

2010 Pinnacle Awards

The 20th Annual Pinnacle Awards pay tribute to Lee Building Industry Association members who have obtained an outstanding level of success and professionalism in new home sales and marketing during the year 2009. Created by the Sales and Marketing Council of the Lee BIA, the Pinnacle Awards provide an opportunity to recognize excellence in this effort. This award is the only one of its kind in Lee County. Competition is open to all members of the Lee BIA, their advertising agencies and marketing consultants.

ELIGIBILITY CRITERIA

Competition is open to all members of the Lee Building Industry Association. Advertising and marketing agencies may prepare entries on behalf of their Lee BIA member clients.

The design, marketing and implementation of all entries must have been created/produced/run during the 2009 calendar year, unless otherwise stated. Carefully review all entry preparation procedures before preparing and submitting your entries.

Categories 1 – 26: January 1, 2009 - December 31, 2009

Categories 27 – 38: January 1, 2009 - March 12, 2010*

Categories 39 – 50: January 1, 2009 - December 31, 2009

**Please note the extended eligibility deadline*

ENTRY PREPARATION PROCEDURES

1. Each entry must be submitted in a three-ring binder and be clearly labeled on the front of the binder with the name and category entered.
2. A separate entry application and required exhibits must accompany each entry. For additional copies of the entry form, duplicate as necessary. Forms are available online at www.bia.net.
3. All exhibit or support materials, including CDs and DVDs, must be labeled clearly with the category number and project name. Photographs must be clearly labeled and placed in clear vinyl sleeves inside the binder.
4. Each company must submit one (1) CD with company logo, in jpg format (300 dpi or better, image size to be 8 inches wide or larger) and one high quality printout of logo (not one logo per entry).
5. All essays must be limited to 500 words or less. Marketing statements are limited to 250 words or less. All written items should be double-spaced. Marketing statements should identify the target market, any unusual constraints or opportunities that the project presented and how the marketing objectives were met.
6. Acknowledge your building partners by giving us their information on the Entry Form! Should you win an award, your valued builders, architects, interior designers, landscape designers, pool contractors, ad agencies, pr firms, and website designers, will also receive an award (they must be Lee BIA members in order to receive an award).

ENTRY FEES

One - three entries: \$250 each

Additional entries: \$175 each

Sales & Marketing Council Membership: \$75 each

All fees are non-refundable and checks should be made payable to the Lee BIA. The Association also accepts Visa and MasterCard.

DEADLINES

All entries, including fees and required exhibits, must be received no later than 4:00 p.m. on **Friday, April 16, 2010.**

Any late entries must be received no later than 4:00 p.m. on **Friday, April 23, 2010.**

One – three late entries: \$300 each; additional late entries: \$200 each.

Deliver completed entries to the Lee BIA, 4210 Metro Parkway, Suite 100, Fort Myers, FL 33916

JUDGING

A panel of judges composed of recognized industry experts will evaluate all entries against the established criteria. In the event of insufficient entries in a category, the judges, at their sole discretion, may declare no winner or Awards of Merit only in any category.

The winners will be announced at the Pinnacle Awards ceremony on **Saturday, May 15, 2010** at the Paseo Village Center.

WINNING TIPS

1. *Start your entry now!* Judges notice entries that have been put together at the last minute. Show off your entries the way they deserve to be showcased and take the time to prepare them.
2. *Follow the entry guidelines and requirements.* Your entry, as well as how it is presented, is judged. Make sure all exhibits are labeled.
3. *Nominate yourself.* If you feel you should be nominated for an entry, nominate yourself or approach a co-worker or supervisor with your desires.
4. *Consider several categories.* Recognition is the best and most effective way to reward yourself, your peers and employees.
5. *Hire a professional photographer.* These professionals are prepared to capture your product best.

Advertising Awards

1. BEST LOGO

Any company logo promoting a builder, developer, interior design firm or associate.

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Judging Criteria: Concept, copy, layout, overall design and identity conveyed to target market.

Exhibits Required:

- 1. Marketing statement
- 2. Budget
- 3. One (1) printout of logo

2. BEST BROCHURE

Any brochure, regardless of size, advertising or promoting a builder, developer, interior design firm or associate.

