

2004 McSAM Winners

Best Builder Logo

Sotherby Homes

Best Developer Logo

Lantana, Republic Property Group

Best Builder Brochure

David Weekley Homes

Best Developer Brochure

Savannah

Huffines Communities, Inc.

Created by: DeWitt Marketing

Best Direct Mail Program

Lantana

Republic Property Group

Created by: Anderson Hanson & Blanton

Best B & W Newspaper Ad - for a Builder

Woodhaven Homes

Created by: Anderson Hanson & Blanton

Best Color Newspaper Ad - for a Builder

Sotherby Homes - It must be a Sotherby - "Cake"

Created by: mondayMorning Creative Group

Best Magazine Ad - for a Builder

Centex Homes/City Homes

Cascada

Created In-House

Best Color Newspaper Ad - for a Developer

Heritage of Celina - Wilbow Corp, Inc. - "Football"

Created by: Blandford-Akins, Inc.

Best Magazine Ad - for a Developer

Woodbridge

Herzog Development Corporation

Created by: Anderson Hanson & Blanton

Best Radio Ad - for a Builder or Developer

Centex Homes/Fox & Jacobs Homes

Created by: Miles Brand

Best Television Ad - for a Builder or Developer

Providence

Huffines Communities, Inc.

Created by: DeWitt Marketing and Crozier Henderson Productions

Best Web Site - for a Builder

Bowen Family Homes - bowenfamilyhomes.com

Best Web Site - for a Developer

Lantana

Republic Property Group - lantanatexas.com

Best On-Line Advertising Campaign - for a Builder

Choice Homes - Home Search 101

Best Multimedia Piece

Lantana

Republic Property Group

Created by: Anderson Hanson & Blanton

Best Overall Ad Campaign - for a Builder

David Weekley Homes

Best Sales Promotion - for a Builder

Darling Homes - Stonebridge Ranch

Created by: Anderson Hanson & Blanton

Best Realtor Promotion - for a Builder

Toll Brothers - "Fantasy Fares"

Created by: Anderson Hanson & Blanton

Best Overall Ad Campaign - for a Developer

Lantana

Republic Property Group

Created by: Anderson Hanson & Blanton

Best Sales Promotion - for a Developer

Lone Star Ranch - Land Advisors, Inc.

Created by: DeWitt Marketing

Best Billboard - for a Builder

Morrison Homes of Texas Inc. - "More Wow!"

Created by: Anderson Hanson & Blanton

Best Overall Signage Program - for a Builder

Sotherby Homes

Created by: mondayMorning Creative Group

Best Billboard - for a Developer

Lantana

Republic Property Group - "Two Children"

Created by: Anderson Hanson & Blanton

Best Overall Signage Program - for a Developer

Lantana

Republic Property Group

Created by: Anderson Hanson & Blanton

Best Sales Office/Information Center - for a Builder

Centex Homes/City Homes - 3209 Fitzhugh Ave.

Best Design Center - for a Builder

David Weekley Homes Design Center, Carrollton

Best Interior Merchandising - for a home with a sales price under \$125,000

Centex Homes/Fox & Jacobs Homes - Poynter Crossing - The Lexington

Best Interior Merchandising - for a home with a sales price between \$125,001 & \$150,000

Bowen Family Homes - Country Lakes - The Argyle

Best Interior Merchandising - for a home with a sales price between \$150,001 & \$175,000

Centex Homes - Harriet Creek -- Patapsco

Merchandised by: Five Star Interiors

Best Interior Merchandising - for a home with a sales price between \$175,001 & \$200,000

Mercedes Homes - Avondale -- Remington

Best Interior Merchandising - for a home with a sales price between \$200,001 & \$250,000

Vision Homes - Savannah -- Oglethorpe

Best Interior Merchandising - for a home with a sales price between \$250,001 & \$300,000

