, innovation and technology.*

Mandatory:

- The applicant must be developing a complete community
- Building part of the lots in a development by someone else is not eligible for this award
- The New Project must be marketed with an on-site sales centre and/or model home and/or equivalent and marketed as a stand alone community
- Provide streetscape drawings if project is not fully developed
- Provide 1 image of project logo (attached to online application in .jpg or .jpeg format)
- Submit full marketing package
- Submit site plan or subdivision plan with street names
- Submit two examples of ads, renderings and floor plans and any other marketing material
- Include what defines this project as a community (25% of your mark)

Choose:

- A minimum of 3 (no maximum) categories must be previously entered. to be eligible for Project of the Year. The three highest marks will be averaged to calculate your score.
- Mark your previously entered categories

- Best Kitchen
- Best Bathroom
- Best Exterior
- Best Interior Merchandising Model Home or Suite
- Best Sales Office
- Best Décor | Design Centre

And a minimum one of:

- a) Townhome | Semi-Detached Home
 - Best townhome | semi-detached home
- b) Production Single Family Home
 - Best single family home under 2,000 sq. ft.
 - Best single family home 2,000 sq. ft. & over

Green Builder of the Year

1) GREEN DEVELOPMENT OF THE YEAR

This award will be given to the developer (subdivision, site plan, etc.) who demonstrated innovation, leadership and technical excellence in 2020 through energy efficient and high-performance practises, that go above and beyond the requirements of the City and/or Region, MOEE, etc. It is expected that the winner of this award will have demonstrated new or extraordinary measures into their project not normally seen in standard development.

Judging Criteria:

Consumer Education & Awareness:

- Provide examples of information you provide to purchasers and/or marketing information to attract people to you due to your green/environmentally friendly choices.

Green Philosophy in Action:

- Design
- Technologies
- Innovation
- Communication
- Accreditations
- Product
- Services

Your entry should include the following:

- Provide 1 image of company logo (attached to online application in .jpg or .jpeg format)
- Video (2 minute maximum)
- 1 to 6 images (attached to online application in .jpg or .jpeg format)
- A written description of what the company has done (750 words or less). Tell us what the company approach is with respect to how you ensure the philosophy is carried through all levels and trades, and what support you provide to your purchasers and the community. Using the judging criteria listed above, tell us why you think your company deserves this coveted title.

2) GREEN BUILDING INNOVATOR OF THE YEAR

This award will be given to the builder (low rise, mid rise, or high rise) who demonstrated innovation, leadership and technical excellence in 2020 through energy efficient and high-performance practices into the built form/actual building of their development.

Judging Criteria:

Consumer Education & Awareness:

- Provide examples of information you provide to purchasers and/or marketing information to attract people to you due to your green/environmentally friendly choices.

Green Philosophy in Action:

- Design
- Technologies
- Innovation
- Communication
- Accreditations
- Product
- Services

Your entry should include the following:

- Provide 1 image of company logo (attached to online application in .jpg or .jpeg format)
- Video (2 minute maximum)
- 1 to 6 images (attached to online application in .jpg or .jpeg format)
- A written description of what the company has done (750 words or less). Tell us what the company approach is with respect to how you ensure the philosophy is carried through all levels and trades, and what support you provide to your purchasers and the community. Using the judging criteria listed above, tell us why you think your company deserves this coveted title.

Consumer Choice

- a) Low Volume Builder (under 100 units)
- b) High Volume Builder (100 units plus)

ENTRY DEADLINE

- All entries, including applicable fees, physical supporting documentation where appropriate, must be made online/received no later than 4 pm on Monday February 15, 2021 at WE HBA offices, 1112 Rymal Road East, Hamilton, ON.
- No extensions will be given.

QUESTIONS

- For information regarding these submissions, please contact Cindy McIntosh at WE HBA at (905) 575-3344 x3 or email cindy@westendhba.ca