

1996 McSAM Winners

Best Builder Brochure

Newmark Home Corporation

Best Developer Brochure

Hillwood Development/Oakmont
created by Anderson Hanson

Best Direct Mail Piece

David Weekley Homes

Best B&W Newspaper Ad, 1/2 page or less

Fairfield Homes
created by Blandford-Akins, Inc.

Best B&W Newspaper Ad, over 1/2 page

The Estates at Tour 18
created by Art For Advertising, Inc.

Best Color Newspaper Ad

Hillwood Development/Stonebriar - "Golf Ad"
created by Anderson Hanson

Best Magazine Ad

Hillwood Development/Oakmont
created by Anderson Hanson

Best Radio Commercial

Balfour Holdings/Delsanter Development/Eldorado of McKinney
created by Blandford-Akins, Inc.

Best Promotional Video

Newmark Home Corporation

Best Overall Ad Campaign

Hillwood Development/Oakmont
created by Anderson Hanson

Best Realtor Sales Promotion

Newmark Home Corporation

Best Billboard

Balfour Holdings/Delsanter Development/Eldorado of McKinney
created by Blandford-Akins, Inc.

Best Overall Signage Program

MHI/Plantation Homes

Best Sales Office / Information Center

Centex Homes - "Heritage Estates"

Best Interior Merchandising for a Home Selling under \$100,000

United Homecraft - "Plan 92A at Timber Creek"
merchandised by Creative Design

Coleman Homes - "The Monte Carlo at Garden Ridge"
merchandised by Position by Design

Best Interior Merchandising for a Home Selling between \$100,000 and \$130,000

Grand Homes - "The Providence at Hulen Meadows"
merchandised by Memory Merchandising

Best Interior Merchandising for a Home Selling between \$130,000 and \$160,000

Grand Homes - "The Barrington at Fossil Ridge"
merchandised by Memory Merchandising

Best Interior Merchandising for a Home Selling between \$160,000 and \$200,000

David Weekley Homes - "The Jasmine at Hills of Prestonwood"
merchandised by Kathy Andrews Interiors

Best Interior Merchandising for a Home Selling between \$200,000 and \$300,000

Sovereign Homes - "Plan 646I-B at Foxborough Hollow"
merchandised by Creative Design

Best Interior Merchandising for a Home Selling over \$300,000

Toll Brothers, Inc. - "The Chadwick at Mallard Lakes"
merchandised by Third Coast Interiors

Best Architectural Design for a Home Selling under \$100,000

MHI / Pioneer Homes - "The Brookhaven at Lake Pointe"
designed by M 1. Design

Best Architectural Design for a Home Selling between \$100,000 and \$130,000

Diamond Homes - "Plan GH-55-8 at Hillcrest Highlands"
designed by A-I Home Plans

Best Architectural Design for a Home Selling between \$130,000 and \$160,000

Landstar Homes - "The Santa Fe at Custer Hills"
designed by Humphreys and Partners Architects

Best Architectural Design for a Home Selling between \$160,000 and \$200,000

Landstar Homes - "The Ascot at Churchill Crossing"
designed by Humphreys and Partners Architects

Best Architectural Design for a Home Selling between \$200,000 and \$300,000

MHI / Coventry Homes - "Design 4057 at Fairway Vista"
designed by M. L. Design

Best Architectural Design for a Home Selling between \$300,000 and \$500,000

Carmen Carl Guido, Buidler & Designer, Inc. - "Buffalo Creek"
designed by Wood-Stovall Architects/Designers

Custom Home of the Year

Main Place Custom Homes - "Woods Edge"

Special Achievement Award

Bob Thompson Homes, Inc. - "Valley Ridge Road"

Luxury Home of the Year

Robert Balkman Custom Homes - "Cliffview Drive"

Best Apartment/Multifamily Community

Carbon Development - "Homes of Prairie Springs"
designed by BGA Architects

Associate of the Year

Pat Ledbetter
Lone Star Gas

Title Company Representative of the Year

Julie Jordan Turpin
American Title Company

Mortgage Company Representative of the Year

Bill Winter
American Western Mortgage

Realtor of the Year

Kay Reeves
Ebby Halliday Real Estate

Best Rookie Sales Professional

Lara Schwarz
Diamond Homes

Best Sales Professional selling homes with an average price under \$100,000

Richard Umphress
Highland Homes

Best Sales Professional selling homes with an average price between \$100,000 and \$130,000

Ralph Rodriguez
Diamond Homes

Best Sales Professional selling homes with an average price between \$130,000 and \$160,000

Rick Tankersley
Centex Homes

Best Sales Professional selling homes with an average price between \$160,000 and \$200,000

Chris Jackson
Centex Homes

Best Sales Professional selling homes with an average price between \$200,000 and \$300,000

Tom Bolen
Goodman Homes

Best Sales Professional selling homes with an average price over \$300,000

Michael Willett
Bruce Ott Custom Homes

Sales Manager of the Year

Joe Tinker
Centex Homes

Marketing Professional of the Year

Paula Miltenberger
Fairfield Homes

Legends of Marketing

Ron Formby
Kristelle Petersen

Grand Award

Centex Homes