

HOUSING EXCELLENCE AWARDS ENTRY FORM QUESTIONS - 2019

NOTICE

Before beginning any entry, please see our awards platform <https://saskatoonhomebuilders.awardsplatform.com> and read through the information provided.

This document is provided to make preparing your entry as easy as possible – all entries must be completed on our online platform. In the case of a discrepancy between this document and our online platform, the online platform will take precedence.

AVAILABLE AWARDS REQUIRING A SUBMISSION

Industry Awards

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| 1. Community Investment Award | Open to All Members |
| 2. Outstanding Customer Service Award | Open to All Members |
| 3. Top Sales Achievement – Small Volume Builder | Open to Builder Member |
| 4. Top Sales Achievement – Medium Volume Builder | Open to Builder Member |
| 5. Top Sales Achievement – Large Volume Builder | Open to Builder Member |
| 6. New Home Salesperson of the Year | Open to Builder Member |
| 7. Environmental Stewardship | Open to Non-Builder Member |
| 8. Environmental Leadership in Housing | Open to Builder Member |
| 9. Safety Stewardship Award | Open to Non-Builder Member |
| 10. Safety Leadership in Housing | Open to Builder Member |

Marketing Awards ***

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|---------------------------------|---------------------|
| 11. Best Brochure/Kit | Open to All Members |
| 12. Best Digital Campaign Award | Open to All Members |
| 13. Best Print Ad Award | Open to All Members |

New Home & Multi-Family Construction Awards ***

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| 14. Best Custom Home Under 1800 sq. ft. | Open to Builder Members |
| 15. Best Custom Home 1800 - 2500 sq. ft. | Open to Builder Members |
| 16. Best Custom Home 2501 sq. ft. – 3,500 sq. ft. | Open to Builder Members |
| 17. Best Custom Home Over 3,500 sq. ft. | Open to Builder Members |
| 18. Best Production Home up to 1500 sq. ft. | Open to Builder Members |
| 19. Best Production Home 1501 – 1900 sq. ft. | Open to Builder Members |
| 20. Best Production Home over 1900 sq. ft. | Open to Builder Members |
| 21. Best Townhouse Project (Up to 50 units) | Open to Builder Members |
| 22. Best Townhouse Project (Over 50 units) | Open to Builder Members |
| 23. Best Apartment-Style Project | Open to Builder Members |
| 24. Best Mixed-Use Multi-Family Project | Open to Builder Members |
| 25. Best New Home Design Award | Open to Builder Members |

Renovation and Interior Decorating Awards

26. Interior Decorating Award	Open to All Members
27. Exterior Renovation of the Year	Open to All Members
28. Bathroom Renovation of the Year	Open to All Members
29. Kitchen Renovation of the Year Under \$50,000	Open to All Members
30. Kitchen Renovation of the Year \$50,000 and Over	Open to All Members
31. Whole House Renovation of the Year	Open to All Members

INDUSTRY AWARDS

Community Investment Award

- Describe the initiatives completed by your company to improve our community. Explain if the initiative(s) are annual or a legacy project(s). **(35 points)** (250 word max)
- Describe what your company has done to build a corporate culture of community service? How does it encourage employees and partners to become involved in the community? **(35 points)** (250 word max)
- Provide examples of the impact of your collaborative relationships and/or initiatives that your company has created to benefit the community. **(30 points)** (250 word max)

Outstanding Customer Service Award

- Describe how you feel the nominee's experience and customer service efforts are an asset to the customer and to their employer. What is the impact of their contribution? **(30 points)** (200 word max)
- Describe any customer service training the nominee has participated in. Describe their commitment to professional development and ongoing education. **(20 points)** (100 word max)
- Describe how the nominee's actions improve service and exceed customer expectations. **(20 points)** (200 word max)
- Describe how the nominee solves customer service problems or concerns promptly and creatively. **(10 points)** (150 word max)
- Comment on the overall impact of this individual's contribution to developing new ways to improve customer service and the residential construction industry as a whole. **(20 points)** (200 word max)

Top Sales Achievement Award – Small Volume Builder

The Top Sales Achievement award recognizes the top overall sales achievement of an individual builder sales team member. [Download](#) the spreadsheet and upload into Awards Platform once completed.

