

1 Entry Requirements

2 Awards Categories

NEW HOME DESIGN

- 1 Most Outstanding Single Detached Home – for **semi custom (tract)** built home under 1500 sq. ft.
- 2 Most Outstanding Single Detached Home - for **semi custom (tract)** built home over 1500 sq. ft.
- 3 Most Outstanding Single Detached Home - for **custom** built home under 2200 sq. ft.
- 4 Most Outstanding Single Detached Home - for **custom** home over 2200 sq. ft.

NEW HOME ROOM DESIGN

- 5 Most Outstanding New Kitchen
- 6 Most Outstanding New Bathroom

HOME RENOVATION

- 7 Most Outstanding Kitchen Renovation
- 8 Most Outstanding Bathroom Renovation
- 9 Most Outstanding Home Renovation under \$74,999
- 10 Most Outstanding Home Renovation between \$75,000 and \$149,999
- 11 Most Outstanding Home Renovation - \$150,000 or more

ADVERTISING

- 12 Best Print Ad Campaign, black & white or colour - builder, developer or renovator
- 13 Best Internet Web-Site – builder or renovator

ON-SITE SALES PRESENTATION

- 14 Best Sales Brochure – builder or renovator
- 15 Best New Home Sales Office
- 16 Best Interior Decorating - Model Home/Suite
- 17 Best Project Logo Design & Signage
- 18 **Project of the Year**
- 19 **Peterborough & The Kawarthas Home Builder of the Year**

3 Awards Entry Forms

Entry Requirements

Any member in good standing with the Peterborough & The Kawartha Home Builders' Association as of **August 31, 2008** is eligible to enter. All categories, unless noted otherwise, are for residential real estate projects that opened for sale between **September 1, 2007** and **August 31, 2008**, in Central Eastern Ontario. The Kawartha Awards of Distinction Program Committee reserves all publishing rights to the materials submitted.

PLEASE NOTE: All award-winning entries remain the property of PKHBA.

Judging

Judges are selected from individuals within the home building industry, representing the many disciplines contributing to new home construction, design and marketing. No individual may judge a category if they have a conflict of interest, eg: their company or client has an entry in that category. Awards will not be presented in categories where the quality and quantity of the work does not warrant a winner. All voting will be by secret ballot.

Awards Night

The Awards of Distinction Dinner and Awards Ceremony will be held on **Friday, November 21, 2008**, 6:00 PM at the Holiday Inn Waterfront Peterborough. As space is limited, ticket sales may be very limited. Please call PKHBA well in advance if you wish to attend.

Entry Preparation Procedures and Checklist

- A separate entry form must accompany each entry. For additional copies of the entry form, please duplicate as needed.
- Paper clip the entry form to item(s) submitted. Do not use glue, tape or staples.
- All photographs **MUST** be labelled on the reverse side with project name, category and builder/company.
- All photographs submitted must be colour, 4 x 6 print glossy paper (or 8 x 10 as requested). All photographs must also be in digital format on a disc (CD). Multiple categories on one CD are acceptable as long as each category is marked on the CD face and legible.
- **NOTE:** High resolution digital prints are acceptable in lieu of glossy paper, photographic prints but must be a minimum of 300 dpi resolution in digital jpg format..
- Each category submission must be packaged individually and labelled to indicate category name. Colour photographs must also be placed on one disc (CD) and each photograph must be properly identified as to builder, category and project name. Only one disc per builder is required for all submissions
- The package must contain - completed entry form #1
 - completed entry form #2 where applicable
 - a separate form required (provided) for Project of the Year and Home Builder of the Year
 - required number of photos (digital prints), each labelled appropriately
 - other materials where indicated.

Entries not received in this manner cannot be accepted.

Entry Fee

Each submission must be accompanied by an entry fee of fifty dollars (\$50.00). For each additional submission, the entry fee will be forty dollars (\$40.00). One cheque may be submitted for the total amount if entered in more than one category.

Deadline

All entries including fees, pictures and exhibits must be received no later than 5 p.m. on **October 10, 2008**. No extensions can be given.

