

## SUBMISSION RULES, CATEGORIES AND CRITERIA

### MARKETING AWARDS

1. Best Logo, Mid/High-Rise
2. Best Logo, Low-Rise
3. Best Direct Mail \*
4. Best Print Ad
5. Best Brochure, Mid/High-Rise \*
6. Best Brochure, Low-Rise\*
7. Best Signage
8. Best TV or Radio Advertisement/Campaign
9. Best Website, Mid/High-Rise
10. Best Website, Low-Rise
11. Best Sales Video
12. Best Non-Sales Video
13. Best Rendering, Mid/High-Rise
14. Best Rendering, Low-Rise
15. Best Public Relations Campaign
16. Best Digital Marketing Campaign, Mid/High-Rise
17. Best Digital Marketing Campaign, Low-Rise
18. Best Marketing Innovation
19. Best Overall Marketing Campaign (*Pinnacle*)

### ARCHITECTURAL/DESIGN AWARDS

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21. Best Innovative Suite Design
22. Best Luxury Suite Design
23. Best Model Suite
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### PEOPLE & SALES

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37. Best Marketing Person or Team
38. Best Design Team
39. Best Customer Care
40. Riley Brethour Leadership Award (*Pinnacle*)
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42. Lifetime Achievement Award (*not a submission category*)

### PINNACLE

43. Project of the Year, Mid/High-Rise
44. Project of the Year, Low-Rise
45. People's Choice Award (*not a submission category*)
46. Best New Community – Built
47. Best New Community -Planned/Under Development
48. Green Builder of the Year, Mid/High-Rise
49. Green Builder of the Year, Low-Rise
50. Home Builder of the Year, Mid/High-Rise
51. Home Builder of the Year, Low-Rise

**Entries must be submitted by 6:00 p.m. on Tuesday, February 6, 2018.**

**\*physical submission required**

## **BILD AWARDS SUBMISSION RULES AND INFORMATION**

The 38<sup>th</sup> annual BILD Awards pertain to projects or phases of projects on the market in the GTA as of January 1, 2017 and prior to the submission deadline of February 6, 2018, with the exception of category number 46 “Best New Community – Built”.

**Award finalists and winners must be BILD members in good standing to be recognized.**

### **DEFINITIONS**

- “**Low-Rise**” refers to projects of four storeys and under, whether they are freehold or condominium
- “**Mid-Rise**” refers to all projects from five to 11 storeys
- “**High-Rise**” refers to project 12 storeys or greater

### **GEOGRAPHICAL BOUNDARIES**

For a submission to be eligible for judging the project must be located within the GTA. Boundaries are located within the following regions: Durham Region, Halton Region, Peel Region, Simcoe Region, York Region and Toronto.

### **ELIGIBILITY OF PROJECT PHASES**

If a project has won in the same category for the same phase then they are ineligible to win in the same category again. If a project has not won in a category, and they continue to have units for sale, they may submit again. A project with the same phase cannot be listed as a finalist or win in any category.

Additionally, if a builder is submitting a project phase that has distinct towers, or new unique suite or home design under the same project banner as a previous entry they are also eligible.

### **JUDGING**

BILD will appoint independent judges who will determine up to three (3) finalists in each non-pinnacle award category and four (4) finalists in each pinnacle award category. Judges will determine a single winner in each category. Names of finalists may be released in advance.

Each award is judged on five (5) criteria which are equally weighted.

### **RECOGNITION POLICY**

PLEASE be certain to acknowledge all key contributors in a specific entry. For example, if an ad agency or an architectural member submits a sales office, each should acknowledge the others contribution where applicable. Accuracy of spelling and information submitted is the responsibility of the submitter. Please note that any content submitted as part of the nomination may be used in promotional materials by BILD.

# 38<sup>th</sup> annual BILD Awards



## SUBMISSION FORMAT

The online submission tool gives you flexibility to begin the submission process. Entries are saved as draft allowing you to resume the submission process and edit before finalizing and submitting payment the entry.

Each entry must fulfill the submission requirements as defined. Some categories have specific requirements so be sure to read the entry criteria carefully and ensure that all required materials are uploaded or delivered to BILD's office by the deadline to complete the submission entry.

Physical submissions should be sent to: **20 Upjohn Road, Suite 100, Toronto, ON, M3B 2V9.**

BILD reserves the right to disqualify incomplete submissions without notice or refund.

**All entries must be submitted by 6:00 p.m. on Tuesday, February 6, 2018.**

## ENTRY FEE AND DEADLINES\*

*\*Please note that only online credit card payments will be accepted.*

- \$65 plus HST per submission: Marketing, Architectural/Design, People & Sales Categories
- \$300 plus HST per submission - Pinnacle Categories
- Categories 40 and 41 – no fee; Category 45 – no fee; based on Project of the Year finalists.

