

45TH
OBIE
AWARDS

October 25, 2025

Entry Guide



WELCOME TO THE 45TH ANNUAL OBIE AWARDS!

Now is the time for you to show the Atlanta community that you are the BEST by winning a 2025 OBIE Award. 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 25th, 2025 at the Coca-Cola Roxy.

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,

James Nash
GAHBA President

Joy Dyess
SMC Chairwoman



CALL FOR ENTRIES

The Sales and Marketing Council (SMC) of the Greater Atlanta Home Builders Association (GAHBA) announces the 45th 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 2025 OBIE Awards will be presented at the annual Awards Gala on Saturday, October 23, 2025. The Sales and Marketing Council invites you to be a part of this prestigious awards program.

IMPORTANT DATES

Late April - Applications/Entries Open

July 7th - Entry Materials and Application Deadline

July 25th - August 3rd - Online Judging

October 25th - OBIE Awards Gala at the Coca-Cola Roxy



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/2025obieapplication>
- 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 "2025 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 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.

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, 2024 and June 15, 2025. 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 \$350 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 July 7th, 2025, even if you do not complete and turn in your entry materials. Entry fees will not be transferred to the next year.

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 25th through Sunday, August 3rd.

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 7th.

****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 (2025).

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 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:

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 | B7 \$700,000 to \$799,999 |
| B3 \$300,000 to \$399,999 | B8 \$800,000 to \$899,999 |
| B4 \$400,000 to \$499,999 | B9 \$900,000 to \$999,999 |
| B5 \$500,000 to \$599,999 | B10 \$1 Million to \$1.2 Million |
| B6 \$600,000 to \$699,999 | |

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

| | |
|----------------------------|----------------------------|
| B12 \$299,999 and under | B16 \$600,000 to \$699,999 |
| B13 \$300,000 to \$399,999 | B17 \$700,000 to \$799,999 |
| B14 \$400,000 to \$499,999 | B18 \$800,000 and above |
| B15 \$500,000 to \$599,999 | |

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

| | |
|----------------------------|----------------------------|
| B22 \$299,999 and under | B26 \$600,000 to \$699,999 |
| B23 \$300,000 to \$399,999 | B27 \$700,000 to \$799,999 |
| B24 \$400,000 to \$499,999 | B28 \$800,000 and above |
| B25 \$500,000 to \$599,999 | |

Luxury Builder Category (All Builders)

| | |
|-------------------------------------|----------------------------------|
| B31 \$1.2 Million to \$1.49 Million | B34 \$3 Million to \$3.9 Million |
| B32 \$1.5 Million to \$2 Million | B35 \$4 Million to \$4.9 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

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

B40 \$500,000 to \$599,999

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) AND/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

M2 \$299,999 and under

M3 \$300,000 to \$399,999

M4 \$400,000 to \$499,999

M5 \$500,000 to \$599,999

M6 \$600,000 to \$699,999

M7 \$700,000 to \$799,999

M8 \$800,000 and above

Best Interior Merchandising - Attached Model

M10 \$299,999 and under

M11 \$300,000 to \$399,999

M12 \$400,000 to \$499,999

M13 \$500,000 to \$599,999

M14 \$600,000 to \$699,999

M15 \$700,000 to \$799,999

M16 \$800,000 and above

Reminders for Model Home Categories:

Model homes can only be entered in either the Best Building Design Model Categories (B40-B55) AND/OR in the Merchandising Model Categories (M2-M16).

Best Sales Center

M17 Model Home Sales Office

M18 Best Design Center

M19 Community Information & Sales Center/Condominium Complex Sales Center

Best Print Communication

M21 Magazine Ad - any size, any amount of color

M22 Newspaper Ad - any size, any amount of color

M23 New Homes Publication

Best Brochure

M24 Corporate - Builder/Developer

M25 Corporate - Associate

M26 Community

Best Logo

M27 Corporate - Builder/Developer

M28 Corporate - Associate

M29 Community



Best Audio/ Video

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

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

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 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

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 OR 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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