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Judging Criteria: Concept, copy, layout, overall design and identity conveyed to target market.

Exhibits Required:

- 1. Marketing statement
- 2. Budget
- 3. Four (4) copies of brochure

3. BEST NEWSLETTER

Any newsletter, regardless of size, used to communicate with one or more audiences.

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Judging Criteria: Concept, copy, layout and overall design.

Exhibits Required:

- 1. Marketing statement
- 2. Budget
- 3. Multiple issues of newsletter with five (5) copies of each issue

4. BEST COLOR NEWSPAPER AD

Any color newspaper ad promoting or advertising a builder, developer, interior design firm or associate.

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Judging Criteria: Concept, copy, layout, overall design and execution as it relates to the specific target market.

Exhibits Required:

1. Marketing statement
2. Budget
3. One (1) copy of ad slick, tear sheet or actual newspaper ad

5. BEST BLACK & WHITE NEWSPAPER AD

Any black and white newspaper ad promoting or advertising a builder, developer, interior design firm or associate.

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Judging Criteria: Concept, copy, layout, overall design and execution as it relates to the specific target market.

Exhibits Required:

1. Marketing statement
2. Budget
3. One (1) copy of ad slick, tear sheet or actual newspaper ad

6. BEST NEWSPAPER INSERT

Any newspaper insert promoting or advertising a builder, developer, interior design firm or associate.

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Judging Criteria: Concept, copy, layout, overall design and execution as it relates to the specific target market.

Exhibits Required:

1. Marketing statement
2. Budget
3. One (1) copy of insert

7. BEST NEW HOMES MAGAZINE/PUBLICATION

Any bi-monthly, monthly or annual publication used to communicate with one or more audiences.

- A. Consumer Resource Publication
- B. Realtor Resource
- C. Trade Publication

Judging Criteria: Concept, copy, layout, overall design and execution as it relates to the specific target market.

Exhibits Required:

1. Four (4) copies of cover
2. Four (4) copies of publication
3. Marketing statement
4. Budget & distribution

8. BEST COLOR MAGAZINE AD

Any color magazine ad, regardless of size, advertising or promoting a builder, developer, interior design firm or associate.

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Judging Criteria: Concept, copy, layout, overall design and execution as it relates to the specific target market.

Exhibits Required:

1. Marketing statement
2. Budget
3. One (1) copy of ad slick, tear sheet, or actual magazine ad

9. BEST BLACK & WHITE MAGAZINE AD

Any black and white magazine ad, regardless of size, advertising or promoting a builder, developer, interior design firm or associate.

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Judging Criteria: Concept, copy, layout, overall design and execution as it relates to the specific target market.

Exhibits Required:

1. Marketing statement
2. Budget
3. One (1) copy of ad slick, tear sheet or actual magazine ad

10. BEST DIRECT MAIL – PRINT

Any direct mail printed piece, regardless of size, advertising or promoting a builder, developer, interior design firm or associate.

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Judging Criteria: Concept, copy, layout, overall design and execution as it relates to the specific target market.

Exhibits Required:

1. Four (4) copies of direct mail piece
2. Marketing Statement
3. Budget

11. BEST TV COMMERCIAL

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Judging Criteria: Originality, concept and execution of TV commercial.

Exhibits Required:

1. Marketing statement
2. Budget
3. CD/DVD of TV commercial

12. BEST RADIO COMMERCIAL

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Judging Criteria: Originality, concept and execution of radio commercial.

Exhibits Required:

1. Marketing statement
2. Budget
3. CD/DVD of radio commercial (printout of script recommended)

13. BEST VIDEO OR COMPUTER-AIDED PRESENTATION

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Judging Criteria: Originality, concept and message conveyed to prospective homeowner.

Exhibits Required:

- 1) One (1) CD/DVD of video/presentation
- 2) Marketing statement
- 3) Budget

14. BEST DIRECT MAIL – ELECTRONIC

Any electronic direct mail piece, advertising or promoting a builder, developer, interior design firm or associate.

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Judging Criteria: Concept, copy, layout, overall design and execution as it relates to the specific target market.

