

JUDGE'S WORKSHEET

2021 OBIE AWARDS

ID Number: _____

Date: _____

Time: _____

Building Categories:

- | | |
|---------|---|
| B2-B28 | Single Family – Detached |
| B31-B36 | Luxury Builder |
| B37-B43 | Best Building Design – Detached Model |
| B45-B50 | Best Building Design – Attached Model |
| B52-B59 | Single Family – Attached |
| B60-B64 | Single Family Detached – Urban Redevelopment/Revitalization |
| B65-B69 | Single Family Attached – Urban Redevelopment/Revitalization |
| B70-B74 | Single Family – Zero Lot Line |

Directions:

- If the entrant has taken a basement deduction on their entry form, DO NOT judge the basement, whether finished or unfinished
- Please write clearly and legibly based on the scale below
- Do not consider furnishings or decorations when judging building categories
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

POINTS

1. Context – Overall look, curb appeal, site work	
2. Exterior Design – Proportion, aesthetics, appropriate use of materials	
3. Interior Floor Plan – Overall layout, indoor/outdoor relationships, function & design	
4. Entrance area – First impression, openness, lighting, impact	
5. Living area – comfort, flow, privacy	
6. Kitchen/utility areas – flow, storage	
7. Bedrooms/baths – privacy, size, layout, light, closets, relationship of rooms, unique features	
8. Special design features – ceilings, lighting, amenities which make home unique	
9. Overall quality – craftsmanship, quality of materials, interior/exterior finishes	
10. Innovativeness in response to target market	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
 Date: _____
 Time: _____

Marketing Categories:

- | | |
|-----------|--|
| M2 – M8 | Best Interior Merchandising – Detached Model |
| M10 – M16 | Best Interior Merchandising – Attached Model |

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. Overall design	
2. Aesthetics	
3. Approach to the target market	
4. Use of interior space	
5. Use of color/texture/materials/furniture/accessories	
6. Special features	
7. Overall professional appeal	
8. Traffic generated and sales	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
 Date: _____
 Time: _____

Marketing Categories:

M17– M20 Best Sales Center/ Design Studio

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....1-3 points
 Satisfactory.....4-6 points
 Above Average.....7-9 points
 Excellent.....10 points

	POINTS
1. Function of layout as it relates to sales presentation	
2. Ability to visually convey information	
3. Marketing theme	
4. Communication of builder, product and community image	
5. Effectiveness toward target market(s)	
6. Use of merchandising to reach target market	
7. Traffic generated and sales	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
 Date: _____
 Time: _____

Marketing Categories:

M21 – M23 Best Print Communications

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. Concept	
2. Copy	
3. Layout	
4. Effective use of graphics	
5. Special features	
6. Unique problems solved	
7. Overall professional appeal	
8. Traffic generated and sales	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
Date: _____
Time: _____

Marketing Categories:

Best New Homes Publication

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. How well objectives were met	
2. Concept and creativity	
3. Copy	
4. Layout	
5. Overall Design	
6. Photography/Illustrations	
7. Distribution/Circulation	
8. Overall Professional Appeal	
9. Results in Marketplace	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
 Date: _____
 Time: _____

Marketing Categories:

- | | |
|-----------|-----------------------------------|
| M24 – M26 | Best Brochure |
| M34 | Best Flyer/Mailer – One Piece |
| M35 | Best Consumer Direct Mail Program |

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. How well objectives were met	
2. Concept and creativity	
3. Copy	
4. Layout	
5. Effective use of graphics	
6. Special features	
7. Unique problems solved	
8. Overall professional appeal	
9. Implementation	
10. Traffic generated and sales	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
Date: _____
Time: _____

Marketing Categories:

M27-M29 Best Logo

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. Concept	
2. Creativity	
3. Design Techniques	
4. Effective use of graphics	
5. Effective promotion of community/company	
6. Visual impact and readability	
7. Overall professional appeal	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
 Date: _____
 Time: _____

Marketing Categories

- M31 Best TV Spot
- M32 Best Video Promotion
- M33 Best Billboard

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. Concept	
2. Copy	
3. Quality of production	
4. Unique problems solved	
5. How well implementation relates to product and target market	
6. Overall professional appeal	
7. Traffic generated and sales	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
 Date: _____
 Time: _____

Marketing Categories:

- M36 Best On-Site Signage
- M37 Best Off-Site Signage

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. Concept	
2. Creativity	
3. Design Techniques	
4. Effective use of color and graphics	
5. Consistency of presentation	
6. Visual impact and readability	
7. Overall professional appeal	
8. Traffic generated and sales	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
 Date: _____
 Time: _____

Marketing Categories:

- M38 Best Realtor Promotion – Developer/Builder
 M56-M61 Best Marketing Campaign/Promotion

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. Originality	
2. Concept	
3. Layout and copy	
4. Special features	
5. Implementation of Promotion/Campaign	
6. Traffic generated and sales	
7. Results of Promotion/Campaign – include non-paid media coverage	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
 Date: _____
 Time: _____

Marketing Categories:

M39 – M44 Best Advertising Campaign

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. How well target market/marketing objectives were met	
2. Concept	
3. Copy	
4. Layout	
5. Implementation of campaign	
6. Continuity	
7. Special features	
8. Coordinated use of media	
9. Overall professional appeal	
10. Traffic generated and sales	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
 Date: _____
 Time: _____

Marketing Categories:

