



## 2013 Georgie Awards®

The Canadian Home Builders' Association of British Columbia (CHBA BC) is pleased to invite all CHBA BC member companies involved in the residential building industry to participate in the 2013 Georgie Awards®. Each entrant must be a CHBA BC member in good standing.

For more information on joining the association or help with your entry preparation please contact Lauren Carter directly at [lauren@georgieawards.ca](mailto:lauren@georgieawards.ca), or by phone at 604-432-7112 ext 307 or 1-800-933-6777 ext 307.

### Eligible Entries

Projects and products built, renovated, developed, created and/or marketed for the period of January 1, 2012 – July 31, 2013 are eligible for the 2013 Georgie Awards®. A building permit must be in place for any pre-sale marketing. For categories 1 through 10, the project must be substantially completed (possession has taken place).

Any entry in a specific category from a previous year **is not** eligible to be entered in the same category for this year's competition; however, a **new phase** could be entered from the same project (i.e. If you entered Best Townhouse Development last year, Phase 2 of the same development could enter Best Townhouse Development again this year as long as additional phases have substantial differences).

### Entry Fees

Category	Entry Fee per Entry
1-29	\$215.00 + GST
30-36	\$315.00 + GST
37-43	\$450.00 + GST

- If more than one entry is submitted, one payment including all entry fees is sufficient.
- If paying by cheque, please include your category and entry number(s) on your cheque.

### Entry Preparation

Entry materials for categories 1-29, 36 and 38-43 must be anonymous. Inclusion of company names and addresses anywhere in or on the entry materials other than the entry form is forbidden. Do not include company names or logos on floor plans, digital images, or in project descriptions. Any floor plans, digital images or project descriptions in these categories that include company names will not be judged.

### Complete the online entry form first before you mark any entry materials.

The online entry form will give you random number codes to mark the remaining materials for each entry (i.e. for category 20, project name Hudson, you are entrant number 12. Please mark all remaining entry requirements for category 20-project name Hudson, with the code 20-12).

Enter the 2013 Georgie Awards® online from our website [www.georgieawards.ca](http://www.georgieawards.ca). **The online entry form will be live on July 10, 2013.** To start entry preparation early, project worksheets will be available June 20, 2013.



## 2013 Georgie Awards®

### Entry Form

Information given on the entry form will be printed **exactly as submitted** for news releases, newspapers, publications, certificates and trophies. Take extra care to ensure all spelling is correct before you submit each entry. **Do not use** UPPERCASE. CHBA BC **will not make any corrections** after the entry has been submitted.

### Project Description Text Boxes

These text boxes should be used to describe the project and **specifically state how it meets the category criteria**. Bullet form is recommended. (All text boxes combined is 350 words).

Project Description Text Boxes will be read out loud while the judges are viewing the digital images and other entry requirements.

### Photography Submission Criteria

Photos for your submission will be uploaded to the Georgie Awards® online entry form's server. You will not be able to upload more than the required amount of images requested by each category.

Be sure the specs below are followed:

### Digital Image Submission Specifications

- Images can be horizontal, vertical or square. Exterior, nighttime images will not be judged. Dusk images are fine (but not recommended) as long as the judges are able to see features of the exterior of the project.
- Images to be saved with the aspect ratio of 1024 pixels by 768 pixels @ 72 dpi.
- **Save as a high-quality JPEG file**. Do not submit pdf, tiff, gif, psd or any other file formats.
- Cropped images should ideally maintain the required aspect ratio of 1024 pixels by 768 pixels. Other aspect ratios will be accepted. Please do not send re-formatted images that have been cropped and layered with borders or frames.
- All images must be anonymous. **Do not include people** in your images unless required by the category (This may not apply to "before" images in the renovation categories)
- **DO NOT** submit black and white or gray scale images, renderings, and digitally enhanced or high-definition images. Do not submit black and white "before" images for renovation categories. They will not be judged.

### Plans: Floor, Site, Landscape, etc...

- All plans must be submitted on 8 ½ by 11" paper only.
- Submit simple and easy to read floor plans
- Ten (10) collated and stapled sets. **Do not submit any plans in binders or folders etc.**

### Judging

Each entry will be judged on its own merit by a distinguished panel of highly qualified judges from outside of British Columbia, who are selected for their expertise in their field. An accounting firm chosen by CHBA BC will monitor the judging process. No others will be allowed to observe the judging of entries.

The 2013 Georgie Awards® Finalists will be announced in October 2013. Finalists for the Customer Choice Georgie Awards® *powered by Avid®*, and Renovator and Builder of the Year Awards will be announced in January 2014.