## INFORMATION

For further information email: [ahashim@bildgta.ca](mailto:ahashim@bildgta.ca) Call: Aasim Hashim at 416-391-3450 or email: [tkohl@bildgta.ca](mailto:tkohl@bildgta.ca) Call: Tiffany Kohl at 416-391-3446.

## NAVIGATING THE ONLINE SUBMISSION TOOL

Visit [www.bildawards.com](http://www.bildawards.com) and locate the online submission tool under the Submissions tab. You can log on to the tool by using your BILD Member username and password (Note: the password field is case sensitive).

There are two tabs at the top of the navigation screen: Drafts and Completed. All your entries are listed in either of these tabs. To start a new entry, select the "Create New Submission" button.

Entries will remain as "Drafts" until they are paid for and submitted for judging. To submit, click the check box next to the entry and hit the "Submit" button. If a red dot appears instead of the check box, please review the entry for missing elements.

Once submitted, the entries will be transferred automatically to the "Completed" section. **Only completed entries will be judged.** You may edit draft or completed submissions until the submission deadline.

To proceed to the payment option, you may select the checkbox (one or several at a time) and press the “Submit” button and enter your payment information. Only “Completed” entries will be judged.

**PHOTO IMAGES AND UPLOADS**

**You must attach a minimum one image with each submission.** Only high resolution digital photos will be accepted. Please ensure all photos are in JPEG format and are a minimum 2,000 pixels wide (or tall for vertical images). **Do not use special characters or symbols in the file name.**

Your uploaded images will appear together in your “images gallery” and will then need to be “attached” to the specific submission. **Uploading images is not enough: make sure you attach the appropriate images to your submission.**

If taking your own photos, set quality to the highest option but do not use digital cameras below 3 megapixels. Do not submit web photos which are only 72 DPI. For privacy reasons, people or identifying objects must not appear in any photos (with the exception of professional models and/or talent). **These images may be used to promote you and your company in the event of a victory. Make them look as if you intend to use them in your own marketing material.**

A company logo file is required to be uploaded to the gallery once. You can then attach it to the appropriate submission. Please do so in the “Logos” section of the submission format.

When uploading floor plans, please ensure that the project name, model name and square footage are clearly labeled.

**Do not combine multiple images into one file. Collages will not be judged.**

## CATEGORIES AND CRITERIA

### MARKETING AWARDS

#### 1. Best Logo, Mid/High-Rise

This award recognizes the best logo for a new residential development (5 storeys or greater) or builder/developer client. The submissions will be judged based on the logo's appearance in both black and white and in colour.

In the description box explain the logo's concept, its relevance to the target market and provide any additional information about the logo and how it meets the judging criteria. (Maximum 500 words)

#### CRITERIA

The award will be judged on five criteria:

- Concept
- Creativity
- Impact
- Ease of use
- Target market relevance

#### 2. Best Logo, Low-Rise

This award recognizes the best logo for a new residential development (4 storeys and under) or builder/developer client. The submissions will be judged based on the logo's appearance in both black and white, and in colour.

In the description box explain the logo's concept, its relevance to the target market and provide any additional information about the logo and how it meets the judging criteria. (Maximum 500 words)

#### CRITERIA

The award will be judged on five criteria:

- Concept
- Creativity
- Impact
- Ease of use
- Target market relevance



**3. Best Direct Mail**

This award recognizes the best direct mail advertising product for a builder/developer or a new residential or mixed use development.

In the description box explain the product’s concept, its effectiveness/response/results and provide any additional information about the product and how it meets the judging criteria.

**IMPORTANT:** A physical copy of the product must be sent to BILD before the submission deadline and reference your submission number. (Maximum 500 words)

**CRITERIA**

The award will be judged on five criteria:

- Concept
- Creativity
- Layout and design
- Content
- Effectiveness/response/results

**4. Best Print Ad**

This award recognizes the best newspaper or magazine ad for a builder/developer or a new residential or mixed use development. Print ads of any size are eligible.

In the description box explain the ad’s concept, its effectiveness/response/results and provide any additional information about the ad and how it meets the judging criteria. (Maximum 500 words)

**CRITERIA**

The award will be judged on five criteria:

- Concept
- Creativity
- Layout and design
- Copy
- Effectiveness/response/results

## 5. Best Brochure, High-Rise

This award recognizes the best sales brochure for a builder/developer or new residential or mixed use development (5 storeys or greater).

In the description box explain the brochure's concept, its effectiveness/response/results, and provide any additional information about the brochure and how it meets the judging criteria. (Maximum 500 words)

**IMPORTANT:** A physical copy of the brochure must be send to BILD before the submission deadline and reference your submission number.

