

THE GREATER ATLANTA HOME BUILDERS



AWARDS

OCTOBER 22, 2022

**CALL FOR ENTRIES
ENTER ONLINE TODAY**

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Free Consumer Advertising
for the Winners

Multiple Entry Discounts





WELCOME TO THE 42ND ANNUAL OBIE AWARDS!

Now is the time for you to show the Atlanta community that you are the BEST by winning a 2022 OBIE Awards. Just by entering this prestigious awards program, you'll gain industry recognition, attract promotional opportunities and hopefully display your awards for every potential homebuyer to see.

Enclosed you will find information about the awards that will help you decide how many categories you want to enter this year. The materials enclosed include:

- Directions for Entering
- Entry Rules
- Important OBIE Dates
- New Important Reminders
- List of Categories
- Intent to Enter Form
- Preferred OBIE Photographer Detailed Flyer

We are also excited to announce that we have been working hard to improve the Awards program. We will continue to offer:

A SPECIAL DISCOUNT for MULTIPLE ENTRIES
FREE CONSUMER ADVERTISING

OBIE Awards winners will be promoted to consumers in Television, Print, Web, Social Media and Realtor media outlets.

It is important that you carefully read the entry forms and checklists to ensure that your entry meets the new requirements.

Be sure to save the date for the OBIE Awards Ceremony. All OBIE entrants, GAHBA members and guests are invited to attend the gala dinner on Saturday, October 22, 2022 at the Georgia Aquarium. We will honor the prestigious winners who will walk away with a highly coveted OBIE Award as the most outstanding in their field.

We look forward to seeing you on stage,

Whit Marshall
GAHBA President

Sherry Gasaway
SMC Chairman



CALL FOR ENTRIES

The Sales and Marketing Council (SMC) of the Greater Atlanta Home Builders Association (GAHBA) announces the 42nd Annual OBIE Awards, presented for outstanding achievement in building, marketing, remodeling and personal achievement excellence. This coveted award is the highest accolade given by the Atlanta housing industry. The 2022 OBIE Awards will be presented at the annual Awards Gala on Saturday, Oct. 22, 2022. The Sales and Marketing Council invites you to be a part of this prestigious awards program.

STEPS TO ENTER

1. Read the enclosed entry procedures, rules and review the categories.
2. Declare your INTENT TO ENTER for the OBIE Awards by entering online at www.AtlantaHomebuilders.com or see form at end of this packet .
3. Return the Intent to Enter, with payment, to the GAHBA by 5 p.m. on Friday, May 6th. (additional forms available at www.AtlantaHomebuilders.com)
4. After the GAHBA receives your intent to enter, you will be emailed your ID Number(s) with all of the documents needed to complete your entry, including a detailed checklist on May 20th.

OBIE CALENDAR - REVISED

May 6	Intent to Enter Deadline
May 20	Entry Material ID's emailed
July 8	Entry Materials and Photography Deadline
July 25 - Aug 7	Online Judging
Aug 4 or 5	Personal Achievement Interview* Awards
Oct. 22	Gala at the Georgia Aquarium

***The Judges will narrow each PA category down to the top 3. The top 3 will receive phone interviews.**



ENTRY RULES

ELIGIBILITY

To submit an entry in any category, you must be a member in good standing of the Greater Atlanta GAHBA. All entries must fall within the 21 metro Atlanta counties and must have been built or marketed between June 15, 2021 and June 15, 2022 . You MAY submit an entry that has been previously entered, as long as it falls within the above stated time frame and did not win a gold or silver OBIE the previous time it was entered.

ENTRY FEES

There is a fee of \$300 per entry for all categories. Enter 3 or more categories and reduce each entry fee by \$25 each.

All entry fees are NON-REFUNDABLE after May 9th, 2022, even if you do not complete and turn in your entry materials. Entry fees will not be transferred to the next year.

ID NUMBER

A separate ID number will be emailed by the GAHBA for each entry after your Intent to Enter form is submitted. For your records, please make a list of your ID numbers corresponding to each entry. Your ID number(s) will be required for all correspondence with the GAHBA.