Sotherby Homes - Creek Side -- #5401

Merchandised In-House

Best Interior Merchandising - for a home with a sales price between \$300,001 & \$400,000

Toll Brothers - Lakes of Buckingham - St. James Renaissance

Merchandised by: Creative Design

Best Interior Merchandising - for a home with a sales price between \$400,001 & \$600,000

Sotherby Homes - Rolling Ridge Estates - #8303

Merchandised In-House

Best Architectural Design - for a home with a sales price under \$125,000

Centex Homes/Fox & Jacobs Homes - Poynter Crossing - The Lexington

Designed In-House

Best Architectural Design - for a home with a sales price between \$125,001 & \$150,000

Vision Homes - Savannah -- Tybee

Best Architectural Design - for a home with a sales price between \$150,001 & \$175,000

Centex Homes - Panther Creek -- Carson

Designed In-House

Best Architectural Design - for a home with a sales price between \$175,001 & \$200,000

Bowen Family Homes - Creekside Estates - San Marcos

Designed by: John Lively & Associates

Best Architectural Design - for a home with a sales price between \$200,001 & \$250,000

Vision Homes - Savannah -- Oglethorpe

Best Architectural Design - for a home with a sales price between \$250,001 & \$300,000

Sotherby Homes - Waterford Trails - #6205
Designed by: Don R Moore and Associates

Best Architectural Design - for a home with a sales price between \$300,001 & \$400,000

Sotherby Homes - Estates on Legacy - #6129
Designed by: Don R Moore and Associates

Best Architectural Design - for a home with a sales price between \$400,001 & \$600,000

Sotherby Homes - Rolling Ridge Estates - #8303
Designed by: Don R Moore and Associates

Best Architectural Design - for a Townhome or Condominium with a sales price under \$250,000

Centex Homes - Charleston Square - Charleston

Best Architectural Design - for a Townhome or Condominium with a sales price over \$250,000

Urban Innovations - Villas of Bryan Place
Designed by: RC3D Architects, Inc.

Luxury Home of the Year - for a home priced over \$600,000

MJR Exclusive Residences -- Robledo

Best Multifamily Rental Community

Rock Ridge Ranch Apartment Homes
Designed by: Galier.Tolson.French.Design Associates

Associate of the Year

Lloyd Jones
Countrywide Home Loans

Best Rookie Sales Professional

Valerie Otwell
Bowen Family Homes

Best Sales Team

Larry Wall, David Duwe, & Cliff Cox
Choice Homes

Best Sales Professional - with an average sales price under \$125,000

Suzanne Bozek
Choice Homes

Best Sales Professional - with an average sales price between \$125,000 & \$150,000

Janet (Murphee) Evans
Choice Homes

Best Sales Professional - with an average sales price between \$150,001 & \$175,000

Kay Fisher
Mercedes Homes

Best Sales Professional - with an average sales price between \$175,001 & \$200,000

Aleasha Ross
Goodman Family of Builders

Best Sales Professional - with an average sales price between \$200,001 & \$250,000

Peter Buckley
David Weekley Homes

Best Sales Professional - with an average sales price between \$250,001 & \$300,000

Lara O'Keefe
David Weekley Homes

Best Sales Professional - with an average sales price between \$300,001 & \$400,000

Andy Voigt
David Weekley Homes

Best Sales Professional - with an average sales price of \$400,001 and up

Thomas E. Bolen
Dave R Williams L.P.

Sales Manager of the Year

Gavin Staples
Choice Homes

Senior Sales Executive of the Year

Lisa Dritschler
Sotherby Homes

Marketing Coordinator of the Year

Kelly Jowell
David Weekley Homes

Marketing Director of the Year

Teresa Carson
Republic Property Group

Master-planned Community of the Year

Lantana
Republic Property Group

McSAM Builder of the Year - over 1000 units completed

Centex Homes/Fox & Jacobs Homes/City Homes

McSAM Builder of the Year - under 1000 units completed

Sotherby Homes