Final Notes

- If there are fewer than two entries in any category, that category will be eliminated from the competition. Entries will be returned and refunds will be given to those who enter a cancelled category.
- PKHBA reserves the right to disqualify entries that do not observe the aforementioned notices.
- A representative from the builder must sign-off on the entry form for eligibility. Not doing so may result in disqualification.

Questions?

For any information regarding these submissions, please contact PKHBA at 705-876-7604.

PLEASE SEND SUBMISSIONS TO: Kawartha Awards of Distinction, Peterborough & The Kawartha Home Builders Association, 494 The Parkway, Unit 2, Peterborough, ON K9J 7L9.

NEW HOME DESIGN

1 Most Outstanding Single Detached Home

For **semi custom (tract)** built home under 1500 sq. ft.

JUDGING CRITERIA: Overall interior Appeal; overall exterior Appeal; use of Building Forms & Materials; creative use of Space & Functionality of Floor Plan

NOTE: Please be sure to tell us on a separate page (300 words or less), how and why this design was so successful (in terms of sales success and/or customer satisfaction). CD must be clearly labelled with builder name and category.

EXHIBIT REQUIRES:

- 4 photographs (4x6) showing interior views or renderings of the home if available
- 1 photograph (8x10) showing exterior views or renderings of the home and surroundings
- 1 - 8.5" x 11" clean copy of floor plan (brochure inserts are acceptable)
- 1 – clean copy of marketing site plan
- 1 -8.5" x 11" printout of narrative (300 words or less) in WORD format
- 1 – CD containing copies of digital jpg format photos (300 dpi resolution including narrative in MS WORD format

NEW HOME DESIGN

2 Most Outstanding Single Detached Home

For **semi custom (tract)** built home over 1500 sq. ft.

JUDGING CRITERIA: Overall interior Appeal; overall exterior Appeal; use of Building Forms & Materials; creative use of Space & Functionality of Floor Plan

NOTE: Please be sure to tell us on a separate page (300 words or less), how and why this design was so successful (in terms of sales success and/or customer satisfaction). CD must be clearly labelled with builder name and category.

EXHIBIT REQUIRES:

See requirements listed under item 1

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NEW HOME DESIGN

3 Most Outstanding Single Detached Home

For **custom** home under 2200 sq. ft.

JUDGING CRITERIA: Unique Floor Plan. Overall interior Appeal; overall exterior Appeal; use of Building Forms & Materials; creative use of Space & Functionality of Floor Plan

NOTE: Please be sure to tell us on a separate page (300 words or less), how and why this design was so successful (in terms of sales success and/or customer satisfaction). CD must be clearly labelled with builder name and category.

EXHIBIT REQUIRES:

See requirements listed under item 1

NEW HOME DESIGN

4 Most Outstanding Single Detached Home

For **custom** home over 2200 sq. ft.

JUDGING CRITERIA: Unique floor plan. Overall interior Appeal; overall exterior Appeal; use of Building Forms & Materials; creative use of Space & Functionality of Floor Plan

NOTE: Please be sure to tell us on a separate page (300 words or less), how and why this design was so successful (in terms of sales success and/or customer satisfaction). CD must be clearly labelled with builder name and category.

EXHIBIT REQUIRES:

See requirements listed under item 1

NEW HOME ROOM DESIGN

5 Most Outstanding New Kitchen For a new home

JUDGING CRITERIA: Overall Appeal; use of Materials; creative use of Space & Functionality of Floor Plan

NOTE: Please be sure to tell us (300 words or less) how and why this kitchen was so successful. CD must be clearly labelled with builder name and category.

EXHIBIT REQUIREMENTS:

- 1 – 8 x 10 colour photo of kitchen
- 4 - 4 x 6 colour photos showing different views
- 1 - 8.5 x 11 floor plan
- 1 -8.5 x 11 printout of narrative (300 words or less)
- 1 – CD containing jpg images of kitchen

NEW HOME DESIGN

6 Most Outstanding New Bathroom For a new home

JUDGING CRITERIA: Overall Appeal; use of Materials; creative use of Space & Functionality of Floor Plan

NOTE: Please be sure to tell us (300 words or less) how and why this bathroom was so successful. CD must be clearly labelled with builder name and category.