PHOTOGRAPHY

Digital photography or videography will be required for all entries, and while the use of a professional photographer/videographer is highly recommended, it is not mandatory. The photos and videos you submit will be used in judging, in the Winner Book and at the Awards Gala. Our preferred photography company is LaRuche Photo, www.laruchephoto.com, yourfriends@laruchephoto.com, which can be reached directly at cell number 770-771-4555. While this is not mandatory, by using our recommended vendor, we can assure consistency with competition. Details regarding photography and videography requirements, such as image size and resolution will be available in the OBIE Checklist document. Please indicate on the entry form if you plan to use LaRuche Photo. As an entrant, you will need to contact them directly. Their detailed flyer with pricing is the last page of this packet.



JUDGING - ALL ONLINE!

Each entry will be judged on its own merit by a group of highly qualified, out-of-town judges who are selected by the OBIE Awards Committee for their expertise in building, remodeling, sales and new home marketing. Only judges and GAHBA staff will be allowed to observe the judging. The GAHBA and OBIE Committee have decided that all judging will be done electronically this year. We thank you for understanding during these times.

Judges will have access to your online entries and will begin remote judging on Monday, July 25th through Friday, August 5th. Personal Achievement candidates **MUST** be available for a personal ZOOM video interview on **August 4 or 5**.*

Judged entries must receive a score of at least 70 percent to win a gold or silver in any category.

SPECIAL REMINDERS

- The deadline for entry materials is **July 8th**. The contents will be reviewed, and you will be notified if you are missing any materials. Once you are notified, you will have 3 days to complete your entry. If the missing entry material is not received after 3 days your entry will be disqualified with **NO REFUND**.
- **All entries will be electronically judged this year (2022).**
- There is no limit to the number of entries you may enter in the same category. You must note on the Intent to Enter form how many entries you will have in each category (if more than one) as each entry will require a separate ID number. (i.e. B1; B12- 2 entries; M3, PA1)
- The OBIE Awards Committee and/or Judges may re-categorize an entry if entered in an incorrect category (i.e. the final sales price changes as a result of the sale.)
- By entering this awards program, you agree to be bound by the policies and procedures of the OBIE Awards.
- **Certain categories are broken out by "Associate" and "Builder/Developer" - Please enter into the category that fits the content/messaging that is being entered. For example, a builder video should be entered under "Video Promotion - Builder" even if the company submitting the content is an Associate member.**

** The OBIE Committee/ Judges reserves the right to expand, decrease or combine categories**



PERSONAL ACHIEVEMENT CATEGORIES

PA1	Rookie Salesperson of the Year	PA6	Online Specialist of the Year
PA2	Salesperson of the Year	PA7	Mortgage Professional of the Year
PA3	Sales Manager of the Year	PA8	Remodeler of the Year
PA4	Marketing Director of the Year	PA9	Attorney Professional of the Year -
PA5	Sales Team of the Year		

REMINDERS FOR PERSONAL ACHIEVEMENT CATEGORIES:

- You must be a member in good standing of the Atlanta Sales and Marketing Council to enter the Personal Achievement categories except for Remodeler of the Year. Remodeler of the Year entrants must be a member in good standing of the Remodelers Council. For information on joining either council visit www.atlantahombuilders.com or call 678-775-1446.
- Candidates may only enter in the category which best describes their primary function. Multiple Personal Achievement entries by one candidate are prohibited. A candidate MAY re-enter into a personal achievement category that has been previously entered as long as that person did not win an OBIE Award in that specific category within the last 5 years.
- Personal achievement candidates MUST be available for an interview on Thursday, August 4th or Friday, August 5th. Candidates will be notified of their specific interview time approximately one week prior to the Zoom interview.

NOTE:

The OBIE judges will narrow down to the top 3 in each PA category and those top 3 will receive phone interviews. Please be sure your entry write-up tells your complete story.



