

JUDGE'S WORKSHEET

2023 OBIE AWARDS

Building Categories:

B3-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

ID Number: _____

Date: _____

Time: _____

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 2023 OBIE AWARDS

ID Number: _____

Date: _____

Time: _____

Marketing Categories:

M3 – 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 2023 OBIE AWARDS

ID Number: _____

Date: _____

Time: _____

Marketing Categories:

M18 & M19 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 2023 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 2023 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

2023 OBIE AWARDS

ID Number: _____

Date: _____

Time: _____

Marketing Categories:

M24 – M26

Best Brochure

M34

Best Flyer/Mailer – One Piece

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 2023 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

2023 OBIE AWARDS

ID Number: _____

Date: _____

Time: _____

Marketing Categories

M31 Best TV Spot
M32A&B 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

2023 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

2023 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 2023 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

2023 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

2023 OBIE AWARDS

ID Number: _____

Date: _____

Time: _____

Marketing Categories:

M48	Best Online Banner or Box Ad
M49A&B	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

2023 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 2023 OBIE AWARDS

Personal Achievement Category

PA4

Marketing Director of the Year

ID Number: _____

Date: _____

Time: _____

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 2023 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

2023 OBIE AWARDS

ID Number: _____

Date: _____

Time: _____

Remodeling Categories:

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

R13 Basement Under \$75,000
R14 Basement Over \$75,000
R17 Specialty Room/Addition

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

2023 OBIE AWARDS

Remodeling Categories

R9 Residential Exterior
R15 Outdoor Living Area

ID Number: _____

Date: _____

Time: _____

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: _____

JUDGE'S WORKSHEET 2023 OBIE AWARDS

Special Category

SC1

Community Service

ID Number: _____

Date: _____

Time: _____

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 2023 OBIE AWARDS

ID Number: _____

Date: _____

Time: _____

Special Category

SC2

Landscape Design – Community/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 2023 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

2023 OBIE AWARDS

Special Category

ID Number: _____

Date: _____

Time: _____

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 2023 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: _____