Exhibits Required:

1. Four (4) copies of direct mail
2. Marketing statement

15. BEST ONLINE AD

Examples are banner, skyscraper, etc.

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Judging Criteria: Concept, copy, layout, overall design and execution as it relates to the specific target market.

Exhibits Required:

1. One (1) screenshot of ad
2. Location/placement of ad
3. Link/address of ad (if applicable)
4. State if ad is static or rich media
5. Marketing statement

16. BEST WEBSITE

- A. Builder
- B. Developer
- C. Associate
- D. Realtor

Judging Criteria: Originality, quality of design, ease of obtaining information and organization of message.

Exhibits Required:

1. Marketing statement
2. Budget
3. One (1) sample printout of website
4. URL address

17. BEST E-MARKETING CAMPAIGN

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate
- E. Agency

Judging Criteria: Development, creativity, design and duration of all online marketing endeavors including email blasts, blogs, e-newsletters, pay for clicks, e-advertising, etc.

Exhibits Required:

1. Marketing statement
2. Budget
3. Sample of email blasts, e-newsletters and online advertising campaigns

18. BEST OVERALL ONSITE SIGNAGE

- A. Builder
- B. Developer
- C. Associate

Judging Criteria: Originality, concept and message conveyed to prospective or current homeowner.

Exhibits Required:

1. Six (6) 8" x 10" color photographs depicting any of the following:
 - ◆ directional signs
 - ◆ entry signs
 - ◆ model identification signs
 - ◆ general information signs
 - ◆ interior signs
2. Community site plan
3. Marketing statement

19. BEST BILLBOARD/ELECTRIC SIGNAGE

- A. Builder
- B. Developer
- C. Associate

Judging Criteria: Originality, concept and message conveyed to target audience.

Exhibited Required:

1. One (1) 8" x 10" color photograph of billboard or electric sign
2. Location of billboard or electric sign (*indicate if billboard/sign is on a surface street or highway*)
3. Budget
4. Marketing statement

20. BEST SPECIAL EVENT - PRE-SALE, GRAND OPENING

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Judging Criteria: Development, creativity, cost and overall effectiveness of a special promotion. Design, creativity and success of materials produced in support of event.

Exhibits Required:

1. Marketing statement
2. Budget
3. One (1) sample of each ad, press release and other marketing materials produced for the event

21. BEST SPECIAL EVENT - FOR RESIDENTS WITHIN A DEVELOPMENT

- A. Builder
- B. Developer

Judging Criteria: Development, creativity, cost and overall effectiveness of a resident activity. Design, creativity and success of materials produced in support of event.

Exhibits Required:

1. Marketing statement
2. Budget
3. Press releases and clippings
4. Photographs from the event
5. One (1) sample of invitations, fliers or any collateral/support material produced

22. BEST CHARITABLE or COMMUNITY EVENT

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Judging Criteria: Creativity and coordination of an event that benefited our local community or charitable cause in Lee, Collier, Hendry or Glades counties.

Exhibits Required:

1. Marketing statement
2. Budget including dollar and/or in-kind amount donated to the community
3. Press releases and clippings
4. Collateral/support material
5. Photographs from the event
6. Measurement - amount of money and/or traffic generated

23. BEST PROMOTIONAL ITEM

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Judging Criteria: Any gift, premium, novelty or token used to convey an impression, make a point, establish an image or achieve a public relations objective. Originality, creativity, purpose as it relates to overall advertising campaign, measured results.

Exhibits Required:

1. Marketing Statement
2. Budget
3. Include one (1) sample of item

24. BEST SPECIAL PROMOTION - BROKER CO-OP

- A. Builder
- B. Developer

Judging Criteria: Design, creativity and success of program (e.g. broker referrals generated).

Exhibits Required:

1. Marketing statement
2. Budget
3. One (1) sample of each ad and/or materials produced for the promotion

25. BEST INCENTIVE/SPECIAL PROMOTION

- A. Builder/Developer
- B. Interior Design Firm
- C. Agency
- D. Associate

Judging Criteria: Development, creativity, cost and duration of the incentive or promotion. Overall effectiveness, traffic generated and converted sales.