REMODELING CATEGORIES JUDGED ELECTRONICALLY

- R1 Kitchen under \$50,000
- R2 Kitchen over \$50,000
- R3 Bathroom under \$25,000
- R4 Bathroom over \$25,000
- R5 Addition
- R6 Whole-House Renovation under \$250,000
- R7 Whole-House Renovation \$250,000 - \$500,000
- R8 Whole-House Renovation over \$500,000
- R9 Residential Exterior

Residential Exterior categories include but are not limited to alterations to the exterior of a residential building such as porticoes, porches, decks, glass or screen enclosures, windows, dormers, and exterior resurfacing such as siding, stucco, etc., which enhances the overall appearance of the exterior. The project cannot have added heated livable space to the home.

- R13 Basement under \$75,000
- R14 Basement over \$75,000

The basement category includes but is not limited to alterations to a basement space of a residential building to create a functional space, i.e. work out room, media room, game room, etc.

- R15 Outdoor Living Area

The outdoor living category includes porches, decks, outdoor kitchens, hardscapes, pools or any combination that creates a beautiful and practical outdoor living environment.

- R17 Specialty Room

Specialty Room categories include but are not limited to the most creative application of game rooms, theatre room, gun safe rooms, workout rooms, offices, laundry rooms etc. The space can be a remodel of an existing room, an addition or an attic conversion.



BUILDING CATEGORIES JUDGED ELETRONICALLY

Single Family Builder - Detached (Builds 1 -25 Homes/Year)

B3	\$399,999 and under	B8	\$800,000 to \$999,999
B4	\$400,000 to \$499,999	B10	\$1 Million to \$1.2 Million
B5	\$500,000 to \$599,999		
B6	\$600,000 to \$699,999		
B7	\$700,000 to \$799,999		

Single Family Builder - Detached (Builds 26-100 Homes/Year)

B13	\$399,999 and under	B18	\$800,000 and above
B14	\$400,000 to \$499,999		
B15	\$500,000 to \$599,999		
B16	\$600,000 to \$699,999		
B17	\$700,000 to \$799,999		

Single Family Builder - Detached (Builds 100+ Homes/Year)

B22	\$299,999 and under
B23	\$300,000 to \$399,999
B24	\$400,000 to \$499,999
B25	\$500,000 to \$599,999
B26	\$600,000 to \$699,999
B27	\$700,000 and above

Luxury Builder Category (All Builders)

B32	\$1 Million to \$2 Million	B34	\$3 Million to \$4 Million
B33	\$2 Million to \$3 Million	B35	\$4 Million to \$5 Million
		B36	\$5 Million and above



BUILDING CATEGORIES JUDGED ELECTRONICALLY

Best Building Design is a project that will be judged on usage of space, indoor/outdoor relationships, function and design

Best Building Design - Detached Model

		B40	\$500,000 to \$599,999
B37	\$299,999 and under	B41	\$600,000 to \$699,999
B38	\$300,000 to \$399,999	B42	\$700,000 to \$799,999
B39	\$400,000 to \$499,999	B43	\$800,000 and above

Best Building Design - Attached Model (All Builders)

(includes townhomes, condos, lofts and conversions)

B45	\$299,999 and under	B48	\$500,000 to \$599,999
B46	\$300,000 to \$399,999	B49	\$600,000 and above
B47	\$400,000 to \$499,999		

Single Family Attached (All Builders)

(includes townhomes, condos, lofts and conversions)

B52	\$199,999 and under	B56	\$500,000 to \$599,999
B53	\$200,000 to \$299,999	B57	\$600,000 to \$699,999
B54	\$300,000 to \$399,999	B58	\$700,000 to \$799,999
B55	\$400,000 to \$499,999	B59	\$800,000 and above

Single Family Detached-Urban Redevelopment/Revitalization

(all Builders)

B62	\$499,999 and under	B63	\$500,000 to \$599,999
		B64	\$600,000 and above

Single Family Attached-Urban Redevelopment/Revitalization (All Builders)

B67	\$400,000 to \$499,999	B68	\$500,000 to \$599,999
		B69	\$600,000 and above

Single Family - Zero Lot Line (All Builders)

B71	\$399,999 and under	B73	\$400,000 to \$499,999
		B74	\$500,000 and above



REMINDERS FOR BUILDING CATEGORIES:

