

2024 PRISM Awards and Categories

MARKETING – \$130 Each

1. Print Media Campaign (Company, Product, Community)
2. Website Design (Builder, Associate, Community)
3. Digital Media Campaign (Radio, TV, YouTube, etc.)
4. Social Media Campaign (Builder, Associate, Community)

Judging Criteria (cat. 1-4): *Judged on creativity, graphics, concept, overall design, continuity and execution, message, and emotion communicated to the target market*

PRODUCT – \$225 Each

5. Model Homes (*tiered by price*)
 - A. Model Row
 - B. Model /Spec Home
 - C. Townhomes
6. Retail Showroom and Design/Sales & Information Center

Judging Criteria (cat. 5-6): *Function, ability to visually convey information, communication of builder, effectiveness towards target market, use of merchandising to reach target market*

7. Remodeled Home or Space (*tiered by price*)
 - A. Remodeled Home
 - B. Historic Renovation
 - C. Kitchen Remodel
 - D. Bathroom Remodel
 - E. Pool/Outdoor Living Space
8. New Spaces (*tiered by price*)
 - A. New Kitchen
 - B. New Bathroom
 - C. Pool/Outdoor Living Space
 - D. New Addition

Judging Criteria: *Overall design, look, and setting, use of space, functionality, aesthetics, special design features, construction techniques/materials, curb appeal where applicable*

Judging Criteria: *Overall design, look, and setting, creativity in use of materials, use of contours and natural areas where applicable*

9. Community

- A. Less than 100 Lots
- B. 100 – 250 Lots
- C. 251 and over
- D. Affordable/Workforce Housing
- E. Multi-Family Community
- F. 55+ Community
- G. Master-Planned Community
- H. Mixed-Use Community

Judging Criteria: *Community entrance, amenities, curb appeal, marketing plan, overall community design*

10. Single Family Home (*tiered by price*)

- A. Single Family Home – Detached
- B. Single-Family Home – Attached
- C. Sustainable Home

Judging Criteria: *Curb appeal, functionality of the floor plan, exterior and interior design, use of interior space, special design features, and construction techniques/materials*

PERSONAL ACHIEVEMENT – \$130 Each

11. Customer Service
12. Community Outreach/Service
13. Rising Star Award (Less than 2 years of selling)
14. Million Dollar Circle (\$5 million+)
15. Building Designer OTY
16. Sales Manager OTY
17. Marketing Professional OTY
18. Lender OTY
19. Purchasing Manager OTY
20. Internet Sales Counselor OTY
21. Trade Partner OTY