**Decisions of the Georgie Awards® judges shall be final in every respect.**

**CHBA BC reserves the right to:**

- Cancel, combine or split any category due to numerous or insufficient number of entries or at the judges' discretion.
- Withdraw a particular category if all the entries submitted do not meet the criteria or are not of a standard that recognizes excellence.
- Withdraw any entries if they do not meet the criteria or are not of a standard that recognizes excellence.
- Withdraw a particular entry if the entry submitted does not meet the digital image submission specifications.
- Request any additional information it deems necessary to confirm the information contained in any submission. Judges may also re-categorize any entry if, in their opinion, it has been entered in the wrong category, or if it is more appropriate in another category.

**Return of Entry Material**

All materials submitted become the sole property of CHBA BC and the Georgie Awards®. CHBA BC and the Georgie Awards® reserve the right to use any or all of these materials for the promotion of the Georgie Awards®. Due to the volume of entry materials, we are unable to return any of the materials submitted.

It is important to the integrity of the residential construction industry that all entrants conduct themselves in such a way as to demonstrate good business practices. If it can be demonstrated at any time up to and after the final awarding of the Georgie Awards® trophy that there are business practices detrimental to the integrity of the industry, that participant will be disqualified. Georgie Awards® entrants and participants are required to accept all decisions by CHBA BC and the Georgie Awards® as final and binding.

**Deadline**

The online entry form closes at 8:00 p.m. on **September 23, 2013**. All completed online entry forms must be submitted by this time. There will be no extensions. All remaining entry requirements, including fees, must be received no later than noon, **September 24, 2013**. Send the remaining entry requirements to:

The Georgie Awards®  
C/O Canadian Home Builders' Association of BC  
BCIT Campus Bldg. NW5, 2nd Floor  
3700 Willingdon Ave.  
Burnaby, BC V5G 3H2



## 2013 Georgie Awards®

### **2013 Georgie Awards® and Tickets**

The Georgie Awards® Gala evening is scheduled for February 1, 2014 at the Vancouver Convention Centre West, Vancouver, B.C.

Tickets can be ordered at [www.georgieawards.ca](http://www.georgieawards.ca) beginning October 2013.

At the awards ceremony, only the winning, primary entrant will receive the Georgie Awards® trophy.

Associate entrants of finalists and winners can order certificates and trophies following the event, providing they are CHBA BC members in good standing.

### **Georgie Awards® Entrants, Georgie Awards® Finalists and Georgie Awards® Winners**

All entrants, finalists and Georgie Awards® winners from eligible categories of the 2013 Georgie Awards® are encouraged to enter their local association housing awards and the National Canadian Home Builders' Association's housing awards competition (SAM Awards).



## 2013 Georgie Awards®

### 2013 Georgie Awards® Categories

#### Residential Planning, Design and Construction – New

1. Best Single Family Home up to 2,000 Sq. Ft. under \$500,000 - Production
2. Best Single Family Home over 2,000 Sq. Ft. under \$750,000 – Production
3. Best Single Family Home over 2,000 Sq. Ft. over \$750,000 – Production
4. Custom Home valued under \$750,000
5. Custom Home valued between \$750,000 – \$1,500,000
6. Custom Home valued between \$1,500,000 – \$3,000,000
7. Custom Home valued over \$3,000,000
8. Best Townhouse Development
9. Best Multi-Family Low Rise Development
10. Best Multi-Family High Rise Development

#### Residential Planning, Design and Construction – Renovation

11. Best Residential Renovation under \$100,000
12. Best Residential Renovation \$100,000 – \$299,999
13. Best Residential Renovation \$300,000 – \$499,999
14. Best Residential Renovation \$500,000 – \$799,999
15. Best Residential Renovation \$800,000 and Over
16. Best Kitchen Renovation under \$100,000
17. Best Kitchen Renovation over \$100,000
18. Best Condo Renovation under \$300,000
19. Best Condo Renovation over \$300,000
20. Best Renovation – Any Room

#### Interior Design and Merchandising, and Landscaping Design – New or Renovation

21. Best Multi-Family Kitchen
22. Best Single Family Kitchen under \$100,000
23. Best Single Family Kitchen over \$100,000
24. Best Master Suite – New or Renovation
25. Best Interior Design Display Suite – Single Family or Multi-Family
26. Best Interior Design Custom Residence – New or Renovation
27. Best Innovative Feature – New or Renovation
28. Best Landscape Design
29. Best Outdoor Living Space – New or Renovation