M45 - M47 Best Website

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. Originality	
2. Concept	
3. How well objectives were met	
4. Information content	
5. Click and conversion rate	
6. Overall professional appeal	
7. Special features (i.e. links, search engines, java script, etc)	
8. Navigability of site (ability to easily locate information)	
9. Interactivity	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
 Date: _____
 Time: _____

Marketing Categories:

- | | |
|---------|--|
| M48 | Best Online Banner or Box Ad |
| M49 | Best Email Message |
| M50-M51 | Best Interactive Tool |
| M52-M55 | Best Social Media Campaign / Application |

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. Design	
2. Content/Copy	
3. Results	
4. Innovation	
5. Execution	
6. Overall professional appeal	
7. Special features	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
 Date: _____
 Time: _____

Personal Achievement Categories:

- PA1 Rookie Salesperson of the Year
- PA2 Salesperson of the Year
- PA3 Sales Manager of the Year
- PA5 Sales Team of the Year
- PA6 Online Specialist of the Year

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....1-3 points
 Satisfactory.....4-6 points
 Above Average.....7-9 points
 Excellent.....10 points

	POINTS
1. Sales percentage of sellable inventory (Sales Manager) or online sales and appointments generated (Online Specialist) or ability to positively assist sales managers (Sales Assistant)	
2. Professionalism in approach to sales	
3. Personal involvement in the industry and community	
4. Working relationships	
5. Follow-up procedures	
6. Interview	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
Date: _____
Time: _____

Personal Achievement Category

PA4 Marketing Director of the Year

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. Professionalism	
2. Development and implementation of marketing plans	
3. Unique marketing ideas	
4. Personal involvement in the industry and community	
5. Working relationships	
6. Interview	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
 Date: _____
 Time: _____

Remodeling Categories:

<p>R1 Kitchen under \$50,000 R2 Kitchen over \$ 50,000 R3 Bathroom under \$25,000 R4 Bathroom over \$25,000 R6 Whole-House Renovation under \$250,000 R7 Whole-House Renovation \$250,000-\$500,000 R8 Whole-House Renovation over \$500,000</p>	<p>R13 Basement Under \$75,000 R14 Basement Over \$75,000 R17 Specialty Room/Addition</p>
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Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. Creativity	
2. Aesthetics and Market Value	
3. Functional value of changes	
4. Cost Effectiveness	
5. Special Design Features	
6. How well stated objectives were met	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
Date: _____
Time: _____

Special Category

SC1 Community Service

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. Project Concept	
2. Originality of design to meet objectives	
3. Special features	
4. How well problems were solved	
5. How well project was implemented	
6. Benefit to community	
7. Overall success of project	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
Date: _____
Time: _____

Special Category

SC2 Landscape Design – Communiun/Condominium Complex

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. Curb appeal	
2. Overall look and setting	
3. Creativity and use of materials	
4. Use of contours and natural areas	
5. Use of colors	
6. Appropriate integration of site features with product	
7. Positive features accentuated/negative elements overcome	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
Date: _____
Time: _____

Special Category

Personal Achievement Categories:

- PA7 Mortgage Professional of the Year
- PA9 Attorney Professional of the Year

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. Volume & number of units closed	
2. Professionalism in approach to reaching closing goals	
3. Personal involvement in the industry and community	
4. Working relationships	
5. Follow-up procedures	
6. Interview	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
Date: _____
Time: _____

Special Category

Personal Achievement Categories:

PA8 Remodeler of the Year

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. Professional techniques and Unique problems solves on a project/Remodeling strategies	
2. Contributions to achieve client and company goals	
3. Personal involvement in the industry and community, Atlanta HBA, Remodelers Council and the community	
4. Working relationships	
5. Overall attitude, cooperation and leadership	
6. Interview	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
Date: _____
Time: _____

Special Category

- SC5 Amenity Package 499 units/total build out and under
- SC6 Amenity Package 500+ units/total build out

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. Concept and theme	
2. Recreational facilities – plan and layout	
3. Special features	
4. Design and architecture	
5. Implementation as related to intended use	
6. Overall professional appeal	
7. Traffic generated and sales	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
 Date: _____
 Time: _____

Special Category

- CY1 Community of the Year – Attached
- CY2 Community of the Year – Detached
- CY3 Community of the Year – Mixed Use
- CY4 Community of the Year – Master Plan
- CY5 Community of the Year – 50+ Housing
- CY6 Community of the Year – 20 Units or Less

Directions:

- Please write clearly and legibly based on the scale to the right
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. Overall objectives met	
2. Overall community appeal	
3. Overall design and integration of product mix	
4. Overall sales success	
5. Overall signage and theme	
6. Overall aesthetic value	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____



JUDGE'S WORKSHEET 2021 OBIE AWARDS

ID Number: _____
Date: _____
Time: _____

Remodeling Categories

R9 Residential Exterior
R15 Outdoor Living Area

Directions:

- Please write clearly and legibly based on the scale below
- Please include constructive comments below

Poor.....	1-3 points
Satisfactory.....	4-6 points
Above Average.....	7-9 points
Excellent.....	10 points

	POINTS
1. Exterior Design – proportion, aesthetics, appropriate use of materials	
2. Context – overall look, curb appeal, site work	
3. Creativity and use of materials	
4. Aesthetics and Market Value	
5. Functional value of changes	
6. Cost Effectiveness	
7. Positive features accentuated/negative elements overcome	
8. How well stated objectives were met	
TOTAL POINTS	

Judges Comments: _____

Judged by: _____