### CRITERIA

The award will be judged on five criteria:

- Concept
- Creativity
- Layout and design
- Content
- Effectiveness/response/results

## 6. Best Brochure, Low-Rise

This award recognizes the best sales brochure for a builder/developer or new residential or mixed use development (4 storeys and under).

In the description box explain the brochure's concept, its effectiveness/response/results, and provide any additional information about the brochure and how it meets the judging criteria.

**IMPORTANT:** A physical copy of the brochure must be send to BILD before the submission deadline and reference your submission number. (Maximum 500 words)

### CRITERIA

The award will be judged on five criteria:

Concept

- Creativity
- Layout and design
- Content
- Effectiveness/response/results

## 7. **Best Signage**

This award recognizes excellence in project signage and can include any combination of signage used to promote a project and/or direct purchasers to a sales office or site such as billboards, A-frames, hoarding, etc.

In the description box explain signage concept, its effectiveness/response/results, and provide any additional information about the signage and how it meets the judging criteria. (Maximum 500 words)

### CRITERIA

The award will be judged on five criteria:

- Concept
- Creativity
- Layout and design
- Content
- Effectiveness/response/results

## 8. **Best TV or Radio Advertisement Campaign**

This award recognizes the best TV or radio advertisement or campaign for a builder/developer or new residential or mixed use development.

In the description box explain the ad/campaign concept and strategy, its effectiveness/response/results, and provide any additional information about how the ad/campaign meets the judging criteria. (Maximum 500 words)

**IMPORTANT:** A URL to a downloadable MP3 of the ad must be included in the submission.

### CRITERIA

The award will be judged on five criteria:

- Concept
- Strategy
- Creativity
- Content
- Effectiveness/response/results

**9. Best Website, Mid/High-Rise**

This award recognizes the best website for a new mid-rise or high-rise development (5 storeys or greater) or corporate website for a builder/developer client.

In the description box explain the website’s concept, its effectiveness/response/results, and provide any additional information about the website and how it meets the judging criteria. Include metrics and analytics such as number of registrations/leads generated hits, most popular pages and average time spent on site. (Maximum 1,000 words)

CRITERIA

The award will be judged on five criteria:

- Concept and creativity
- Navigation and ease of use
- Design and visual appeal
- Content
- Effectiveness, results and analytics

**10. Best Website, Low-Rise**

This award recognizes the best website for a new low-rise development (4 storeys and under) or corporate website for a builder/developer client.

In the description box explain the website’s concept, its effectiveness/response/results, and provide any additional information about the website and how it meets the judging criteria. Include metrics and analytics such as number of registrations/leads generated, hits, most popular pages, and average time spent on site. (Maximum 1,000 words)

CRITERIA

The award will be judged on five criteria:

- Concept and creativity
- Navigation and ease of use
- Design and visual appeal
- Content
- Effectiveness, results and analytics

## 11. Best Sales Video

This award recognizes the best video created to help sell a new residential or mixed use development.

In the description box explain the concept for the video, its effectiveness/response/results and provide any additional information about the video and how it meets the judging criteria. (Maximum 1,000 words)

**IMPORTANT:** Please link to a web-quality streaming version to make the judging process easier, as well as a link to a downloadable high-res version.

### CRITERIA

The award will be judged on five criteria:

- Concept
- Creativity
- Content
- Target market relevance
- Effectiveness/response/results

## 12. Best Non-Sales Video

This award recognizes the best video created for a non-sales purpose, such as corporate videos that promote a builder/company, or videos to support community engagement or homeowner education.

In the description box explain the purpose and concept for the video, its effectiveness/response/results and provide any additional information about the video and how it meets the judging criteria. (Maximum 1,000 words)

**IMPORTANT:** Please link to a web-quality streaming version to make the judging process easier, as well as a link to a downloadable high-res version.

### CRITERIA

The award will be judged on five criteria:

- Concept
- Creativity
- Content
- Target market relevance
- Effectiveness/response/results

**13. Best Rendering, Mid/High-Rise**

This award recognizes the best exterior rendering of a mid-rise or high-rise development (5 storeys or greater), and how well it showcases the development’s design and the effectiveness of the rendering as part of the marketing program.

In the description box explain the effectiveness/response/results of the rendering and provide any additional information about the rendering and how it meets the judging criteria. (Maximum 500 words)

**CRITERIA**

The award will be judged on five criteria:

- Image composition
- Contextual representation
- Architectural accuracy
- Visual appeal
- Effectiveness/response/results

**14. Best Rendering, Low-Rise**

This award recognizes the best exterior rendering of a low-rise development (4 storeys and under), and how well it showcases the development’s design and the effectiveness of the rendering as part of the marketing program.

In the description box explain the effectiveness/response/results of the rendering and provide any additional information about the rendering and how it meets the judging criteria. (Maximum 500 words)

**CRITERIA**

The award will be judged on five criteria:

- Image composition
- Contextual representation
- Architectural accuracy
- Visual appeal
- Effectiveness/response/results

**15. Best Public Relations Campaign**

This award recognizes the best public relations campaign as a key component of a development’s sales and marketing program or a building industry corporate program.

