

## 2003 McSAM Winners

### **Best Builder Brochure (TIE)**

Centex Homes/City Homes  
Created In-House  
David Weekley Homes

### **Best Developer Brochure**

Republic Property Group  
Created by: Anderson Hanson & Company

### **Best Direct Mail Piece**

David Weekley Homes

### **Best B & W Newspaper Ad - for a Builder**

Centex Homes/City Homes  
Created In-House

### **Best Color Newspaper Ad - for a Builder**

Sotherby Homes  
Created by: The Point Group

### **Best Magazine Ad - for a Builder**

David Weekley Homes  
Created In-House

### **Best Color Newspaper Ad - for a Developer**

Republic Property Group  
Created by: Anderson Hanson & Company

### **Best Magazine Ad - for a Developer**

Terrabrook Communities  
Created by: eM Group

### **Best Broadcast Ad - for a Builder or Developer**

Republic Property Group  
Created by: Anderson Hanson & Company

### **Best Web Site - for a Builder**

Centex Homes/City Homes -- [cityhomesusa.com](http://cityhomesusa.com)

### **Best Web Site - for a Developer**

Huffines & Partners Inc - [providence-tx.com](http://providence-tx.com)  
Created by: DeWitt Marketing

### **Best Overall Ad Campaign - for a Builder**

Choice Homes Inc

### **Best Sales Promotion - for a Builder**

Sotherby Homes  
Created by: The Point Group

**Best Realtor Promotion - for a Builder**

Toll Brothers Inc

Created by: Anderson Hanson & Company

**Best Overall Ad Campaign - for a Developer**

Wynne/Jackson Inc

Created by: Anderson Hanson & Company

**Best Sales Promotion - for a Developer**

Leman Development

Created by: DeWitt Marketing

**Best Realtor Promotion - for a Developer**

Hillwood Development Corp

Created by: Anderson Hanson & Company

**Best Billboard - for a Builder**

David Weekley Homes

Created In-House

**Best Overall Signage Program - for a Builder**

Centex Homes/Fox and Jacobs Homes

Created In-House

**Best Billboard - for a Developer**

Provident Realty (non-member developer)

Created by: Anderson Hanson & Company

**Best Overall Signage Program - for a Developer**

Republic Property Group

Created by: Anderson Hanson & Company

**Best Sales Office/Information Center - for a Builder**

Centex Homes - Willis Coves

**Best Design Center - for a Builder**

Sotherby Homes - 17390 Preston Road

**Best Interior Merchandising - under \$125,000**

Choice Homes Inc - Providence - The Chatham

Merchandised by: Position By Design

**Best Interior Merchandising - \$125,001 & \$150,000**

Choice Homes Inc - Providence - The Newport

Merchandised by: Position By Design, Inc

**Best Interior Merchandising - \$150,001 & \$175,00**

Choice Homes Inc - Providence - The Rosecliff

Merchandised by: Position By Design

**Best Interior Merchandising - \$175,001 & \$200,000**

MHI/Plantation Homes - Chisholm Ridge - Raleigh

Merchandised by: Chapman Design Inc

**Best Interior Merchandising - \$200,001 & \$250,000**

Centex Homes - Shores of Wellington - The Thornberry Merchandised by: Five Star Interiors

**Best Interior Merchandising - \$250,001 & \$300,000**

Sotherby Homes - Waterford Trails - 6202  
Merchandised In-House

**Best Interior Merchandising - \$300,001 & \$400,000**

David Weekley Homes - Cheyenne Crossing - The Pierce  
Merchandised by: Kathy Andrews Interiors

**Best Interior Merchandising - \$400,001 & \$600,000**

Toll Brothers Inc - The Preserve - Strathmore Traditional

**Best Architectural Design - under \$125,000**

Choice Homes Inc - Providence - Newport

**Best Architectural Design - \$125,001 & \$150,000**

Goodman Family of Builders/ Westminster Homes - Harvest Ridge - Garrison Designed In-house

**Best Architectural Design - \$150,001 & \$175,000**

Choice Homes Inc - Providence - Rosecliff  
Designed by: N.T.S. Architects & Planners Inc

**Best Architectural Design - \$175,001 & \$200,000**

Kimball Hill Homes - Trails of West Frisco - Cumberland

**Best Architectural Design - \$200,001 & \$250,000**

Kimball Hill Homes - Wisterak at Lantana - Pebble Beach  
Designed In-house

**Best Architectural Design - \$250,001 & \$300,000**

Goodman Family of Builders/ K Hovnians Four Seasons - Heritage Ranch - St. Andrews  
Designed In-house

**Best Architectural Design - \$300,001 & \$400,000**

Mercedes Homes Inc - Stratford Manor at Stonebridge Ranch - Concept 3767  
Designed In-house

**Best Architectural Design - \$400,001 & \$600,000**

Toll Brothers Inc - The Oaks of Wellington - Radcliff Country Manor  
Designed In-house

**Best Architectural Design - Townhome or Condominium over \$250,000**

Centex Homes/City Homes - Cascada

**Best Zero Lot Line Product - under \$250,000**

Mercedes Homes Inc - Saddle Brook at Lone Star Ranch - Villa Capri  
Designed In-house

**Best Multifamily Rental Community**

Palladium (USA) International Inc - Grand Treviso Apartments  
Designed by: Womack + Hampton Architects LLC

**Associate of the Year**

Tim Neal  
Texas Door and Trim Inc

**Advertising/Public Relations Person of the Year**

Ana Blanton  
Anderson Hanson & Company

**Best Rookie Sales Professional**

Melissa Hopkins  
Engle Homes/Newmark Homes

**Best Sales Professional - under \$125,000**

Nely Anderson  
Centex Homes/Fox and Jacobs Homes

**Best Sales Professional - \$125,001 & \$150,000**

Brandi Stewart  
Goodman Family of Builders/Westminster Homes

**Best Sales Professional - \$150,001 & \$175,000**

Mark Elfenbein  
Centex Homes

**Best Sales Professional - \$200,001 & \$250,000**

Linda Cook  
Goodman Family of Builders

**Best Sales Professional - \$250,001 & \$300,000**

Jennifer Traver  
Grand Homes Inc

**Best Sales Professional - \$300,001 & \$400,000**

Michelle Smith  
Goodman Family of Builders

**Sales Manager of the Year**

Tracy Watson  
Engle Homes/Newmark Homes

**Senior Sales Executive of the Year**

Bill Cox  
Centex Homes/Fox and Jacobs Homes

**Marketing Coordinator of the Year**

Elaine Masler  
Ashton Woods Homes

**Marketing Executive of the Year**

Lisa McCarroll  
Engle Homes/Newmark Homes

**Legends of Sales and Marketing**

Charles L Williams, Jr  
The Williams Group

Allan Rosenburg  
Point Group

**McSAM Builder of the Year**

Centex Homes/Fox & Jacob/CityHomes