Exhibits Required:

1. Marketing statement
2. Budget
3. Sample of ads, press releases, clippings and other marketing materials produced in support of the incentive or promotion

26. BEST OVERALL ADVERTISING CAMPAIGN

A sustained advertising campaign utilizing a minimum of two (2) media to introduce and/or promote a builder, community, master-planned community, interior design firm or associate.

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Judging Criteria: Definition of marketing objectives, concept, copy, layout(s), continuity of campaign, overall design, execution of creative strategy and coordination of utilized media.

Exhibits Required:

1. Marketing statement
2. Budget
3. Include one (1) sample of all collateral materials produced to include print advertising, direct mail, radio and television commercials, billboards, etc.

Interior Design Awards

27. BEST INTERIOR DESIGN – SINGLE FAMILY

Home sale price includes home site and furnishings at builder pricing.

- A. \$100,000 - \$199,999
- B. \$200,000 - \$299,999
- C. \$300,000 - \$399,999
- D. \$400,000 - \$499,999
- E. \$500,000 - \$649,999
- F. \$650,000 - \$799,999
- G. \$800,000 - \$999,999
- H. \$1,000,000 - \$1,499,999
- I. \$1,500,000 - \$1,999,999
- J. \$2,000,000 - \$2,699,999
- K. \$2,700,000 - \$3,499,999
- L. \$3,500,000 + *

*Price categories exceeding \$3.5 million will be determined by judges

Judging Criteria: Use of color, texture, materials, interior space, furnishings, accessories, window and wall treatments in relation to the specified target market.

Exhibits Required:

1. Marketing statement
2. Budget
3. Six (6) 8" x 10" color photographs depicting living room area, dining area, master bedroom, kitchen, bath and one (1) view of choice
4. One (1) floor plan of each home (color plan/sheet or space planner recommended – no blueprints)
5. (Optional) DVD, not longer than one (1) minute

28. BEST INTERIOR DESIGN – MULTI-FAMILY

Home sale price includes home site and furnishings at builder pricing.

Refer to category 27 A-L.

Product Design Awards

29. BEST "GREEN" HOME

- A. Builder
- B. Developer

Judging Criteria: Use of reclaimed/recycled materials and renewable products. Maximizing of energy and water efficiency, and "green" techniques. Creation of healthy indoor air quality and the minimal use of virgin products.

Exhibits Required:

- 1) One (1) floorplan of home showing room dimensions and total square footage
- 2) Four (4) 8" x 10" interior photographs (showing cost-efficient appliances)
- 3) Three (3) 8" x 10" exterior photographs (showing landscape materials and/or water-saving appliances)
- 4) Marketing statement
- 5) Budget

30. PRODUCT DESIGN OF THE YEAR – SINGLE FAMILY

Home sale price includes home site and excludes furnishings.

- A. \$100,000 - \$199,999
- B. \$200,000 - \$299,999
- C. \$300,000 - \$399,999
- D. \$400,000 - \$499,999
- E. \$500,000 - \$649,999
- F. \$650,000 - \$799,999
- G. \$800,000 - \$999,999
- H. \$1,000,000 - \$1,499,999
- I. \$1,500,000 - \$1,999,999
- J. \$2,000,000 - \$2,699,999
- K. \$2,700,000 - \$3,499,999
- L. \$3,500,000 + *

*Price categories exceeding \$3.5 million will be determined by judges

Judging Criteria: Interior and exterior design, function and aesthetic appeal and meets the criteria for your target market.

Exhibits Required:

1. Marketing statement
2. One (1) set of floor plans and elevations (no blueprints)
3. Six (6) 8" x 10" color photographs depicting exterior (show entrance), living room area, kitchen area, bath and two (2) views of choice
4. Budget
5. (Optional) DVD, not longer than one (1) minute

31. PRODUCT DESIGN OF THE YEAR – MULTI-FAMILY

Refer to category 30 A-L.

32. BEST LANDSCAPE DESIGN

This category is open to submission by builders, developers, landscape designers and architects.

- A. Single Family
- B. Multi-Family
- C. Master Plan community

Judging Criteria: Quality of design and execution; design context and the expression of local and regional characteristics; environmentally sensitivity and sustainability; and demonstration of design value to the client.