In the description box explain the purpose, concept and strategy for the campaign; outline the campaign’s effectiveness/response/results; and provide any additional information about the campaign and how it meets the judging criteria. (Maximum 1,000 words)

**CRITERIA**

The award will be judged on five criteria:

- Strategy
- Concept
- Creativity
- Use of budget
- Effectiveness/response/results

**16. Best Digital Marketing Campaign, Mid/High-Rise**

This award recognizes the best digital marketing campaign for a mid-rise or high-rise development (5 storeys or greater).

In the description box explain the purpose, concept and strategy for the campaign; outline the campaign’s effectiveness/response/results; and provide any additional information about the campaign and how it meets the judging criteria. (Maximum 1,000 words)

**CRITERIA**

The award will be judged on five criteria:

- Concept and creativity
- Strategy
- Use of budget
- Innovation and use of technology
- Effectiveness/response/results

## **17. Best Digital Marketing Campaign, Low-Rise**

This award recognizes the best digital marketing campaign for a low rise development (4 stories and under).

In the description box explain the purpose, concept and strategy for the campaign; outline the campaign's effectiveness/response/results; and provide any additional information about the campaign and how it meets the judging criteria. (Maximum 1,000 words)

### **CRITERIA**

The award will be judged on five criteria:

- Concept and creativity
- Strategy
- Use of budget
- Innovation and use of technology
- Effectiveness/response/results

## **18. Best Marketing Innovation**

This award recognizes the best use of innovative marketing technology or techniques to promote a builder or new development. It is open to all innovations such as but not limited to new technology that generates leads, unique social media programs or public engagement initiatives, innovative media, experiential marketing initiatives or the use of technology to enhance a marketing campaign.

In the description box explain the purpose, concept and strategy for the marketing initiative; describe what makes it innovative and unique; outline the initiative's effectiveness/response/results; and provide any additional information about the innovation and how it meets the judging criteria. (Maximum 1,000 words)

### **CRITERIA**

The award will be judged on five criteria:

- Concept and creativity
- Strategy
- Uniqueness
- Innovation and use of technology
- Effectiveness/response/results



**19. Best Overall Marketing Campaign (Pinnacle Award)**

This award recognizes the best overall marketing campaign for a builder or new development. The winning campaign will be an example of excellence in integrated marketing and will include both digital and traditional marketing. To be eligible, campaign elements must have been submitted in at least three (3) other BILD Award marketing categories.

In the description box explain the purpose, concept and strategy for the campaign; outline the campaign's effectiveness/response/results; and provide any additional information about the campaign and how it meets the judging criteria. (Maximum 1,500 words)

CRITERIA

The award will be judged on five criteria including:

- Strategy
- Concept
- Creativity
- Use of budget
- Effectiveness/response/results

## ARCHITECTURAL/DESIGN

### 20. Best Suite Design

This award recognizes the best architectural design for a suite 1,200 sq. feet or smaller in a mid-rise or high-rise development. To be eligible, a minimum of six (6) suites of the same designs must be available for sale within the development.

In the description box explain the design of the suite, how it demonstrates excellence in functionality and use of space, how it is unique and relevant to its target market; how it provides value to the homebuyer and builder, and the sales price of the unit. (Maximum 500 words)

#### CRITERIA

The award will be judged on five criteria:

- Use of space
- Uniqueness of design
- Functionality
- Target market relevance
- Value

### 21. Best Innovative Suite Design

This award recognizes excellence and innovation in the design of a suite that increases home choices for entry-level consumers. This award is open to suites smaller than 750 sq. feet in mid-rise or high-rise developments.

In the description box explain the design of the suite, how it is unique and innovative and increases choice for entry-level home buyers, demonstrates excellence in functionality and use of space, and how it provides value to the homebuyer and builder, and the sales price of the unit. (Maximum 500 words)

#### CRITERIA

The award will be judged on five criteria:

- Use of space
- Innovation
- Uniqueness of design and functionality
- Target market relevance
- Value

**22. Best Luxury Suite Design**

This award recognizes the best architectural design for a luxury suite in a mid-rise or high-rise development. This award is open to suites 1,200 sq. feet or larger.

In the description box explain the design of the suite, how it demonstrates excellence in functionality and use of space, what makes it unique and relevant to its target market; how it provides value to the homebuyer and builder, and the sales price of the unit. (Maximum 500 words)

**CRITERIA**

The award will be judged on five criteria:

- Use of space
- Uniqueness of design
- Functionality
- Target market relevance
- Value

**23. Best Model Suite**

This award recognizes the best model suite for a mid-rise or high-rise development.

