

MAX CRITERIA, DATES AND ENTRY LISTINGS

ENTRIES DUE FEBRUARY 20

SALES JUDGING AT BUILDER MART ON MARCH 25

PRODUCT JUDGING MARCH 3- MARCH 20 – YOU WILL BE CONTACTED BY MARCH 3 BY YOUR JUDGES

MARKETING, MERCHANDISING AND ARCHITECTURE ARE DONE IN HOUSE AND YOU WILL NOT BE CONTACTED.

MAX IS APRIL 23 AT THE BWI MARRIOTT AT 5:30 pm ORDER TICKETS AT MARYLANDBUILDER.ORG

QUESTIONS-CONTACT CAREY SWIFT CSWIFT@MARYLANDBUILDERS.ORG OR 301-776-6222

CRITERIA: Entries into MAX are open to all MBIA Builder and Associate member firms.

CATEGORIES AND COST

Sales Volume Awards

\$175 per entry

Total # of Entries: _____

Total Cost: _____

Sales Achievement

Fee: \$175 per Entry

*All entrants must enter Volume Category.

Salesperson of the Year for:

- 1) Single Family \$400K and Under
- 2) Single Family over \$400K-\$999,999
- 3) Single Family over \$1 Million
- 4) Townhomes
- 5) Multi-Family
- 6) Multiple Product
- 7) 55 and Better Attached
- 8) 55 and Better Detached
- 9) Rookie Salesperson of the Year
- 10) Exception Sales Effort
- 11) Most Dedicated
- 12) Sales Team
- 13) Exceptional Sales from a Trailer
- 14) Exceptional Sales from an Undecorated Model
- 15) Exceptional Sales Assistant/Associate
- 16) Sales/Construction Superintendent Team
- 17) Selection Center Coordinator/ Manager
- 18) Sales Manager of the Year
- 19) Sales & Marketing Manager of the Year
- 20) Marketing Director of the Year
- 21) Online Salesperson of the Year
- 22) Overall Salesperson of the Year (Chosen by Judges only)

Associate Salesperson of the Year

Fee: \$175 per Entry

Merchandising Categories

Fee: \$420 per Entry, 4 or more: \$390

- 1) Rental Unit
- 2) Single Family Detached
- 3) Townhome
- 4) 55 and Better Attached
- 5) 55 and Better Detached
- 6) Multi-Family/Condominium
- 7) Customized Home
- 8) Clubhouse
- 9) Outstanding Transfer – Single Family
- 10) Outstanding Transfer – Townhome/Condominium
- 11) Outstanding Design on a Shoestring Budget

Product Categories

**Includes Small Volume Builders (49 Settlements or Less) and Large Volume Builder (50 or More Settlements)*

Fee: \$420 per Entry, 4 or more: \$390

- 1) Rental Unit
- 2) Single Family Detached
- 3) Townhome
- 4) 55 and Better Attached
- 5) 55 and Better Detached
- 6) Multi-Family/Condominium
- 7) Customized Home
- 8) Clubhouse

Marketing Categories

Fee: \$200 per Entry

- 1) Outstanding Logo
- 2) Outstanding Brochure
- 3) Outstanding Print Ad (Black/White)
- 4) Outstanding Print Ad (Color)
- 5) Outstanding Direct Mail
- 6) Outstanding TV Campaign
- 7) Outstanding Website
- 8) Outstanding Multi-Media Campaign
- 9) Outstanding Social Media Campaign
- 10) Outstanding Use of New Technology
- 11) Outstanding Use of Internet
- 12) Outstanding Sales Center
- 13) Outstanding Design/Selection Center

Design and Architecture Categories

Fee: \$200 per Entry

- 1) Detached House-Under 10,000SF
- 2) Detached House-Over 10,000SF
- 3) Detached House-Lots over 1 acre
- 4) Townhomes (Duplex and back to back)
- 5) Multi-Family/Condo (2 over 2's)