

# JUDGE'S WORKSHEET 2024 OBIE AWARDS

ID Number: \_\_\_\_\_  
 Date: \_\_\_\_\_  
 Time: \_\_\_\_\_

### 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                               |

### 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
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 \_\_\_\_\_  
 \_\_\_\_\_

**Judged by:** \_\_\_\_\_



# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
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 \_\_\_\_\_  
 \_\_\_\_\_

**Judged by:** \_\_\_\_\_



# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
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 \_\_\_\_\_

**Judged by:** \_\_\_\_\_



# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

**Judged by:** \_\_\_\_\_



# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
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 \_\_\_\_\_

**Judged by:** \_\_\_\_\_



# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Judged by:** \_\_\_\_\_



# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
 \_\_\_\_\_  
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 \_\_\_\_\_

**Judged by:** \_\_\_\_\_



# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Judged by:** \_\_\_\_\_





# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
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 \_\_\_\_\_  
 \_\_\_\_\_

**Judged by:** \_\_\_\_\_



# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
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**Judged by:** \_\_\_\_\_



# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
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 \_\_\_\_\_  
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**Judged by:** \_\_\_\_\_



# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
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 \_\_\_\_\_  
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**Judged by:** \_\_\_\_\_

# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
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 \_\_\_\_\_  
 \_\_\_\_\_

**Judged by:** \_\_\_\_\_



# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Judged by:** \_\_\_\_\_



# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Judged by:** \_\_\_\_\_



# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
 \_\_\_\_\_

**Judged by:** \_\_\_\_\_





# JUDGE'S WORKSHEET 2024 OBIE AWARDS

ID Number: \_\_\_\_\_  
 Date: \_\_\_\_\_  
 Time: \_\_\_\_\_

## Remodeling Categories:

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

**Judges Comments:** \_\_\_\_\_  
 \_\_\_\_\_  
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 \_\_\_\_\_

**Judged by:** \_\_\_\_\_



# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
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**Judged by:** \_\_\_\_\_



# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
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**Judged by:** \_\_\_\_\_



# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
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**Judged by:** \_\_\_\_\_



# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
 \_\_\_\_\_

**Judged by:** \_\_\_\_\_



# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_

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**Judged by:** \_\_\_\_\_



# JUDGE'S WORKSHEET 2024 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	
<b>TOTAL POINTS</b>	

**Judges Comments:** \_\_\_\_\_  
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**Judged by:** \_\_\_\_\_