- All building entries must be in the category that reflects the total sales price. Discount points, closing costs and a standard unfinished basement deduction can be used to determine your correct price category. All other costs must be added into the sales price, including any finished basement.
- UNFINISHED BASEMENT: If the home you're entering has an unfinished basement, you must subtract the standard unfinished basement deduction amount (see below) based on a ranch or two-story and then enter it in the proper price category:
Ranch: \$30,000 Two-story: \$20,000
- FINISHED BASEMENT: If the home you're entering has a finished basement and you want it judged, you cannot take any basement deduction, and you must include the cost of the finished basement in the category you enter.
- Model homes can only be entered in either the Best Building Design Model Categories (B36-B51) OR in the Merchandising Model Categories (M1-M16).
- Urban Redevelopment/Revitalization entries must be in or adjacent to existing urban development (street grid, urban or neighborhood street pattern), inside I-285 and have access to public transportation within 1/2 mile of property boundary
- ZERO LOT LINE (cluster homes) allow a smaller lot size than ordinarily required by zoning without allowing a higher overall density. They are not townhouses nor condos and are often found in 55+ active adult communities



MARKETING CATEGORIES JUDGED ELECTRONICALLY

Best Interior Merchandising - Detached Model (Judged Electronically)

M3	\$399,999 and under	M5	\$500,000 to \$599,999
M4	\$400,000 to \$499,999	M6	\$600,000 to \$699,999
		M7	\$700,000 to \$799,999
		M8	\$800,000 and above

Best Interior Merchandising - Attached Model (Judged Electronically)

		M13	\$500,000 to \$599,999
M10	\$299,999 and under	M14	\$600,000 to \$699,999
M11	\$300,000 to \$399,999	M15	\$700,000 to \$799,999
M12	\$400,000 to \$499,999	M16	\$800,000 and above

Best Sales Center (Judged Electronically)

- M18 Best Design Center
- M19 Community Information & Sales Center/Condominium Complex Sales Center

Best Print Communication (Judged Electronically)

- M21 Magazine Ad - any size, any amount of color
- M22 Newspaper Ad - any size, any amount of color
- M23 New Homes Publication

Best Brochure (Judged Electronically)

- | | |
|-----------------------------------|---------------|
| M24 Corporate - Builder/Developer | M26 Community |
| M25 Corporate - Associate | |

Best Logo (Judged Electronically)

- | | |
|-----------------------------------|---------------|
| M27 Corporate - Builder/Developer | M29 Community |
| M28 Corporate - Associate | |

Reminders for Model Home Categories:

Model homes can only be entered in either the Best Building Design Model Categories (B40-B55) OR in the Merchandising Model Categories (M1-M16).



Best Audio/ Video (Judged Electronically)

M31 Best TV Spot

M32A Video Promotion - Associate

M32B Video Promotion - Builder/Developer

Entries in this category can include online video sharing, podcasts or any other video promotion, NOT including TV advertisements.

Best Advertising (Judged Electronically)

M33 Best Billboard

M34 Best Flyer/Mailer (1 piece)

M36 Best On-Site Signage

M37 Best Off-Site Signage

M38 Best Realtor Promotion-Developer/Builder

M39 Best Advertising Campaign - Builder/ Developer- Budget under \$10,000

M40 Best Advertising Campaign - Builder/ Developer- Budget over \$10,000

M43 Best Advertising Campaign - Associate- Budget under \$10,000

M44 Best Advertising Campaign - Associate- Budget over \$10,000

Best E-Marketing (Judged Electronically)

M45 Best Website Corporate - Builder/Developer

M46 Best Website Corporate - Associate

M47 Best Website Community

M48 Best Online Banner or Box Ad

M49A Best Email Marketing Message - Associate

M49B Best Email Marketing Message - Builder/Developer

M50 Best Interactive Tool - Builder/Developer - An interactive tool can include one of the following: customizable survey tool, apps, interactive displays, etc.