Top Sales Achievement Award – Medium Volume Builder

The Top Sales Achievement award recognizes the top overall sales achievement of an individual builder sales team member. [Download](#) the spreadsheet and upload into Awards Platform once completed.

Top Sales Achievement Award – Large Volume Builder

The Top Sales Achievement award recognizes the top overall sales achievement of an individual builder sales team member. [Download](#) the spreadsheet and upload into Awards Platform once completed.

New Home Salesperson of the Year Award

- a. Describe the sales volume for the applicant - units sold, service sold, etc., and how that compares to targets or goals set for that employee. **(30 points)** (200 word max)
- b. Provide evidence of positive actions by the entrant, in terms of effective before and after sales service, demonstrated initiative, and industry and community activities. **(20 points)** (200 word max)
- c. Provide evidence of skills and abilities of the entrant, in terms of knowledge of the product, listening abilities, use of creative sales techniques, and communication skills. **(30 points)** (200 word max)
- d. Outline entrant's attitude in terms of enthusiasm, dedication, working relationships with fellow salespeople, company management, the public and clients. **(20 points)** (150 word max)

Environmental Stewardship Award

- a. Outline company programs that promote environmentally sustainable practices. This can be in the office or in the field. **(30 points)** (250 word max)
- b. What tools does your company use to track waste? How does it measure waste reduction? **(30 points)** (250 word max)
- c. How does your company contribute to the creation of a more environmentally aware community? **(30 points)** (250 word max)
- d. Describe company practices that promote innovation in environmental stewardship? **(10 points)** (250 word max)

Environmental Leadership in Housing Award

- a. Describe your company's involvement with the Association and/or the community in promoting environmentally appropriate housing. **(20 points)** (200 word max)
- b. Explain how your company has used new and/or innovative technologies and products to achieve energy efficiency. **(30 points)** (200 word max)
- c. Describe how homes you have built in the past year, or those currently under construction demonstrate improvements in environmental leadership. **(40 points)** (200 word max)
- d. Describe your company's plan to continue and expand environmental initiatives in the future. **(30 points)** (150 word max)

Safety Stewardship Award

- a. Describe your company's commitment to building a culture of safety. Outline your health and safety training program. **(30 points)** (300 word max)
- b. What tools does your company use to track waste? How does it measure waste reduction? **(30 points)** (300 word max)
- c. Explain your company's ongoing commitment to safety. Outline any safety innovations or safety programs you have introduced over the past year. Why do you deserve the Safety Stewardship Award? **(40 points)** (350 word max)

Safety Leadership in Housing Award

- a. Describe your company's commitment to building a culture of safety. Outline your health and safety training program. **(30 points)** (300 word max)
- b. What tools does your company use to track waste? How does it measure waste reduction? **(30 points)** (300 word max)
- c. Explain your company's ongoing commitment to safety. Outline any safety innovations or safety programs you have introduced over the past year. Why do you deserve the Safety Stewardship Award? **(20 points)** (250 word max)
- d. How does your company show safety leadership in the residential construction industry? Outline how you encourage contractors, industry partners and the community to adopt your culture of safety? **(20 points)** (250 word max)

MARKETING AWARDS

Best Brochure/Kit Award

- a. Describe the essential message of the brochure. How did you accomplish conveying that message through its design? Describe the creativity and innovation of the brochure/kit's design. What makes it unique and how does it appeal to your target market? How was the brochure/kit intended to engage the target market? **(45 points)** (125 word max)
- b. Indicate who the brochure/kit was distributed to. Did you select them, or did they come to you? How was it distributed? What was your marketing budget for this brochure/kit? How is this brochure/kit a good use of that budget? **(25 points)** (75 word max)
- c. Describe the success of the brochure/kit. How did it meet your goals in relation to the target market (i.e. what success indicators did you measure and what were the results)? **(25 points)** (75 word max)

Best Digital Media Campaign Award

- a. Describe the concept, the essential messaging, and how it was intended to appeal to and engage the target market. Discuss the elements of creativity and innovation. **(40 points)** (100 word max)
- b. Describe how the digital media campaign was developed and distributed (creation, timing, channels, etc.). What was your marketing budget and how did you take the most advantage of it? **(30 points)** (100 word max)
- c. Describe the campaign's success. How did it meet the goals established in relation to your target market (i.e. what success indicators did you measure and what were the results)? **(25 points)** (75 word max)

