

32nd Annual PRISM Awards Categories

PRISM Awards & Gala April 10, 2021

MARKETING

1. Customer Service
2. Community Outreach/Service

BEST USE OF TECHNOLOGY

3. Print Media Campaign (Company, Product, Community)
4. Website Design (Builder, Associate, Community)
5. Digital Media Campaign (Radio, TV, YouTube, etc.)
6. Social Media Campaign
7. Realtor Promo Campaign

PRODUCT

8. Model Homes
 - a. Model Row
 - b. Model Home/Spec Home, tiered by price
9. Sales & Information Center
10. Retail Showroom/Design Center
11. Remodeled Home or Space, tiered by price
 - a. Remodeled Home
 - b. Historic Renovation
 - c. Kitchen Remodel
 - d. Bathroom Remodel
 - e. Pool/Outdoor Living Space Remodel
 - f. Aging in Place
 - g. Sustainable Living

Judging Criteria (cat 8 - 10): Function, Ability to Visually Convey Info, Communication of Builder, Effectiveness Towards Target Market, Use of Merchandising to Reach Target Market

Judging Criteria: Overall Design, Overall Look and Setting, Use of Space, Functionality, Aesthetics, Special Design Features, Construction Techniques/Materials, Curb Appeal Where Applicable

12. New Spaces, tiered by price
 - a. New Kitchen
 - b. New Bathroom
 - c. Pool/Outdoor Living Space

- d. Aging in Place
- e. Sustainable Living

Judging Criteria: Overall Design, Overall Look and Setting, Creativity in Use of Materials, Use of Contours and Natural Areas Where Applicable, Use of Color

13. Community
 - a. Less than 100 lots
 - b. 100 – 250 lots
 - c. 251 lots and over
 - d. Multi-family community
 - e. 55+ community
 - f. Master Planned Community
 - g. Mixed-Use
 - h. Community Amenity Center
 - i. Community Signage

Judging Criteria: Community Entrance, Community Amenities, Curb Appeal, Marketing Plan, Overall Community Design

14. 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 & Interior Design, Use of Interior Space, Special Design Features, and Construction Techniques/Materials

PERSONAL ACHIEVEMENT

15. Million Dollar Circle (\$3 million and up)
16. Salesperson of the Year
17. Sales Manager of the Year
18. Marketing Manager of the Year
19. Lender of the Year
20. Closing Attorney of the Year
21. Purchasing Manager of the Year
22. Insurance Agent of the Year