EXHIBIT REQUIREMENTS:

- 1 – 8 x 10 colour photo of bathroom
- 4 - 4 x 6 colour photos showing different views
- 1 - 8.5 x 11 floor plan
- 1 -8.5 x 11 printout of narrative (300 words or less)
- 1 – CD containing jpg images of bathroom

HOME RENOVATION

7 Most Outstanding Kitchen Renovation

JUDGING CRITERIA: Overall Appeal; use of Materials; creative use of Space & Functionality of Floor Plan

NOTE: Cost of actual renovation or conversion must be stated on the Award Entry Form. Please be sure to explain on a separate page (300 words or less) the scope of the renovation, including a description of “before” condition (if photos are not available) and why this job was so successful. CD must be clearly labelled with renovator name and category.

EXHIBIT REQUIREMENTS:

- 1 – 8 x 10 colour photo of renovation
- 4 - 4 x 6 colour photos showing different views before and after
- 1 - 8.5 x 11 floor plan
- 1 -8.5 x 11 printout of narrative (300 words or less)
- 1 – CD containing jpg images of kitchen

HOME RENOVATION

8 Most Outstanding Bathroom Renovation

JUDGING CRITERIA: Overall Appeal; use of Materials; creative use of Space & Functionality of Floor Plan

NOTE: Cost of actual renovation or conversion must be stated on the Award Entry Form. Please be sure to explain on a separate page (300 words or less) the scope of the renovation, including a description of “before” condition (if photos are not available) and why this job was so successful. CD must be clearly labelled with renovator name and category.

EXHIBIT REQUIREMENTS:

- 1 – 8 x 10 colour photo of bathroom
- 4 - 4 x 6 colour photos showing different views
- 1 - 8.5 x 11 floor plan
- 1 -8.5 x 11 printout of narrative (300 words or less)
- 1 – CD containing jpg images of bathroom

HOME RENOVATION

9 Most Outstanding Home Renovation

For a client's project costing under **\$74,999**

JUDGING CRITERIA: Overall interior Appeal; overall exterior Appeal; use of Building Forms & Materials; creative use of Space & Functionality of Floor Plan

NOTE: Cost of actual renovation or conversion must be stated on the Awards Entry Form. Please be sure to explain on a separate page (300 words or less) the scope of the renovation, including a description of the “before” condition (if photos are not available) and why this job was so successful. CD must be clearly labelled with builder name and category.

EXHIBIT REQUIRES:

- 2 photographs (4x6) showing different "before" views of the project if available
- 5 photographs (4 - 4x6; 1 - 8x10) showing different "after" views of the project from the same angle.

- 1 - 8.5" x 11" clean copy of the floor plan of the project.
- 1 – 8.5”x11” printout of narrative (300 words or less)
- 1 – CD containing copies of digital jpg images (300 dpi resolution) of renovation and narrative in MS WORD format

HOME RENOVATION

10 Most Outstanding Home Renovation

For a client's project costing between **\$75,000 and \$149,999**

JUDGING CRITERIA: Overall interior Appeal; Overall exterior Appeal; use of Building Forms & Materials; Creative use of Space & Functionality of Floor Plan

NOTE: Cost of actual renovation or conversion must be stated on the Awards Entry Form. Please be sure to explain on a separate page (300 words or less) the scope of the renovation, including a description of the “before” condition (if photos are not available) and why this job was so successful. CD must be clearly labelled with builder name and category.

EXHIBIT REQUIREMENTS:

See requirements listed under item 9.

HOME RENOVATION

11 Most Outstanding Home Renovation

For a client's project costing over **\$150,000**

JUDGING CRITERIA: Overall interior Appeal; Overall exterior Appeal; use of Building Forms & Materials; Creative use of Space & Functionality of Floor Plan

NOTE: Cost of actual renovation or conversion must be stated on the Awards Entry Form. Please be sure to explain on a separate page (300 words or less) the scope of the renovation, including a description of the “before” condition (if photos are not available) and why this job was so successful. CD must be clearly labelled with builder name and category.