Best Print Ad Award

- a. Describe the concept and the essential messaging. How did the design reflect the concept and the identity of the project? Describe the creative and innovative elements of the design and how it appealed to the target market. **(40 points)** (100 word max)
- b. How was the ad intended to engage the target market? Indicate your marketing budget (including development), and your strategy behind where the ad was placed and how frequently it ran. **(35 points)** (100 word max)
- c. Describe the success of the print ad. How did it meet the goals established in relation to your target market (i.e. what success indicators did you measure and what were the results)? **(20 points)** (75 word max)

NEW HOME & MUTLI-FAMILY CONSTRUCTION AWARDS

Production & Custom category questions

- a. Describe what makes this home attractive to the customer in terms of its exterior in relation to its surroundings and interior elements including color schemes, fittings, furnishings, and architectural features. **(40 points)** (100 word max)
- b. Describe what makes this particular design innovative (highlight the use of materials and products) **(20 points)** (100 word max)
- c. Describe the floor plan and functionality of the home that makes this entry appealing to your home purchaser. **(30 points)** (100 word max)
- d. Describe any special features in relation to the home's energy, health and comfort as well as any particular challenges involved with this home (e.g. accessibility, visibility and other special needs, home office or multi-generational accommodation). **(10 points)** (75 word max)

Best Townhouse Project

- a. Describe what makes this home attractive to the customer in terms of its exterior in relation to its surroundings and interior elements including color schemes, fittings, furnishings, and architectural features. **(40 points)** (100 word max)
- b. Describe what makes this particular design innovative (highlight the use of materials and products) **(20 points)** (100 word max)
- c. Describe the floor plan and functionality of the home that makes this entry appealing to your home purchaser. **(30 points)** (100 word max)
- d. Describe any special features in relation to the home's energy, health and comfort as well as any particular challenges involved with this home (e.g. accessibility, visibility and other special needs, home office or multi-generational accommodation). **(10 points)** (75 word max)

Best Apartment-Style Project / Best Mixed Use Multi-Family Project

- a. Describe what makes this project attractive to the customer in terms of its exterior in relation to its surroundings (i.e. neighbourhoods; proximity to transit; visual attractiveness, safety and convenience of

vehicular traffic and parking areas) and interior elements including color schemes, fittings, furnishings, and architectural features. **(40 points)** (100 word max)

- b. Describe what makes this particular design innovative (highlight the use of materials and products) **(20 points)** (100 word max)
- c. Describe the floor plans, use of common space(s) and functionality of the project including landscaping and recreational facilities. **(30 points)** (100 word max)
- d. Describe any special features or particular challenges involved with this home (e.g. accessibility, visibility, personal safety and security and other special needs). Describe efforts to preserve privacy and good views for residents. **(10 points)** (50 word max)

Best New Home Design Award

- a. Describe the design objectives and vision for the space. Describe how your project conformed to constraints such as economic, environmental, site, bylaws, or codes. **(30 points)** (200 word max)
- b. Describe how the design maximizes functionality and makes the most efficient use of space. **(25 points)** (200 word max)
- c. Describe the use of technology and the measures beyond code requirements that were taken to make the project more energy efficient, durable, and environmentally sensitive. **(25 points)** (150 word max)
- d. Discuss why the judges should see a high value for the design. Include details of the scope, features, and total cost. **(20 points)** (150 word max)

RENOVATION AND INTERIOR DECORATING AWARDS

Interior Decorating Award

- a. Describe the use of furnishings, finishings and window treatments in the model home and how this appeals to your target market. **(30 points)** (100 word max)
- b. Describe any accessories and/or special features used in this model home to enhance its design appeal. Be sure to indicate any particular challenge that was met by the use of an accessory or special feature that connects favourably with the target market. **(20 points)** (100 word max)
- c. Describe how interior decorating was used in this model home to make it unique, innovative and different compared to other model homes in your market; please highlight those design elements you feel were most successful. **(50 points)** (100 word max)

