



2025 GALA Categories List

ENTRY MATERIALS ACCESS PERIOD & JUDGING PERIOD

Early Bird Entry Period – March 31 through May 16, 2025

Regular Entry Period – May 17 through May 23, 2025

Judging Period – June 17 through August 8, 2025

Entry Fees

Category 7: \$140 per entry

Categories 8-17: \$175 per entry

Category 3 & 18-50: \$460 per entry received before May 17 and \$490 per entry received after May 16

Categories 1, 2, 4, 5 and 6 do not require an entry fee and winners are determined based on a panel of judges. Please refer to the eligibility details below.

Eligibility Time Frame:

- All entries must have been available for sale, rental, sold, or viewed by 3/31/25
- Entries in Marketing Categories 22-32 must have been available to the public between 4/1/24-3/31/25
- Sales Achievement Entries in Categories 8-17 are for the period 4/1/24-3/31/25

Categories

Grand Awards

- 1. Home of the Year**
- 2. Custom Home of the Year**
- 3. Community of the Year**
 - a. Under 100 Home Sites
 - b. 100+ Home Sites
- 4. Hall of Fame**
- 5. Overall Sales Person of the Year**
- 6. Overall Sales Team of the Year**

Sales Achievement

- 7. Million-Dollar Club**
- 8. Exceptional Sales Effort**
- 9. Outstanding Sales Rookie**
- 10. Outstanding Sales Person**
 - a. Detached Homes Below \$399,999
 - b. Detached Homes Starting From \$400,000 - \$549,999
 - c. Detached Homes Starting From \$550,000 - \$699,999
 - d. Detached Homes Starting From \$700,000 - \$899,999
 - e. Detached Homes Starting From \$900,000 - \$1,799,999
 - f. Detached Homes Starting From Over \$1,800,000+
 - g. Attached Homes Below \$299,999
 - h. Attached Homes Starting From \$300,000 - \$399,999
 - i. Attached Homes Starting From \$400,000 - \$549,999
 - j. Attached Homes Starting From \$550,000 - \$699,999
 - k. Attached Homes Starting From \$700,000 - \$899,999
 - l. Attached Homes Starting From Over \$900,000+
 - m. Condominium Below \$299,999
 - n. Condominium Starting From \$300,000 - \$499,999
 - o. Condominium Starting From \$500,000 - \$699,999
 - p. Condominium Starting From \$700,000 - \$899,999
 - q. Condominium Starting From Over \$900,000+

- r. Multi-Priced/Multi-Product in 1 Community
- s. Multi-Priced/Multi-Product in 2+ Communities

11. Outstanding Sales Team

- a. Starting From \$300,000 - \$499,999
- b. Starting From \$500,000 - \$699,999
- c. Starting From \$700,000 - \$899,999
- d. Starting From Over \$900,000+
- e. Multi-Priced/Multi-Product in 1 Community
- f. Multi-Priced/Multi-Product in 2+ Communities

12. Outstanding Design Center Professional

- a. Outstanding Design Center Professional
- b. Outstanding Design Center Manager
- c. Outstanding Design Center Team

13. Outstanding Online Sales

- a. Online Sales Person
- b. Online Sales Team

14. Outstanding General Sales Manager, Director of Sales, or VP of Sales

15. Outstanding General Marketing Manager, Director of Marketing, or VP of Marketing

16. Outstanding Construction Superintendent and Sales Team

- a. Attached Homes
- b. Detached Homes
- c. Multi-Product

17. Exceptional Team Effort

Sales Experience

18. Best Sales Office/Rental Office/Information Center

- a. Model / Integral Sales Center
- b. Community Sales Center
- c. Design Center

19. Best Sales Display

20. Best Use of Technology

21. Best Virtual Sales Process/Experience

Marketing Materials

22. Best Website

- a. Individual Community (rental, for sale or mixed use)
- b. Master Planned Residential Community
- c. Local Builder
- d. National Builder
- e. Associate

23. Best Online Advertising

- a. Individual Ad
- b. Ad Campaign

24. Best Social Media (Blog, Facebook, Twitter)

- a. Builder
- b. Multifamily
- c. Planned Community

25. Best Virtual Tour of Product

- a. Detached Homes
- b. Attached Home, Including Townhouses, Two-over-Two's, Back-to-Back Townhouses, Duplexes, Fee Simple and Condo-Ownership
- c. Multi-Family New Construction

26. Best Printed Brochure

- a. Individual Community
- b. Master Planned/Mixed-Use Community
- c. Condominiums or Apartment Community
- d. Corporate - Associate, Builder or Developer

27. Best Print Advertising

- a. Individual Ad, Builder
- b. Ad Campaign, Builder
- c. Individual Ad, Associate
- d. Ad Campaign, Associate