Exhibits Required:

1. Six (6) 8” x 10” photographs that may include:
 - ◆ Entryway
 - ◆ Welcome Center / Sales Model
 - ◆ Home or homes
 - ◆ Streetscape
 - ◆ Two (2) view of choice
2. Cost of project
3. Marketing Statement

33. BEST POOL DESIGN

This category is open to submissions by builders, developers and pool designers of custom and production homes.

- A. Single Family
- B. Multi-Family
- C. Master Plan community

Judging Criteria: Overall creativity, and use of hardscape and waterscape elements, with relation to the home.

Exhibits Required:

1. One (1) site plan showing dimensions and total square footage
2. Up to eight (8) 8” x 10” photographs
3. Cost of project
4. Marketing statement

34. BEST CLOSET/ORGANIZATIONAL SYSTEM DESIGN

This category is open to builders and designers.

- A. Production Home
- B. Custom Home

Exhibits Required:

1. One (1) floorplan showing room dimensions and total square footage
2. Six (6) 8" x 10" photographs
3. Cost of project
4. Marketing statement

35. BEST CLUBHOUSE - EXTERIOR

- A. Builder
- B. Developer

Judging Criteria: Overall exterior design and architectural elements as it relates to specific target market and community needs.

Exhibits Required:

1. Marketing statement
2. Budget to include furnishings
3. Five (5) 8" x 10" photographs depicting exterior (show entrance) and two (2) views of choice (*color plan/sheet or space planner recommended*)
4. Budget
5. (Optional) DVD, not longer than one (1) minute

36. BEST CLUBHOUSE – INTERIOR

- A. Builder
- B. Developer
- C. Interior Design Firm

Judging Criteria: Use of color, texture, materials, interior space, furnishings, accessories, window and wall treatments in relation to the specified target market and continuity with the marketing program.

Exhibits Required:

1. Marketing statement
2. Budget to include furnishings
3. Five (5) 8" x 10" photographs depicting interior showing dining, meeting areas and two (2) views of choice (*color plan/sheet or space planner recommended*)
4. Budget
5. (Optional) DVD, not longer than one (1) minute

37. BEST SALES CENTER

- A. Builder
- B. Developer

Judging Criteria: Ability to visually convey information, product and/or builder image, floor plan layout and communicate a marketing theme in conjunction with the marketing program.

Exhibits Required:

1. Six (6) 8" x 10" color photographs depicting sales center exterior with entrance, topo table, display areas, closing area and two (2) views of choice
2. One (1) sales office floor plan with dimensions
3. Marketing statement
4. Budget
5. (Optional) DVD, not longer than one (1) minute

38. BEST DESIGN CENTER

- A. Builder
- B. Developer

Judging Criteria: Function of floor plan layout, conduciveness to sale of product and ability to visually convey information and communicate the product and image of the builder.

Exhibits Required:

1. Four (4) to six (6) color 8" x 10" photographs depicting overall exterior, overall interior, impact graphics
2. One (1) copy of floor plan (*color plan/sheet or space planner recommended*)
3. Marketing Statement
4. Budget

Achievement Awards

39. MAKING "IT" HAPPEN AWARD

This is an opportunity for an employer to recognize those people in their organization that ordinarily do not get the accolades, but are the cornerstones of their success. This is an ideal opportunity to recognize an important staff member such as the front desk person, a customer service manager or community center staff.

- A. Builder
- B. Developer
- C. Associate

Exhibits Required:

1. Outline of 500 words or less detailing the following:
 - a. community involvement
 - b. description of how this person or team has impacted your company
2. One (1) high-quality photograph of entrant(s), in jpg format (300 dpi or better, image size to be at least 5 x 7 inches wide) and one high quality printout
3. Pronunciation of entrant's name(s)

40. TITLE INSURANCE SALES PERSON OF THE YEAR

Based on total title insurance premium generated and customer service provided.