Exterior Renovation of the Year Award

- a. Describe how the project responds well to the goals of the homeowner. Tell us about the unique design elements, including color schemes, fittings, architectural features and how they appeal to the homeowner. If the renovation has any special design features, mention them here. **(35 points)** (150 word max)
- b. Describe the floor plan and why the renovated space is functional for the homeowner. Tell us about your approach to making the most effective use of space. Did you have the goal of successfully integrating the renovated space with the rest of the house and/or neighbourhood? If yes, were you successful? Where appropriate, note energy efficiency, comfort and health benefits attained for the homeowner. **(35 points)** (150 word max)
- c. Outline the challenges involved (e.g. local regulatory requirements or administrative processes, site features, climate conditions, budget constraints) and how those challenges were addressed and overcome in this renovation. **(30 points)** (125 word max)

Bathroom Renovation of the Year

- a. Describe how the project responds well to the goals of the homeowner. Tell us about the unique design elements, including color schemes, fittings, architectural features and how they appeal to the homeowner. If the renovation has any special design features, mention them here. **(35 points)** (150 word max)
- b. Describe the floor plan and why the renovated space is functional for the homeowner. Tell us about your approach to making the most effective use of space. Did you have the goal of successfully integrating the renovated space with the rest of the house and/or neighbourhood? If yes, were you successful? Where appropriate, note energy efficiency, comfort and health benefits attained for the homeowner. **(35 points)** (150 word max)
- c. Outline the challenges involved (e.g. local regulatory requirements or administrative processes, site features, climate conditions, budget constraints) and how those challenges were addressed and overcome in this renovation. **(30 points)** (125 word max)

Kitchen Renovation of the Year

- a. Describe how the project responds well to the goals of the homeowner. Tell us about the unique design elements, including color schemes, fittings, architectural features and how they appeal to the homeowner. If the renovation has any special design features, mention them here. **(35 points)** (150 word max)
- b. Describe the floor plan and why the renovated space is functional for the homeowner. Tell us about your approach to making the most effective use of space. Did you have the goal of successfully integrating the renovated space with the rest of the house and/or neighbourhood? If yes, were you successful? Where appropriate, note energy efficiency, comfort and health benefits attained for the homeowner. **(35 points)** (150 word max)
- c. Outline the challenges involved (e.g. local regulatory requirements or administrative processes, site features, climate conditions, budget constraints) and how those challenges were addressed and overcome in this renovation. **(30 points)** (125 word max)

Whole Home Renovation of the Year Award

- a. Describe how the project responds well to the goals of the homeowner. Tell us about the unique design elements, including color schemes, fittings, architectural features and how they appeal to the homeowner. If the renovation has any special design features, mention them here. **(35 points)** (150 word max)
- b. Describe the floor plan and why the renovated space is functional for the homeowner. Tell us about your approach to making the most effective use of space. Did you have the goal of successfully integrating the renovated space with the rest of the house and/or neighbourhood? If yes, were you successful? Where appropriate, note energy efficiency, comfort and health benefits attained for the homeowner. **(35 points)** (150 word max)
- c. Outline the challenges involved (e.g. local regulatory requirements or administrative processes, site features, climate conditions, budget constraints) and how those challenges were addressed and overcome in this renovation. **(30 points)** (125 word max)

Ambassador of the Year

Nominations accepted on the platform. No entry fee for nominations. The Ambassador award are presented annually to honour the legacy of those who create lasting change and measurable difference in our community, association, and the residential construction industry.

Renovator of the Year

To be eligible for this award a member company **MUST** have submissions in the following categories: Safety Stewardship, Environmental Stewardship, Any Two Renovation Awards. Companies who meet the eligibility criteria are automatically entered into the competition for Renovator of the Year. There is no fee for eligible members.

Certified Profession Home Builder of the Year

To be eligible for this award CPHB's **MUST** have submissions for the following awards: Community Investment Award, Environmental Leadership in Housing, Safety Leadership in Housing, a minimum of two submissions in the New Home & Multi Family Construction Award Category. Companies who meet the eligibility criteria are automatically entered into the competition for Certified Professional Home Builder of the Year. There is no fee for eligible members.