In the description box explain how the suite demonstrates excellence in use of space and budget, describe the components and how they are successfully brought together to create a sales presentation that is relevant to the target market. (Maximum 500 words)

**IMPORTANT:** A floor plan of the model suite and its price per square foot must be included in the submission.

**CRITERIA**

The award will be judged on five criteria:

- Use of space and budget
- Furnishing and accessories
- Materials and finishes
- Use of colour, texture and wall treatments
- Target market relevance

## **24. Best Mid-Rise Building Design (Pinnacle)**

This award recognizes excellence in the architectural design of a mid-rise building (5 to 11 storeys).

In the description box explain the concept behind the design; describe how it exemplifies creativity; outline how it optimizes its site and land area, compliments its surroundings and integrates into its neighbourhood; and provide information about its practicality and value for builders. (Maximum 1,000 words)

### **CRITERIA**

The award will be judged on five criteria:

- Site planning and use of land
- Creativity
- Ground level and neighbourhood integration
- Aesthetic appeal
- Practicality and value

## **25. Best High-Rise Building Design (Pinnacle)**

This award recognizes excellence in the architectural design of a high-rise building (12 storeys or higher).

In the description box explain the concept behind the design; describe how it exemplifies creativity; outline how it optimizes its site and land area, compliments its surroundings and integrates into its neighbourhood; provide information about its practicality and value for builders. (Maximum 1,000 words)

### **CRITERIA**

The award will be judged on five criteria:

- Site planning and use of land
- Creativity
- Ground level and neighbourhood integration
- Aesthetic appeal
- Practicality and value

**26. Best Single Detached Home Design**

This award recognizes the best architectural design for a single detached home in a new development of 15 or more homes. This award is open to a production home of 3,500 sq. feet or less.

In the description box explain the design of the home; how it demonstrates excellence in functionality and use of space including lot frontage; how it is unique and relevant to its target market; and how it provides value to the homebuyer and builder, include the sales price of the home. (Maximum 500 words)

**CRITERIA**

The award will be judged on five criteria:

- Use of space
- Uniqueness of design
- Functionality
- Target market relevance
- Value

**27. Best Single Detached Home Design (Large)**

This award recognizes the best architectural design for a single detached home in a new development of 15 or more homes. This award is open to a production home that is larger than 3,500 sq. feet.

In the description box explain the design of the home; how it demonstrates excellence in functionality and use of space including lot frontage; how it is unique and relevant to its target market; and how it provides value to the homebuyer and builder, include the sales price of the home. (Maximum 500 words)

**CRITERIA**

The award will be judged on five criteria:

- Use of space
- Uniqueness of design
- Functionality
- Target market relevance
- Value

**28. Best Semi /Townhome Design**

This award recognizes the best architectural design for a semi-detached house or townhome in a new development of at least 20 units. This award is open to a home that is 1,500 sq. feet or less.

In the description box explain the design of the home; how it demonstrates excellence in functionality and use of space including lot frontage; how it is unique and relevant to its target market; and how it provides value to the homebuyer and builder, include the sales price of the home. (Maximum 500 words)

**CRITERIA**

The award will be judged on five criteria:

- Use of space
- Uniqueness of design
- Functionality
- Target market relevance
- Value

**29. Best Semi /Townhome Design (Large)**

This award recognizes the best architectural design for a semi-detached house or townhome in a new development of at least 20 units. This award is open to a home that larger than 1,500 sq.

In the description box explain the design of the home; how it demonstrates excellence in functionality and use of space including lot frontage; how it is unique and relevant to its target market; and how it provides value to the homebuyer and builder, include the sales price of the home. (Maximum 500 words)

**CRITERIA**

The award will be judged on five criteria:

- Use of space
- Uniqueness of design
- Functionality
- Target market relevance
- Value

### **30. Best Innovative Home Design**

This award recognizes excellence and innovation in the design of a detached, semi-detached or townhouse that helps provide/increase home choices for entry-level consumers. This award is open to a production home that is in a new development of 15 or more homes.

In the description box explain the design of the home; how it is unique and innovative, why it a choice for entry-level home buyers; how it demonstrates excellence in functionality and use of space including lot frontage; and how it provides value to the homebuyer and builder, include the sales price of the home. (Maximum 500 words)

#### CRITERIA

The award will be judged on five criteria:

- Use of space
- Innovation
- Uniqueness of design and functionality
- Target market relevance
- Value

### **31. Best Luxury Home Design**

This award recognizes the best architectural design of a luxury home in a new development of 10 or more homes. The award is open to production detached, semi-detached and townhomes, but not custom homes.