EXHIBIT REQUIREMENTS:

See requirements listed under item 9

ADVERTISING

12 Best Print Ad Campaign

Black & White or Colour - Builder, Developer, Renovator

JUDGING CRITERIA: Concept, copy, layout and overall design used to convey message to target market.

NOTE: Please be sure to explain on a separate page (300 words or less) what makes this ad campaign so outstanding. CD must be clearly labelled with builder name and category.

EXHIBIT REQUIRES:

- 1 - 8.5 x 11 clean copy of ad mounted on foam core.
- 1 - 8.5" x 11" printout of narrative (WORD format)
- 1 - CD containing jpg images of ad

ADVERTISING

13 Best Internet Web-Site

Builder or Renovator

JUDGING CRITERIA: Originality; creative use of the media; concept and execution of the presentation; information architecture (navigation); use of customer/trade portals (where applicable).

EXHIBIT REQUIRES:

- web-site address / url entered on entry form
- username and password for access to portals (where applicable).

ON-SITE SALES PRESENTATION

14 Best Sales Brochure

For Builder or Renovator

JUDGING CRITERIA: Concept, copy and layout, overall design and execution conveying information and/or theme to buyer.

NOTE: Please be sure to explain on a separate page (300 words or less) what makes this sales brochure so outstanding. CD must be clearly labelled with builder name and category.

EXHIBIT REQUIRES TOTAL OF 2 PHOTOGRAPHS:

- 1 - 8x10 photographs; one showing the front and back covers and the other the interior and floor plan inserts, elevations, etc.
- 2 complete brochure packages.
- 1 - 8.5" x 11" printout of narrative (WORD format)
- 1 - CD containing jpg images of brochure

ON-SITE SALES PRESENTATION

15 Best New Home Sales Office

JUDGING CRITERIA: Visually convey sales information (layout of sales centre); communication of a marketing theme; communication of project and/or builder image.

NOTE: Please be sure to explain on a separate page (300 words or less) what makes this new home sales office so outstanding. CD must be clearly labelled with builder name and category.

EXHIBIT REQUIRES:

- 3 - 4x6 photographs of interior views of the sales office showing the display of floor plans, site table, closing area and any other display modules.

- 1 - 8.5" x 11" clean copy of the sales office layout with dimensions.
- 1 - 4x6 photograph showing the sales office with the entrance
- 1 - 8.5" x 11" printout of narrative (WORD format)
- 1 - CD containing jpg images of brochure

ON-SITE SALES PRESENTATION

16 Best Interior Decorating – Model Home/Suite

Model homes must be open to the public

JUDGING CRITERIA: Use of finishes, furnishings, window treatments and accessories used to highlight features of model home, in relation to the target market. All upgrades as shown are to be included in price.

NOTE: Please be sure to explain on a separate page (300 words or less) what makes this sales brochure so outstanding. CD must be clearly labelled with builder name and category.

EXHIBIT REQUIRES:

- 4 - 4x6 photographs of different interior views throughout the model home.
- Total decorating and furnishing budget.
- 1 - 8.5" x 11" printout of narrative
- 1 - CD containing jpg images of sales office

ON-SITE SALES PRESENTATION

17 Best Project Logo Design & Signage

For individual community logo & signage

JUDGING CRITERIA: Concept, copy and layout, overall design and graphics used in the message and feeling communicated to the target market.

NOTE: Please be sure to explain on a separate page (300 words or less) what makes this project logo and design so outstanding. CD must be clearly labelled with builder name and category.