M51 Best Interactive Tool - Associate

M52 Best Social Media Campaign - Builder/Developer - *(This will incorporate all strategies used in no less than 3 social media outlets to cover an overall campaign. Includes blogs, photo sharing, online video sharing, social networking groups, etc. It will be judged on the web tracking report and percentage increase in clicks, key words and URL.)*

M53 Best Social Media Campaign - Associate

M54 Best Social Media Application - Builder/Developer - *(This will incorporate all strategies use in 1 social media application - Facebook, Twitter, Blog, Pinterest or any 1 site)*



- M55 Best Social Media Application - Associate
- M56 Best Marketing Campaign/Promotion- Builder - Budget under \$10,000
- M57 Best Marketing Campaign/Promotion- Builder - Budget over \$10,000
- M58 Best Marketing Campaign/Promotion- Developer - Budget under \$10,000
- M59 Best Marketing Campaign/Promotion-Developer- Budget over \$10,000

Best Marketing (Judged Electronically)

- M60 Best Marketing Campaign/Promotion- Associate - Budget under \$10,000
- M61 Best Marketing Campaign/Promotion-Associate- Budget over \$10,000

Marketing categories will be judged electronically. Entry materials will detail the requirements.



SPECIAL CATEGORIES JUDGED ELECTRONICALLY

SC1 Community Service

SC2 Landscape Design - Community/Condominium Complex

(A condominium complex is defined as a multiple-unit attached housing complex where a buyer owns his individual unit, plus a share of the ground underneath. The complex entrance, information/sales center and common areas will be judged.)

SC5 Amenity Package 499 and under units/total build out

SC6 Amenity Package 500+ units/total build out

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 - 55+ Housing

CY6 Community of the Year - 20 Units or less



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INTENT TO ENTER FORM OR ENTER ONLINE

Categories

Please indicate the categories you wish to enter by category number AND the number of entries per category, if more than one (i.e. B1; B12-2 entries; M3; PA1)

#_____ Building Categories_____

*Enter building projects based on the correct price category after taking any acceptable deductions

#_____ Marketing Categories_____

#_____ Special Categories_____

#_____ Remodeling Categories_____

#_____ Personal Achievement Categories_____

Contact Information

Company Name_____

Contact Person_____

Address_____

City_____ State_____ Zip_____

Phone_____ Email_____

Number of Entries_____ X \$300 per Entry =_____ Total amount _____

Number of Entries_____ X \$275 per Entry=_____ Total amount _____

(Must enter 3 or more categories for the \$275 rate. Discount does not include Community of the Year)

Community of the Year_____ X \$500 per Entry =_____ Total amount _____

I am using LaRuche Photo to submit my entry photos (circle one) Yes / No

See LaRuche Photo contact and details on next page.

****OBIE Awards Gala Tickets Pre-sell - Purchase your OBIE Tickets now to take advantage of the discounted rate! Discount deadline to purchase: May 6th**

\$_____ for _____ people
\$120 / person

\$_____ for _____ tables of 10
\$1,200 / table

Payment Types ☐ MasterCard ☐ Visa ☐ American Express (checks not accepted)

Card Number_____

Expiration Date_____ Security ID_____

Name and Address on Card (if different than above)

Signature_____

ENTER ONLINE or RETURN by May 6, 2022 TO:

Greater Atlanta Home Builders Association Attn: OBIE Awards 1 Dunwoody Park South, Ste. 200, Atlanta, GA 30338

Fax: 770-934-8363 / QUESTIONS? Call the OBIE Hotline at 678-775-1446 or email: eraymond@atlantahomebuilders.com

www.AtlantaHomeBuilders.com



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LaRuche Photo, member of the GAHBA, is a full service photography company. We photograph 100's of homes a year, for builders, designers, real estate agents, developers, and more. What sets us apart is that we are local, CONSISTENT, and always available. We take precision in our work. Jess & Chris are the owners of LaRuche Photo. We understand the demand of the industry, and therefore, make sure that we are punctual and timely. This will be our 2nd year photographing OBIE's.

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Starting at \$65

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Starting at \$299

Give us a call and let us help you decide which products will work best for you, then from there you can choose what works best to submit for the OBIE's. Let us be there every step of the way!



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770.771.4555



Alpharetta, GA



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