- A. Employed by a builder
- B. Employed by a retail lender (non-builder)

Exhibits Required:

1. Proof of volume and units. An internal closing report from January 1, 2009 – December 31, 2009, signed by a comptroller (or equivalent financial officer)
2. One (1) high-quality photograph of entrant, in jpg format (300 dpi or better, image size to be at least 5 x 7 inches wide) and one high quality printout
3. Pronunciation of entrant's name
4. Overview of levels of customer service, in 250 words or less

41. INSURANCE AGENT OF THE YEAR

Based on total insurance revenue generated and customer service provided.

Exhibits Required:

1. Proof of volume and units. An internal closing report from January 1, 2009 – December 31, 2009, signed by a comptroller (or equivalent financial officer)
2. One (1) high-quality photograph of entrant, in jpg format (300 dpi or better, image size to be at least 5 x 7 inches wide) and one high quality printout
3. Pronunciation of entrant's name
4. Overview of levels of customer service, in 250 words or less

42. MORTGAGE LENDER OF THE YEAR

Based on total mortgage revenue generated and customer service provided.

- A. Employed by a builder
- B. Employed by a retail lender (non-builder)

Exhibits Required:

1. Proof of volume and units. An internal closing report from January 1, 2009 – December 31, 2009, signed by a comptroller (or equivalent financial officer)
2. One (1) high-quality photograph of entrant, in jpg format (300 dpi or better, image size to be at least 5 x 7 inches wide) and one high quality printout
3. Pronunciation of entrant's name
4. Overview of levels of customer service, in 250 words or less

43. BANKING REPRESENTATIVE OF THE YEAR

Based on total loan revenue generated and customer service provided.

- A. Employed by a builder
- B. Employed by a retail lender (non-builder)

Exhibits Required:

1. Proof of volume and units. An internal closing report from January 1, 2009 – December 31, 2009, signed by a comptroller (or equivalent financial officer)
2. One (1) high-quality photograph of entrant, in jpg format (300 dpi or better, image size to be at least 5 x 7 inches wide) and one high quality printout
3. Pronunciation of entrant's name
4. Overview of levels of customer service, in 250 words or less

44. INTERNET SALES OR MARKETING COORDINATOR OF THE YEAR

Open to persons that are responsible for internet marketing or sales facilitation. This person can be either or both.

- A. Builder
- B. Developer
- C. Associate

Exhibits Required:

1. Proof of volume and units. An internal closing report from January 1, 2009 – December 31, 2009, signed by a comptroller (or equivalent financial officer)
2. One (1) high-quality photograph of entrant, in jpg format (300 dpi or better, image size to be at least 5 x 7 inches wide) and one high quality printout
3. Pronunciation of entrant's name
4. Overview of levels of customer service, in 250 words or less

45. SALES PERSON OF THE YEAR - REGARDLESS OF VOLUME

Any sales person who has displayed ethical behavior, leadership, good customer relations and concern for product, company and the industry.

Exhibits Required:

1. Response to all of the following questions, and must not exceed 500 words in total:
 - a. *Professional Accomplishments* - List any professional affiliations, certifications or honors received in 2009. Describe your involvement within those organizations.
 - b. *Customer Relations* - Describe your working relations with your customers and homeowners.
 - c. *Working Relations* - Describe your working relationship with your coworkers and professional peers.
 - d. *Personal Achievement* - Did you meet your personal sales goals for 2009?
 - e. *Civic Responsibilities* - Describe your community, civic and industry involvement.
2. 500 word response must be signed by a manager or direct supervisor.
3. One (1) high-quality photograph, in jpg format (300 dpi or better, image size to be at least 5 x 7 inches wide) and one high quality printout
4. Pronunciation of entrant's name

46. SALES PERSON OF THE YEAR – VOLUME

- A. \$100,000 - \$199,999 per unit, including homesite
- B. \$200,000 - \$299,999 per unit, including homesite
- C. \$300,000 - \$399,999 per unit, including homesite
- D. \$400,000 - \$499,999 per unit, including homesite
- E. \$500,000 - \$649,999 per unit, including homesite
- F. \$650,000 - \$799,999 per unit, including homesite
- G. \$800,000 - \$999,999 per unit, including homesite
- H. \$1,000,000 - \$1,499,999 per unit, including homesite
- I. \$1,500,000 - \$1,999,999 per unit, including homesite
- J. \$2,000,000 - \$2,699,999 per unit, including homesite
- K. \$2,700,000 - \$3,499,999 per unit, including homesite
- L. Exceeding \$3,500,000 per unit, including homesite