EXHIBIT REQUIRES:

- 1 - 8x10 colour print of logo only.
- 1 - 8x10 colour print of signage only.
- 3 - 4x6 photographs showing any of the following: directional signs, entry signs, model identification, billboards, monuments or other applications of the signage and logo
- 1 - 8.5 x 11 printout of narrative
- 1 - CD containing jpg images of logo and signage

18 Project of the Year

The Project of the Year Award is bestowed upon the builder whose project combines the best overall advertising, promotion, on-site presentation and architectural design.

JUDGING CRITERIA: Entries will be judged on a combination of excellent product with outstanding advertising and promotion. Judges will grade the entries in various different categories and the cumulative total score will be used to determine the Project of the Year.

To be eligible for Project of the Year, the project must be entered into **only 1** of the following categories from each of the 4 groups:

NEW HOME DESIGN

- Most Outstanding Single Detached Home under 1500 s.t.
- Most Outstanding Single Detached Home over 1500 s. f.

NEW HOME ROOM DESIGN

- Most Outstanding New Kitchen
- Most Outstanding New Bathroom

ADVERTISING

- Best Print Ad, black & white or colour
- Best Internet Web-Site

ON-SALES PRESENTATION

- Best Sales Brochure
- Best new Home Sales Office
- Best Interior Decorating – Model Home/Suite
- Best Project Logo Design & Signage

Entrants may choose any combination of categories provided the **same** project is entered into each of the 4 groups. **For example,**

NEW HOME DESIGN

- Most Outstanding Single Detached Home over 1500 s.f.

NEW HOME ROOM DESIGN

- Most Outstanding New Kitchen

ADVERTISING

- Best Print Ad Campaign

ON-SITE SALES PRESENTATION

- Best interior Decorating – Model Home

HOW TO ENTER: Simply complete the Project of the Year area on **Entry Form #1** indicating that you would like the project considered for Project of the Year and select the categories you would like the project to be judged on for this prestigious award. If more than 1 category from each of the 4 groups is submitted, PKHBA reserves the right to choose which category will be used for judging purposes.

19 Peterborough & The Kawarthas Home Builder of the Year

For Tarion Registered Builder

This award highlights the homebuilding company that sets the standard for the rest of the industry through its leadership in improving the overall image of the industry.

JUDGING CRITERIA:

Sales and Marketing Excellence

- participant in at least one sales and marketing award at local/provincial/national level in the past 5 years

Unique Design

- submit 3 floor plans

Community Service

- provide written details of involvement /enhancement

Support of Industry (raising awareness of the industry, promotion of the association, volunteer participation)

- provide written details/examples

Survival (adapts to changing needs and economy or environment)

- provide written details/examples

Note: 60 percent of the total score used by the judges to determine the winner will be placed on the above-noted criteria and 40 percent on the customer service survey results received from the references provided (see below)

EXHIBIT REQUIRES:

Your entry should include visuals and a written description of what the company has done (550 words or less – attach a printout of this information AND provide the file on CD in MS WORD format)

Please provide references: names and contact information for a minimum of three, maximum five purchaser/client homes/major renovations built in the September 1, 2006 to August 31, 2007 time period. References will only be used by PKHBA to complete a customer service survey. PKHBA's strict privacy policy is in effect.

Complete in full the Peterborough & The Kawarthas Home Builder of the Year **Award Entry Form**

This **AWARDS ENTRY FORM #1** must accompany **EACH** category entered. If you enter more than one category, please duplicate as needed.

Category Title: _____ **Category #:** _____

BUILDER/RENOVATOR INFORMATION

SUBMITTED BY:

Company Name		Company Name	
Street Address		Street Address	
Municipality	Postal Code	Municipality	Postal Code
Phone	Fax	Phone	Fax
Email		Email	
Contact Name		Contact Name	

SIGNATURE of builder or builder's rep for authorization: (MUST be signed for eligibility) _____

PROJECT INFORMATION: (please complete as much as possible to help the judges) _____

- Project Name
- Street Address (if applicable)
- Municipality
- Web-Site Address / URL
- Model Name
- Date Project Opened For Sale

• **FOR RENOVATION CATEGORIES 7, 8, 9, 10** ACTUAL COST OF RENOVATION: \$ _____

• **FOR CATEGORY 16 – Best Interior Decorating** TOTAL DECORATING BUDGET: \$ _____

• **FOR CATEGORY 18– PROJECT OF THE YEAR** _____

For Project of the Year entries, please check the categories entered on which you would like the project to be judged (please see entry requirements for Category 18).