In the description box explain the design of the home; how it demonstrates excellence in functionality and use of space including lot frontage; how it is unique and relevant to its target market; and how it provides value to the homebuyer and builder, include the sales price of the home. (Maximum 500 words)

#### CRITERIA

The award will be judged on five criteria including:

- Use of space
- Uniqueness of design
- Functionality
- Target market relevance
- Value

## **32. Best Model Home**

This award recognizes the best model home for a new development.

In the description box explain how the model home demonstrates excellence in use of space and budget, describe the components and how they are successfully brought together to create a model home that is relevant to the target market and how the model contributed to the sales success of the entire project. (Maximum 500 words)

**IMPORTANT:** A floor plan of the model home and its price per square foot must be included in the submission.

### CRITERIA

The award will be judged on five criteria including:

- Use of space and budget
- Exterior appeal
- Furnishing and accessories
- Use of colour, texture and materials
- Target market relevance

## **PEOPLE & SALES**

## **33. Best Salesperson or Team, Mid/High-Rise**

This award recognizes excellence in an on-site mid-rise or high-rise sales representative or team employed by a BILD builder or broker member.

In the description box explain how the team or candidate demonstrated enthusiasm and dedication, professionalism, commitment to continuous improvement and creativity; and outline the team's or candidate's effectiveness/response/results including information on projects/sites worked on in the past year, current projects, total homes sold, dollar volume, etc. (Maximum 1,000 words)

### CRITERIA

The award will be judged on five criteria:

- Enthusiasm and dedication
- Professionalism
- Commitment to continuous improvement
- Creativity
- Effectiveness/response/results

## **34. Best Salesperson or Team, Low-Rise**

This award recognizes excellence in an on-site low-rise sales representative or team employed by a BILD builder or broker member.

In the description box explain how the team or candidate demonstrated enthusiasm and dedication, professionalism, commitment to continuous improvement and creativity; and outline the team's or candidate's effectiveness/response/results including information on projects/sites worked on in the past year, current projects, total homes sold, dollar volume, etc. (Maximum 1,000 words)

### CRITERIA

The award will be judged on five criteria:

- Enthusiasm and dedication
- Professionalism
- Commitment to continuous improvement
- Creativity
- Effectiveness/response/results

## **35. Best Sales Office (Large)**

This award recognizes the best sales office 1,500 square feet or larger, for a specific project or a sales centre for multiple projects by a builder.

In the description box explain the effectiveness/response/results of the sales office, and provide any additional information about the sales office and how it meets the judging criteria. (Maximum 500 words)

**IMPORTANT:** A floor plan of the sales office and its price per square foot must be included in the submission. Sales offices located in a room within a model home are not eligible for this award and should instead be submitted in the best model home category.

### CRITERIA

The award will be judged on five criteria:

- Design and layout
- Customer experience, including staff professionalism
- Innovation and use of technology
- Use of budget
- Effectiveness/response/results

### **36. Best Sales Office (Small)**

This award recognizes the best sales office, under 1,500 square feet, for a specific project or a sales centre for multiple projects by a builder.

In the description box explain the effectiveness/response/results of the sales office, and provide any additional information about the sale office and how it meets the judging criteria. (Maximum 500 words)

**IMPORTANT:** A floor plan of the sales office and its price per square foot must be included in the submission. Sales offices located in a room within a model home are not eligible for this award and should instead be submitted in the best model home category.

#### **CRITERIA**

The award will be judged on five criteria:

- Design and layout
- Customer experience, including staff professionalism
- Innovation and use of technology
- Use of budget
- Effectiveness/response/results

### **37. Best Marketing Person or Team**

This award recognizes excellence in a marketing/advertising person or team employed by a BILD builder or agency.

In the description box explain how the team or candidate demonstrated excellence in strategic thinking, innovation, creatively and use of budget; and outline the team's or candidate's effectiveness/response/results including information about how the team/individual contributed to the overall success of the builder or project(s). (Maximum 1,000 words)

#### **CRITERIA**

The award will be judged on five criteria:

- Strategic thinking
- Innovation
- Creativity
- Use of budget
- Effectiveness/response/results



**38. Best Design Team**

This award recognizes the outstanding effort of an architectural design team and/or interior design team that has made a major contribution to the success of a new home project(s).

In the description box explain how the team demonstrated excellence in strategic thinking, innovation, creative and use of budget; and outline the team’s effectiveness/response/results including information about how the team contributed to the overall success of the project(s). (Maximum 1,000 words)

**CRITERIA**

The award will be judged on five criteria including:

- Strategic thinking
- Innovation
- Creativity
- Use of budget
- Effectiveness/response/results

**39. Best Customer Care**

This award recognizes the best customer care program or initiative.