Eligibility Criteria: Qualification is based on dollar volume of closed new home sales that occurred during the 12-month period between January 1, 2009 and December 31, 2009. There are twelve (12) different categories (above) determined by the average sales volume produced. The formula to determine the entry category for #30A-L, is as follows: SUM of the total dollar volume of new home sales is DIVIDED by the number of new homes sold during the 12-month period. RESULT is the average price per unit sold and THIS FIGURE will be the determinant of the category to be submitted.

Exhibits Required:

1. List of closed sales indicating sales price and date of closing and signed off by sales manager or direct supervisor
2. One (1) high-quality photograph of entrant, in jpg format (300 dpi or better, image size to be at least 5 x 7 inches wide) and one high quality printout
3. Pronunciation of entrant's name

47. SALES MANAGER OF THE YEAR

Sales manager or sales supervisor with management responsibilities who has displayed ethical behavior, leadership, good customer relations and sales management accomplishments during 2008.

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Exhibits Required:

1. Response to the following five questions, and must not exceed 500 words in total:
 - a. *Professional Accomplishments* – List any professional affiliations, certifications or honors received in 2009. Describe your involvement within those organizations.
 - b. *Customer Relations* – Describe your working relations with your customers and homeowners.
 - c. *Leadership Skills* – Explain your leadership skills and working relationship with the sales staff.
 - d. *Support/Promotion* – Describe programs and/or policies you have established to support your sales team.

- e. *Civic Responsibilities* - Describe your community, civic and industry involvement.
- 2. Response must be signed by a manager or direct supervisor
- 3. One (1) high-quality photograph of entrant, in jpg format (300 dpi or better, image size to be at least 5 x 7 inches wide) and one high quality printout
- 4. Pronunciation of entrant's name

48. MARKETING REPRESENTATIVE OF THE YEAR

Any person who has displayed exemplary work in a company's marketing efforts in addition to creativity, financial responsibility and dynamic implementation.

- A. Builder
- B. Developer
- C. Interior Design Firm
- D. Associate

Exhibits Required:

- 1. Response to the following four questions, and must not exceed 500 words in total:
 - a. *Professional Accomplishments* – List any professional affiliations, certifications or honors received in 2009. Describe your involvement within those organizations.
 - b. *Objectives* – State any challenges/objectives that you worked on during 2009 and your success.
 - c. *Marketing Strategy* – How does your marketing program help promote your company and/or client's image?
 - d. *Civic Responsibilities* – Describe your community, civic and industry involvement.
- 2. Response must be signed by a manager or direct supervisor
- 3. One (1) high-quality photograph of entrant, in jpg format (300 dpi or better, image size to be at least 5 x 7 inches wide) and one high quality printout
- 4. Pronunciation of entrant's name

49. DEVELOPMENT COMPANY OF THE YEAR

Any company that has displayed ethical behavior, leadership, good customer relations, management capabilities and innovative and creative marketing.

Exhibits Required:

- 1. Response to the following five questions, and must not exceed 500 words in total:
 - a. *Professional Accomplishments* – Which awards or honors has your company received in 2009?
 - b. *Customer Relations* – What does your company do to promote good customer relations?
 - c. *Working Relations* – Describe what your company does to benefit its employees.
 - d. *Community Responsibilities* – How does your company support the local community?
 - e. *Civic Responsibilities* - Describe your community, civic and industry involvement.

50. COMMUNITY OF THE YEAR

Presented to the community, development or master-planned community exemplifying a coordinated sales and marketing effort to the community.

- A. Under 50 Acres
- B. 50 - 100 Acres
- C. 101 - 500 Acres
- D. 501+ Acres

Judging Criteria: Originality, overall concept and execution of sales and marketing plans for 2009.

