



Tips and Tricks to a Successful Entry Program Definitions & FAQ's

A solid presentation helps the judges see how good your work really is. Here are tips from judges and winning entrants that can help you make submittals as complete and effective as possible.

Plan Ahead

- Review possible entries, and make final decisions in a timely fashion; 3-4 weeks from the deadline is not too soon to start.
- Make your selections early and submit to gain your entry serial numbers. Don't wait until the deadline — too much pressure.
- Organize all work from this starting point, and be systematic; try to nail down all elements of the final package well ahead of the deadline.

Photography

- Get the best you can afford — photography does not win the award, however bad photography can hurt your entry.
- If you have a favorite architectural photographer, book him/her NOW. The best are in great demand. If you don't have a favorite, Ask veteran entrants who they like best, and why. Fully use your photographer's expertise. The best can help you resolve issues of shot selection, number of models to shoot, when to shoot, etc.
- Focus interior photography on architectural interest: room relationships, volumes, views, sculptural elements and other details. Don't emphasize furniture.
- Focus exterior photography on elevation strength, entry details, streetscape, neighborhood character, community interest, etc.

Don't Shoot Yourself in the Foot

Fundamental errors are the easiest to make; check your work. Make sure you have the required number of photos, the floor plan and complete marketing statement.

Marketing Statement Forms

- Concise to the point statements written to enhance the imagery submitted. Point out strategies, challenges, constraints – how the team addressed these and what were the results. Discuss elements in the photos/imagery submitted. Stay away for referencing elements not seen in photos. Example: don't reference the adorable little girls room, if no image is available.
- Know your audience — the judges are members of the industry.
- Write and present your materials as a professional project. Avoid messaging that is directed as sales or consumer focused.

IMAGE REQUIREMENTS & GUIDELINES

All images should be saved at a resolution of approximately w-1800. Save all images as a JPEG files 300dpi at highest quality.

Cosmetic removal of construction or environmental challenges are acceptable (power lines, construction, traffic, reflections, etc.).

IMPORTANT DATES

Entry Applications - March 9

Entry Materials Due - March 9 by Midnight - NO EXTENSIONS

Judging - March 21-23 - Community Tours March 22 - Personal Interviews March 23

Entry Fees

Categories 1-59 \$125 per entry

Categories 60-61 \$500 per entry

Categories 62-65 \$75 per entry

Open members of the Dallas Builders Association only

DEFINITIONS

Rookie Sales - defined as a professional who has been selling new homes for less than 24 months.

Average Sales Price - determined by taking the lowest price home and the highest price home within the community and dividing by 2.

Patio Home - defined as a single family detached home with a zero Lot line

Attached Home - defined as a home with shared walls and amenities - may be a condo

Best Design Series – Recognizing a series of home plans by a single builder

Builder Neighborhood of the Year - Defined as a single builder within a limited lot offering or enclave of homes.

Community of the Year Under 600 Acres - Defined as a development with multiple builders, multiple product types, plus amenities

Master Planned Community of the Year 600 Acres or More - Defined as a development multiple builders, multiple product types, plus amenities

Multifamily Community of the Year – Apartment or Condominium maybe for sale or for rent

FREQUENTLY ASK QUESTIONS

Can I enter a project that was entered for last year's competition? Yes, provided that the community was open for sale within the stated competition period and has not received a McSAM Award within the same category.

Can I enter a project that has won other awards or been previously published? Yes, as long as it hasn't has not received a McSAM Award within the same category.

Can I submit a candidate who was honored last year within the same category? No, the previous year's honoree may not compete within the same category.

What if another company submitted the project for these awards last year? Can I enter it this year? Projects can only win once per category, regardless of the company who submits. You may submit it again if it did not win.

Can I enter the same house/community in more than one category? Yes. Eligibility for each award category can be found on the categories page.

Submission: Complete the online registration here. You will then receive an entry confirmation via email outlining the entry process. It is a completely digital process.

What if the online process isn't working? If you have difficulty with the online form or webpage please contact Lisa Parrish at Lisa@TeamPMP.com or 909-987-2758.

Can I change my entry to a different category after submitting? Yes, you may change your entry to a different category prior to the entry deadline by contacting Lisa Parrish.

Can the project statement exceed 200 words? Entrants are encouraged to keep statements succinct and focus on the entry's highlights. Bulleted format is preferred.

Photographs: Each entry requires professional-quality color photographs of the completed projects. All projects should have written permission to use the photographs.

How many photos do I include with my entry packet? This varies by category. The number of photos allowed on the form is the max number that can be included within the submittal.

Do I need to submit plans and drawings? A floor plan should be submitted for each category that is it required. Entries without the required floor plan will be judged with the elements provided and may not score as highly in the group.

Can I use photographs I took myself? This is an option only if they are professional- quality photographs that can be reproduced for publication.

Do I need to include high-resolution images with my entry packet? All images should be saved at a resolution of approximately w-1800. Save all images as JPEG files 300dpi at highest quality.

Judging and Winners Details:

Who judges the McSAM Awards and how are winners selected? A panel of respected builders and design professionals from out of state are selected to judge entries. Judges are selected for their industry expertise and experience and will select a set of finalists and winners in each category.

Are project entries anonymous? Yes. The judges are not provided any information on the identity of the project team.

When will the winners be acknowledged? Finalists will be posted on the Dallas Builders Association website and notified via email. The final winners in each category will be announced at the McSAM Awards Banquet on April 14, 2018 at the Westin Galleria Dallas.

**For questions regarding entry submission entries, contact Lisa Parrish at
Lisa@TeamPMP.com or 909-987-2758.**