



## 2009 McSam Winners

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### **Marketing, Advertising, Signage & Online**

#### **Best Builder Logo**

Newport Homebuilders, LiveGreen

Created by: Anderson Hanson Blanton

#### **Best Development Logo**

Southern Land Company, Tucker Hill

Created by: Slingshot, LLC

#### **Best Builder Brochure**

The Grand Lodge at Craig Ranch

Created by: Anderson Hanson Blanton

#### **Best Developer Brochure**

BG Development Group, The Peninsulas at Lake Bob Sandlin

Created by: mundayMorning Creative Group

#### **Best Direct Mail Piece**

Castle Hills Estates and Dreams

Created by: Bright & Co. Marketing

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

Toll Brothers, Inc., I Wish I Had...

Created In-House

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

Portrait Homes

Created by: Anderson Hanson Blanton

**Best Newspaper Ad for a Developer**

Wynne/Jackson, Inc., The Tribute

Created by: Anderson Hanson Blanton

**Best Magazine Ad for a Developer**

Republic Property Group, Lantana

Created by: Anderson Hanson Blanton

**Best Radio Ad**

History Maker Homes

Created by: Milesbrand

**Best Television Ad**

DFW Housing Facts.org

Created by: Crozier Henderson Productions, Inc. & Anderson Hanson Blanton

**Best Web Site for a Builder**

American Legend Homes, [www.amlegendhomes.com](http://www.amlegendhomes.com)

Created by: Bright & Co. Marketing & Builder Designs

**Best Web Site for a Developer**

Southern Land Company, [www.tuckerhilltx.com](http://www.tuckerhilltx.com)

**Best Multifamily Web Site**

Conservatory Senior Living, [www.conservatoryseniorliving.com](http://www.conservatoryseniorliving.com)

Created by: Anderson Hanson Blanton

**Best Multimedia Piece**

Villa de Leon, Landmark on the River

Created by: Blandford-Akins, Inc.

**Best Email Marketing Campaign**

Huffines Communities, Inc., Savannah and Providence

Created by: DeWitt Marketing

**Best Ad Campaign for a Builder**

Newport Homebuilders, LiveGreen

Created by: Anderson Hanson Blanton

**Best Ad Campaign for a Developer – TWO Winners**

City of Melissa, Move to Melissa

Created by: Anderson Hanson Blanton

Villa de Leon, Gorilla Marketing 101

Created by: Blandford-Akins, Inc.

**Best Consumer Sales Promotion or Event**

Southern Land Company, Tucker Hill – Arts on the Lawn  
Presented by: McKinney Performing Arts Center

**Best Realtor® Promotion**

Hillwood Residential, Hillwood 2008 T.R.I.P.  
Created by: Anderson Hanson Blanton

**Best Realtor® Event**

Toll Brothers, Inc., Ruby Red Party  
Created by: Anderson Hanson Blanton

**Best Billboard for a Builder**

Ashton Woods Homes, Sloan Creek

**Best Sign Program for a Builder**

Ashton Woods Homes, Quail Run Signage

**Best Billboard for a Developer**

City of Melissa, Move to Melissa  
Created by: Anderson Hanson Blanton

**Best Marketing Sign Program for a Developer**

Hillwood Residential, Creeks of Preston Hollow  
Created by: Anderson Hanson Blanton

**Best Sales Office**

Craig Ranch  
Designed by: Anderson Hanson Blanton

**Best Design Center**

Grand Homes

## **Interior Merchandising**

**Best Interior Merchandising for a home with a sales price under \$200,000**

K. Hovnanian Homes, Rivers Edge  
Designed by: Creative Design - Model Home Interiors

**Best Interior Merchandising for a home with a sales price between \$200,000 & \$300,000**

Parkway Builders, Prestonwood - The Prescott  
Designed by: Creative Design - Model Home Interiors

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

Grand Homes, Grand Forest

Designed by: JE Design Group

**Best Interior Merchandising for a home with a sales price between \$400,000 & \$500,000**

K. Hovnanian Homes, The Preserve

Designed by: Creative Design - Model Home Interiors

**Best Interior Merchandising for a home with a sales price between \$500,000 & \$750,000**

K. Hovnanian Homes, The Aviary

Designed by: Creative Design - Model Home Interiors

**Best Interior Merchandising for a home with a sales price between \$750,000 & \$1,000,000**

Flagstone Custom Homes, La Maison D'Ashley

Designed by: Robb & Stucky

## Architectural Design

**Best Architectural Design for a home with a sales price under \$200,000**

David Besser Homes, The Yasmine

Designed by: Precision Designs

**Best Architectural Design for a home with a sales price between \$200,000 & \$300,000**

Sandlin Custom Homes, Monte Carlo

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

John Lively & Associates, The Edmondson

**Best Architectural Design for a home with a sales price between \$500,000 & \$750,000**

Toll Brothers, Inc, Vinton Renaissance

Designed In-House

**Best Architectural Design for a home with a sales price between \$750,000 & \$1,000,000**

Flagstone Custom Homes, La Maison D'Ashley

Designed In-House

**Best Architectural Design for a Townhome or Condominium with a sales price under \$300,000**

Humphreys & Partners Architects, L.P., Urban B-2

**Best Architectural Design for a Townhome or Condominium with a sales price over \$300,000**

Beeler Guest Owens Architects, Lucia

**Custom Home of the Year**

Tim Jackson Custom Homes, Casa de la Belleza  
Designed by: John Lively & Associates

**Luxury Home of the Year**

George Lewis Custom Homes, The Turtle Creek Project

## **Green Building**

**Best Green Building Marketing Promotion**

Newport Homebuilders, LiveGreen  
Designed by: Anderson Hanson Blanton

**Green Building Project of the Year**

Tonti Properties, La Valencia at Starwood

**Green Building Advocate of the Year**

Don Ferrier, Ferrier Custom Homes

**Honorable Mention – Green Building Advocate of the Year in Volume Building**

Kent LeSueur, Newport Homebuilders

## **Individual Achievement**

**Associate of the Year**

Dennis Carriero, New Home Guide

**Realtor® of the Year**

Danielle Boling, Network Real Estate Partners

**Rookie Sales Professional of the Year**

Taylor Beiriger, Ashton Woods Homes

**Best Sales Professional – average sales price under \$200,000**

Anne Carrancejje, Cheldan Homes

**Best Sales Professional – average sales price between \$200,000 & \$300,000**

David Cullar, American Legend Homes

**Best Sales Professional – average sales price over \$300,000**

Louise Lewis, Grand Homes

**Luxury Sales Professional of the Year**

Grady Yates, Sharif & Munir Enterprises

**Sales Manager of the Year**

Brian Kopp, Ashton Woods Homes

**Marketing Professional of the Year for a Builder**

Dawn Cawood, Grand Homes

**Marketing Professional of the Year for a Developer**

Ashley Simpson, Hillwood Residential

**Legends of Sales & Marketing**

Susan Taylor

## **Community of the Year**

**Best Multifamily Rental Community**

Humphreys & Partners Architects, L.P., Villas of Hillcrest

**Best Marketed Community**

Southern Land Company, Tucker Hill

**Community of the Year**

Hillwood Residential, Heartland

## **Builder of the Year**

**Builder of the Year**

Grand Homes