28. Best Direct Mail

- a. Individual Direct Mail Piece
- b. Direct Mail Campaign

29. Best Signage

- a. Individual Sign
- b. Signage Program

30. Best Video (including YouTube) or TV ad

31. Best Integrated Marketing Campaign (web, print, multimedia, signage, social media, special events, eMarketing)

- a. Individual or Multi-Family Community
- b. Master Planned/Mixed-Use Community
- c. Builder

32. The Jim Vance Public Relations Campaign Award

Interior Design/Merchandising

33. Best Interior Merchandising, Detached Home

- a. \$300,000 - \$399,999
- b. \$400,000 - \$499,999
- c. \$500,000 - \$599,999
- d. \$600,000 - \$699,999
- e. \$700,000 - \$849,999
- f. \$850,000 - \$999,999
- g. \$1,000,000 - \$1,399,999
- h. \$1,400,000 - \$9,999,999
- i. Over \$10,000,000+

34. Best Interior Merchandising, Attached Home, Including Townhouses, Two-over-Two's, Back-to-Back Townhouses, Duplexes, Fee Simple and Condo-Ownership

- a. Under \$299,999
- b. \$300,000 - \$349,999
- c. \$350,000 - \$399,999
- d. \$400,000 - \$499,999
- e. \$500,000 - \$599,999
- f. \$600,000 - \$699,999
- g. \$700,000 - \$849,999
- h. \$850,000 - \$999,999
- i. \$1,000,000 - \$1,399,999
- j. Over \$1,400,000+

35. Best Interior Merchandising, Multi-Family New Construction, Integral Amenity Space and/or Common Areas

- a. Mid-Rise
- b. High-Rise

36. Best Interior Merchandising, Multi-Family Renovation or Conversion, Integral Amenity Space and/or Common Areas

- a. Mid-Rise
- b. High-Rise

37. Best Interior Merchandising, Multi-Family Model/Unit

- a. For Sale
- b. Rental

38. Best Interior Merchandising, Free-Standing Clubhouse

- a. Under 6,000 sq. ft.
- b. Over 6,000 sq. ft.

Design & Architecture

39. Best Design and Architecture, Detached Home (on lots under 7,000 sq. ft.)

- a. Under \$400,000
- b. \$400,000 - \$499,999
- c. \$500,000 - \$599,999
- d. \$600,000 - \$699,999
- e. \$700,000 - \$849,999
- f. \$850,000 - \$999,999
- g. \$1,000,000 - \$1,499,999
- h. \$1,500,000+

40. Best Design and Architecture, Detached Home (on lots 7,000 sq.ft. and over)

- a. Under \$400,000
- b. \$400,000 - \$499,999
- c. \$500,000 - \$599,999
- d. \$600,000 - \$699,999
- e. \$700,000 - \$849,999
- f. \$850,000 - \$999,999
- g. \$1,000,000 - \$1,399,999
- h. \$1,400,000 - \$2,999,999
- i. \$3,000,000 - \$4,999,999
- j. \$5,000,000+

41. Best Design and Architecture, Attached Home, Including Townhouses, Two-over-Two's, Back-to-Back Townhouses and Duplexes, ADU, Fee Simple and Condo-Ownership

- a. Under \$400,000

- b. \$400,000 - \$499,999
- c. \$500,000 - \$599,999
- d. \$600,000 - \$699,999
- e. \$700,000 - \$849,999
- f. \$850,000 - \$999,999
- g. \$1,000,000 - \$1,399,999
- h. \$1,400,000+

42. Best Design and Architecture, Multi-Family New Construction

- a. Mid-Rise
- b. High-Rise
- c. Mixed-Use
- d. For Sale Model
- e. Rental Model

43. Best Design and Architecture, Multi-Family Renovation or Conversion

- a. Mid-Rise
- b. High Rise

44. Best Innovative Land Planning

- a. Residential
- b. Mixed-Use (must include residential use)

45. Best Design and Architecture, Free-Standing Clubhouse

- a. Under 6,000 sq. ft.
- b. Over 6,000 sq. ft.

46. Best Outstanding Living Space or Architectural Feature in a Product or Product Line

47. Best Outstanding Implementation of Innovative Design Concepts for a Product Line

- a. Detached
- b. Attached
- c. Multifamily

48. Best Green Building

Custom Homes

49. Best Design and Architecture, Custom Home, Single Lot

- a. Under 3,500 sq. ft.
- b. 3,501 - 5,000 sq. ft.
- c. 5,001 - 7,000 sq. ft.

- d. 7,001 – 8,000 sq. ft.
- e. Over 8,000 sq. ft.

50. Best Design and Architecture, Renovations or Additions (Alterations and Additions to an existing residence for an individual; price reflects final construction cost)

- a. Under \$500,000
- b. \$500,000 - \$999,999
- c. \$1,000,000+