

THE GREATER ATLANTA HOME BUILDERS



AWARDS

OCTOBER 19, 2024

ENTRY GUIDE

[www.AtlantaHomeBuilders.com](http://www.AtlantaHomeBuilders.com)

Free Consumer Advertising for the Winners

Multiple Entry Discounts





## **WELCOME TO THE 44TH ANNUAL OBIE AWARDS!**

Now is the time for you to show the Atlanta community that you are the BEST by winning a 2024 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
- List of Categories

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 19th, 2024 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,

**Bill Lisecki**  
**GAHBA President**

**Trisha Yeager**  
**SMC Chairman**



## CALL FOR ENTRIES

The Sales and Marketing Council (SMC) of the Greater Atlanta Home Builders Association (GAHBA) announces the 44th 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 2024 OBIE Awards will be presented at the annual Awards Gala on Saturday, October 19, 2024. 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) Create a login at the website below: [https://webportalapp.com/sp/login/atl\\_home\\_builders\\_association](https://webportalapp.com/sp/login/atl_home_builders_association)
- 3) Please click "+Create a Profile to Get Started" to begin. You can always edit your Profile by clicking "Edit". You cannot move forward until you have completed your Profile.
- 4) To begin your initial application, click "+Get Started" below. If you're submitting an additional entry please return to the home page select "+Add Another" below to begin. When you return to this Homepage, you can see the status of your submission by the colored status bar below the submission card.
- 5) Select "Open" next to the "2024 OBIE Awards Application" to begin your application. Select the category in which you are submitting an application for and select "Save Draft" at the top right corner. This will name your application so that you can come back later if needed.
- 6) Once you have filled out your application, click the link in the application to pay for your entries via the GAHBA membership portal. Select the blue "Continue" button to proceed to Atlas to make your payment. You may pay for multiple entries at a time. **\*\*Please note: If you have not submitted payment for your entry by the application deadline, your entry will be disqualified.**
- 7) When you are finished with your application, select "Mark Complete". You will then be prompted back to the Application Intake page. To submit your entry, select the green "Submit" button. Please note that you can make adjustments to your entry up until the OBIE Entry deadline.
- 8) If you are submitting multiple entries, you can go back to "Homepage" at any time to "Add Another" application. All of your applications will be available under your Homepage.

## IMPORTANT DATES

Late April - Applications/Entries Open  
July 8th - Entry Materials and Application Deadline  
July 26th - August 4th - Online Judging  
October 19th - OBIE Awards Gala at the Georgia Aquarium

**PA categories will now require a video submission instead of an interview.**



## 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, 2023 and June 15, 2024 . 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

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**There is a fee of \$350 per entry for all categories. Enter 3 or more categories and reduce each entry fee by \$25 each.**

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**All entry fees are NON-REFUNDABLE after July 8th, 2023, even if you do not complete and turn in your entry materials.** Entry fees will not be transferred to the next year.

### MEMBER ID NUMBER

To verify that you are a member of the Greater Atlanta Home Builders Association, you will need to enter your member ID into the "profile" section of the application. You should be able to access via Atlas, the Greater Atlanta Home Builders Association's membership portal. If you cannot access your membership ID, please contact us at 770-938-9900

### ENTRY ID NUMBERS

There will be no entry ID numbers assigned for each submission this year. For your records, please make a list of your submissions to keep track of. Submissions in the system should be identified as the **"Builder/Company Name - Category you are submitting for"**.

### 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 Winners Book and at the Awards Gala. Details regarding photography and videography requirements, such as image size and resolution will be included in your Entry 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. Judges will have access to your online entries and will begin remote judging on Friday, July 26th through Monday, August 5th.

**Personal Achievement candidates ARE required to submit a video on why they should win. There will not be an interview with judges this year.**

## **SPECIAL REMINDERS**

The deadline for entry materials is July 8th. **\*\*Please note that you will be NOT be notified if you are missing any materials.** Please ensure that you are reading the categories thoroughly to see what information you need to submit. Entries with missing materials will not be moved on to the judging portion of the process.

**All entries will be electronically judged this year (2024).**

**There is no limit to the number of entries you may enter in the same category.**

**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.**

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



## **PERSONAL ACHIEVEMENT CATEGORIES**

PA1 Rookie Salesperson of the Year  
PA2 Salesperson of the Year  
PA3 Sales Manager of the Year  
PA4 Marketing Director of the Year  
PA5 Sales Team of the Year

PA6 Online Specialist of the Year  
PA7 Mortgage Professional of the Year  
PA8 Remodeler of the Year  
PA9 Attorney Professional 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](http://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 ARE required to submit a video on why they should win. There will not be an interview with judges this year.**

## **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 functionable 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)**

B2	\$299,999 and under	B8	\$800,000 to \$899,999
B3	\$300,000 to \$399,999	B9	\$900,000 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)**

B12	\$299,999 and under	B18	\$800,000 and above
B13	\$300,000 to \$399,999		
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	B28	\$800,000 and above
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 to \$799,999		

**Luxury Builder Category (All Builders)—New Category**

B31	\$1.2 Million to \$1.49 Million	B34	\$3 Million to \$4 Million
B32	\$1.5 Million to \$2 Million	B35	\$4 Million to \$5 Million
B33	\$2 Million to \$3 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**

B37	\$299,999 and under	B40	\$500,000 to \$599,999
B38	\$300,000 to \$399,999	B41	\$600,000 to \$699,999
B39	\$400,000 to \$499,999	B42	\$700,000 to \$799,999
		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 to \$699,999
B47	\$400,000 to \$499,999	B50	\$700,000 and above

### **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)**

B60	\$299,999 and under	B63	\$500,000 to \$599,999
B61	\$300,000 to \$399,999	B64	\$600,000 and above
B62	\$400,000 to \$499,999		

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

B65	\$299,999 and under	B68	\$500,000 to \$599,999
B66	\$300,000 to \$399,999	B69	\$600,000 and above
B67	\$400,000 to \$499,999		

### **Single Family - Zero Lot Line (All Builders)**

B70	\$299,999 and under	B73	\$400,000 to \$499,999
B71	\$300,000 to \$399,999	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)**

M2	\$299,999 and under	M5	\$500,000 to \$599,999
M3	\$300,000 to \$399,999	M6	\$600,000 to \$699,999
M4	\$400,000 to \$499,999	M7	\$700,000 to \$799,999
		M8	\$800,000 and above

**Best Interior Merchandising - Attached Model (Judged Electronically)**

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

**Best Sales Center (Judged Electronically)**

- M17 Model Home Sales Office
- 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

M32 Video Promotion (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

M49 Best Email Marketing Message

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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