Exhibits Required:

1. Marketing statement
2. Sales statement
3. Submit examples of all work from the marketing effort, including brochures and ads, and all collateral pieces used in advertising and/or special promotions
4. Six (6) 8" x 10" color photographs
5. Optional DVD, not longer than one (1) minute

Grand Award

51. THE NEWS-PRESS GRAND AWARD

The News-Press Grand Award will be awarded by the judges to the best in marketing and merchandising based on overall superior performance during 2009. It will be selected from all award categories.



2010 Pinnacle Awards
OFFICIAL ENTRY APPLICATION
(Duplicate as necessary or download at www.bia.net)

ENTRANT INFORMATION

Company Submitting Entry: _____

Contact Person: _____

Email Address: _____

Company Address: _____

Phone Number: _____ Fax Number: _____

CATEGORY INFORMATION

Category Number & Title: _____

(For example: # 1 – Best Logo)

Project Name: _____ Project Location: _____

MERIT AWARDS FOR YOUR ASSOCIATES

The 2010 Pinnacle Awards acknowledges the following professionals with a merit award. These associates must be Lee BIA members in order to be recognized at the awards ceremony. New member dues must be received by April 16, 2010. Please advise your associates of this, should they wish to join the association. *Please list with complete name of the company and associate in each applicable section.*

Builder: _____

Architect: _____

Interior Designer: _____

Landscape Designer: _____

Pool Contractor: _____

Ad Agency/PR Firm/Website Designer: _____

Celebrate Your Sales Success In Style!

2010 Pinnacle Performer Award of Excellence

Presented by the Sales & Marketing Council of the Lee Building Industry Association

- Deadline Entry: April 16, 2010 -

Total Sales Volume in Closed Sales*

- Bronze Circle - \$500,000 to \$1 Million
- Silver Circle - \$1 Million up to \$2 Million
- Gold Circle - \$2 Million up to \$3 Million
- Platinum Circle - Over \$3 Million

Open to all New Home Sales Professionals, Developer Sales Professionals or Realtors® selling new product in Lee & Collier Counties. Entrants must either be members of the Sales and Marketing Council or are new members joining at this time. Every sales professional that qualifies will receive the distinction, presented at the Pinnacle Awards presentation dinner on Saturday, May 15, 2010.

1. Determine the category. Add up your total qualifying closed transactions, between January 1, 2009 and December 31, 2009. *Sales closed include final C.O. closings and up-front construction closings where the transaction and/or construction loan was closed and funded prior to construction. Vacant lot closings can also be included if the transaction was closed and funded even though a structure had not commenced during the eligible time period. Closings DO NOT have to be while employed by the same builder or developer.

2. Include a CD with a high resolution jpg file of company logo. PLEASE NOTE: If your company is submitting other entries in this year's Pinnacle Awards, we only need one CD with company logo.

Name: _____ **Pronunciation:** _____
(required)

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Builder/Developer: _____

My total closed sales for 2009 were: \$ _____

I certify the above figures to be accurate: _____
Builder/ Sales Manager Signature

PAYMENT:

_____ \$75.00 Sales & Marketing Council Membership
(Complete & return application on following page. Enter zero if already a Lee BIA SMC member.)

_____ \$75.00 Pinnacle Performer Entry fee (includes certificate)

_____ **Total Enclosed**

APPLICATION FOR SMC MEMBERSHIP

THE SALES & MARKETING COUNCIL OF THE LEE BUILDING INDUSTRY ASSOCIATION

Date _____

Name _____

Company _____

E-mail Address _____

Business Address

Residence

Street _____ Street _____

City _____ State ____ Zip _____ City _____ State ____ Zip _____

Business Phone _____ Home Phone _____

Business Fax _____ Home Fax _____

In order to receive mailings in a timely manner, we encourage all SMC members to have them delivered at their residence. SMC publications and information should be delivered to:

_____ Business address

_____ Home address

Please make check for **\$75** and applicable Pinnacle Performer fees, payable to the Lee BIA. Mail with application to:

Lee BIA
4210 Metro Parkway, Suite 100
Fort Myers, FL 33916

Contributions and gifts to the Lee BIA are not deductible as charitable contributions for federal income tax purposes. However, dues payments may be deductible by members as an ordinary and necessary business expense.