NEW HOME DESIGN

- Most Outstanding Single Detached Home under 1500 sq. ft.
- Most Outstanding Single Detached Home over 1500 sq. ft.

ROOM DESIGN

- Most Outstanding Kitchen
- Most Outstanding Bathroom

ADVERTISING

- Best Print Ad, black & white or colour
- Best Internet Web-Site – builder or renovator

ON-SALES PRESENTATION

- Best Sales Brochure
- Best new Home Sales Office
- Best Interior Decorating – Model Home/Suite
- Best Project Logo Design & Signage

This **AWARDS ENTRY FORM #2** must accompany **EACH** category entered. If you enter more than one category, please duplicate as needed. Entries can not be accepted without the applicable information on this form.

WHO IS YOUR TARGET MARKET?

BUYER PROFILE

Mark as many boxes as appropriate. For example, if you are targeting first time & move up buyers mark both boxes.

- First time buyer
- Move up buyer
- Move down buyer
- Empty nester
- Other

DEMOGRAPHICS

If targeting more than one group, mark as many boxes as appropriate.

Age Group

- 25 or under
- 26 to 35
- 36 to 45
- 46 to 55
- 56 to 65
- over 65

FAMILY MAKEUP

If targeting more than one group, mark as many boxes as appropriate.

- Single adult with children at home
- Single adult no children (or none at home)
- Couple without children (or none at home)
- Couple with children at home
- Unrelated adults
- Other

PROFESSIONAL STATUS

If targeting more than one group, mark as many boxes as appropriate.

- White collar or professional
- Blue collar
- Retiree
- Other

HOUSEHOLD INCOME

(members contributing to purchase or mortgage only)

If targeting more than one group, mark as many **boxes** as appropriate.

- \$25,000 to \$40,000
- \$40,001 to \$55,000
- \$55,001 to \$70,000
- \$70,001 to \$85,000
- \$85,001 to \$100,000
- over \$100,000

SQUARE FOOTAGE & PRICE RANGE

If more than one product category, specify for each category.

Single Detached - low rise

from _____ to _____ sq. ft.

Price Range

from \$ _____ to \$ _____

Multi-Unit – 4 Stories or less

from _____ to _____ sq. ft.

Price Range

from \$ _____ to \$ _____

PROJECT SCALE

1 Total Number of Units in ENTIRE project:

Number of Units in
YOUR portion
of ENTIRE project:

2 Total Number of Units in CURRENT project:

Number of Units in
YOUR portion
of CURRENT phase:

3 Number of SALES in YOUR portion

of CURRENT phase:

From Date: _____ To Date: _____

Number of SALES in
YOUR portion
of ENTIRE project:

From Date: _____ To Date: _____

PETERBOROUGH & THE KAWARTHAS HOME BUILDER of the YEAR

This form **AWARDS ENTRY FORM #3** shall be completed IN ADDITION to the AWARDS ENTRY FORM #1.

Use additional pages where necessary.

Please attach a printout of this information to AND provide the file in MS WORD format on CD

Use this form in conjunction with Category 19 and Criteria, Page 6

SALES AND MARKETING EXCELLENCE

1. Award Participant in:

Local/provincial/national forum

Year Event

2. Award Participant in:

Local/provincial/national forum

Year Event

UNIQUE DESIGN

1. House Plan for (client)

Year Location

2. House Plan for (client)

Year Location

3. House Plan for (client)

Year Location

COMMUNITY SERVICES

Details of you community involvement/enhancement

SUPPORT OF INDUSTRY

Details of your efforts for homebuilder awareness and promotion of your local association

SURVIVAL

Details of your efforts to adapt to changing needs, the economy or the environment

REFERENCES

Please include 3 written references with mailing addresses for closed purchasers/clients