In the description box explain the purpose and strategy for the program/initiative; describe what makes it innovative, how it improves the customer experience and demonstrates a commitment to continuous improvement; outline the initiative’s effectiveness/response/results; and provide any additional information about the program/initiative and how it meets the judging criteria. (Maximum 1,000 words)

**CRITERIA**

The award will be judged on five criteria:

- Strategy
- Innovation
- Customer experience
- Commitment to continuous improvement
- Effectiveness/response/results

#### **40. Riley Brethour Leadership Award (Pinnacle)**

This award is presented to an individual who exemplifies outstanding and consistent professional achievement. The award is named after the late Riley Brethour, founder of PMA Brethour Realty, which today stands as one of North America's largest brokerages.

In the description box explain how the individual demonstrates excellence in his/her field, leadership on a consistent basis, involvement in improving his or her profession, contributes to the industry and BILD, and is continuing Riley Brethour's legacy with a PMA – Positive Mental Attitude. (Maximum 1,500 words)

#### **CRITERIA**

The award will be judged on five criteria:

- Excellence in his/her field
- Exhibiting leadership on a consistent basis
- Involvement in improving his or her profession
- Contribution to the industry and BILD
- Continuing Riley Brethour's legacy with a PMA – Positive Mental Attitude

#### **41. Stephen Dupuis Humanitarian Award (Pinnacle)**

This award is presented to a member company or individual committed to community building through exceptional community involvement and/or commitment to corporate social responsibility and/or charitable work. The Award is dedicated to and named after former BILD President and CEO Stephen Dupuis who passed away suddenly in 2011. Stephen championed many of BILD's charitable community partnerships and BILD's commitment to supporting the communities in which we all live and work in.

In the description box describe the company's or individual's philanthropic activity or community work, explain how they influence others to do more for their community, demonstrate industry leadership, promote/highlight the community building efforts of others and how their efforts contribute to enhancing the reputation of the industry activity or community work. (Maximum 1,500 words)

Supporting materials such as news clippings, website links, photos may be submitted digitally.

#### **CRITERIA**

The award will be judged on five criteria:

- Philanthropic activity or community work
- Influencing others to do more for their community
- Demonstrating industry leadership
- Promoting/highlighting the community building efforts of others
- Contribution to enhancing the reputation of the industry

## PINNACLE

### **43. Project of the Year – Mid/High-Rise**

This award recognizes the new mid-rise or high-rise project that best combines excellence in design and marketing, and that best exemplifies quality and innovation.

Performance in other categories may be considered when judging. The submission must include a site plan, an amenity/main floor plan, sales centre information and an exterior rendering of the project.

In the description box explain the concept behind the project; describe its planning and design, how it optimizes its site and land area and integrates into its neighbourhood; identify how the project exemplifies excellence in quality and innovation; highlight the strengths of the project's marketing and how it is relevant to its target market; outline the project's effectiveness/response/results, including total units sold and the sales period; and provide any additional information about the project and how it meets the judging criteria.  
(Maximum 1,500 words)

#### CRITERIA

The award will be judged on five criteria including:

- Planning and design
- Quality
- Innovation
- Marketing campaign and alignment with target market
- Effectiveness/response/results

## 44. Project of the Year – Low-Rise

This award recognizes the new low-rise project that best combines excellence in design and marketing, and that best exemplifies quality and innovation.

Performance in other categories may be considered when judging. The submission must include a site plan, an amenity/main floor plan, sales centre information and an exterior rendering of the project.

In the description box explain the concept behind the project; describe its planning and design, how it optimizes its site and land area and integrates into its neighbourhood; identify how the project exemplifies excellence in quality and innovation; highlight the strengths of the project's marketing and how it is relevant to its target market; outline the project's effectiveness/response/results, including total units sold and the sales period; and provide any additional information about the project and how it meets the judging criteria.

(Maximum 1,500 words)

### CRITERIA

The award will be judged on five criteria:

- Planning and design
- Quality
- Innovation
- Marketing campaign and alignment with target market
- Effectiveness/response/results

## 45. People's Choice Award

Finalists for the People's Choice Award will be based on the finalists in the Project of the Year High-Rise and Project of the Year Low-Rise categories.

In order to be considered for this award, you must provide a 100-word description of the project when you submit your entry for Project of the Year.

Builder or Developer **MUST** be a BILD member in good standing as of February 6, 2018.

#### **46. Best New Community (Built)**

The award recognizes an outstanding completely built community that embodies the principles of the Province's Places to Grow legislation. In recognition of the industry's leadership in implementing Places to Grow, this award is open to projects/master-planned communities/phases of projects built since Places to Grow was passed in 2005 and to projects that preceded the legislation.

The award is open to all type of communities (high-rise, low-rise, urban, suburban, greenfield, brownfield, mixed use, etc.). Eligible communities must be compact, vibrant and complete communities that make the best use of land and that allows live, work and play spaces; protect, conserve, enhance and wisely use the natural resources of land, air and water; and optimize existing and new infrastructure to support growth.

In the description box explain the concept behind the project and outline the key dates/milestones in its development; describe its planning and design, how it optimized its site and land area and integrated into its neighbourhood; identify how the project is a complete community through its mix of uses and its amenities; highlight the strengths of the community's environmental and heritage preservation and architecture; and provide any additional information about the project and how it exemplified leadership in smart growth. (Maximum 1,500 words)

#### **CRITERIA**

The award will be judged on five criteria:

- Site planning and use of land
- Ground level and neighbourhood integration
- Mix of uses and amenities
- Environmental and heritage preservation
- Architecture

**47. Best New Community (Planned/Under Development)**

The award recognizes an outstanding new community or project currently planned or under construction that embodies the principles of the Province’s Places to Grow legislation.

The award is open to all type of communities (high-rise, low-rise, urban, suburban, greenfield, brownfield, mixed use, etc.). Eligible communities must be compact, vibrant and complete communities that make the best use of land and that allows live, work and play spaces; protect, conserve, enhance and wisely use the natural resources of land, air and water; and optimize existing and new infrastructure to support growth.

In the description box explain the concept behind the project; describe its planning and design, how it optimizes its site and land area and integrates into its neighbourhood; identify how the project is a complete community through its mix of uses and its amenities; highlight the strengths of the community’s environmental and heritage preservation and architecture; and provide any additional information about the project and how it exemplifies leadership in implementing the growth plan. (Maximum 1,500 words)

**CRITERIA**

The award will be judged on five criteria:

- Site planning and use of land
- Ground level and neighbourhood integration
- Mix of uses and amenities
- Environmental and heritage preservation
- Architecture

## **48. Green Builder of the Year, Mid/High-Rise**

This award recognizes the mid-rise or high-rise builder who best demonstrates outstanding leadership in green building practices.

In the description box describe how the company's site planning, design and construction, demonstrates leadership in green building; identify how the company exemplifies sustainability excellence in resource management and innovation; highlight the company's achievements in green marketing techniques/campaigns/partnership; and provide any additional information about the company and how it meets the judging criteria. (Maximum 1,500 words)

### **CRITERIA**

The award will be judged on five criteria:

- Site planning
- Design & construction
- Resource management
- Innovation
- Green marketing techniques/campaigns/partnerships

## **49. Green Builder of the Year, Low-Rise**

This award recognizes the low-rise builder who best demonstrates outstanding leadership in green building practices.

In the description box describe how the company's site planning, design and construction demonstrates leadership in green building; identify how the company exemplifies sustainability excellence in resource management and innovation; highlight the company's achievements in green marketing techniques/campaigns/partnership; and provide any additional information about the company and how it meets the judging criteria. (Maximum 1,500 words)

### **CRITERIA**

The award will be judged on five criteria:

- Site planning
- Design & construction
- Resource management
- Innovation
- Green marketing techniques/campaigns/partnerships



# 38<sup>th</sup> annual BILD Awards



## 50. HOME BUILDER OF THE YEAR, MID/HIGH-RISE

This award recognizes the mid-rise or high-rise builder who sets the standard for the rest of the industry through their professionalism and dedication to excellence.

They are a leader in improving the overall image of the industry through their commitment to quality, caring for their customers and staff and contributing to their community.

In the description box explain how the builder exemplifies excellence in design and construction quality, customer care and professional development of staff; outline the company's contribution to the community, the industry and to BILD; and provide any additional information about the company and how it meets the judging criteria. (Maximum 1,500 words)

Performance in other categories may be considered when judging.

**IMPORTANT:** 50% of the score will be based on a survey of the builder's purchasers. You will need to upload a Microsoft Excel file containing the e-mails, names and addresses of 75 recent new home purchasers from your various projects/locales within the last 3 years.

### CRITERIA

The award will be judged on five criteria:

- Design and construction quality
- Customer care
- Professional development of staff
- Contribution to the community
- Contribution to the industry and BILD



**51. Home Builder of the Year, Low-Rise**

This award recognizes the low-rise builder who sets the standard for the rest of the industry through their professionalism and dedication to excellence.

They are a leader in improving the overall image of the industry through their commitment to quality, caring for their customers and staff and contributing to their community.

In the description box explain how the builder exemplifies excellence in design and construction quality, customer care and professional development of staff; outline the company’s contribution to the community, the industry and to BILD; and provide any additional information about the company and how it meets the judging criteria. (Maximum 1,500 words)

Performance in other categories may be considered when judging.

**IMPORTANT:** 50% of the score will be based on a survey of the builder’s purchasers. You will need to upload a Microsoft Excel file containing the e-mails, names and addresses of 75 recent new home purchasers from your various projects/locales within the last 3 years.

**CRITERIA**

The award will be judged on five criteria:

- Design and construction quality
- Customer care
- Professional development of staff
- Contribution to the community
- Contribution to the industry and BILD