#### Sales and Marketing

30. Best Project Identity
31. Best Advertising Campaign
32. Best Sales Centre
33. Best Corporate Website

#### Special Achievement Awards

34. Best Environmental Initiative
35. Best Public-Private Partnership
36. Salesperson of the Year in New Home Construction

#### Grand Georgie Awards®

37. Marketing Campaign of the Year
38. Residential Community of the Year
39. Customer Choice Georgie Awards® powered by Avid®
40. Custom Home Builder of the Year
41. Residential Renovator of the Year
42. Single Family Production Home Builder of the Year
43. Multi-Family Home Builder of the Year

### **Residential Planning, Design and Construction - New**

#### **1. Best Single Family Home up to 2,000 Sq. Ft. – Production**

The total area of the home must be less than 2,000 sq. ft. Cost of construction does not include the cost of land.

#### **2. Best Single Family Detached Home over 2,000 Sq. Ft. under \$750,000 – Production**

The total area of the home must be up to 2,000 sq. ft. and the cost of construction, excluding land, must be under \$750,000

#### **3. Best Single Family Detached Home over 2,000 Sq. Ft. over \$750,000 – Production**

The total area of the home must be over 2,000 sq. ft. and the cost of construction, excluding land, must be over \$750,000

The square footage of the home includes the main and upper floors, but excludes the garage and finished or unfinished basement\* areas. Categories 1-3 may include new forms of housing such as laneway homes, duplexes, triplexes, quadplexes and fee simple strata.

\*A finished basement that is an integral part of the plan should be included and shown in images. If a room is shown in the image, then it should also be included in the calculation of the square footage.

#### **Criteria (Categories 1 – 3 inclusive)**

Entry will be judged on the following criteria, bullet form is recommended:

- Architectural character, curb appeal and integration of the project into its setting
- Creative and innovative use of space
- Functionality of floor plan
- Environmental considerations including energy efficiency

In addition to the above criteria, please also include any challenges faced during the building process (could include attainment of permits, inspections, material availability, site constraints, etc.)

#### **Requirements (Categories 1 – 3 inclusive)**

1. Online entry form (includes project description)
2. Ten (10) digital images of the following:
  - Two (2) digital images showing exterior (night-time images will not be judged)
  - Six (6) digital images showing the interior
  - Two (2) digital images of your choice
3. Ten (10) collated sets of the floor plan and site plan on 8 ½ x 11" white paper



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### **4. Custom Home valued under \$750,000**

The cost of construction, excluding land, regardless of square footage, must be under \$750,000

#### **Criteria (Category 4)**

Entry will be judged on the following criteria, bullet form is recommended:

- Architectural character, curb appeal and integration of the project into its setting
- Creative and innovative use of space
- Functionality of floor plan
- Environmental considerations including energy efficiency

In addition to the above criteria, please also include any challenges faced during the building process (could include attainment of permits, inspections, material availability, site constraints, etc.)

#### **Requirements (Category 4)**

1. Online entry form (includes project description)
2. Ten (10) digital images of the following:
  - Two (2) digital images showing exterior (night-time images will not be judged)
  - Six (6) digital images showing the interior
  - Two (2) digital images of your choice
3. Ten (10) collated sets of the floor plan and site plan on 8 ½ x 11" white paper



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### **5. Custom Home valued between \$750,000 – \$1,500,000**

The cost of construction, excluding land, regardless of square footage, must be between \$750,000 – \$1,500,000

### **6. Custom Home valued between \$1,500,000 – \$3,000,000**

The cost of construction, excluding land, regardless of square footage, must be between \$1,500,000 – \$3,000,000

### **7. Custom Home valued over \$3,000,000**

The cost of construction, excluding land, regardless of square footage, must be over \$3,000,000

#### **Criteria (Categories 5-7 inclusive)**

Entry will be judged on the following criteria, bullet form is recommended:

- Architectural character, curb appeal and integration of the project into its setting
- Creative and innovative use of space
- Functionality of floor plan
- Environmental considerations including energy efficiency

In addition to the above criteria, please also include any challenges faced during the building process (could include attainment of permits, inspections, material availability, site constraints, etc.)

#### **Requirements (Categories 5-7 inclusive)**

1. Online entry form (includes project description)
2. Twelve (12) digital images of the following:
  - Two (2) digital images showing exterior (night-time images will not be judged)
  - Six (6) digital images showing the interior
  - Four (4) digital images of your choice
3. Ten (10) collated sets of the floor plan and site plan on 8 ½ x 11" white paper



**8. Best Townhouse Development**

A townhouse development is defined as a ground oriented project in which each unit has a separate entrance. May include new forms of housing such as row homes.

**Criteria (Category 8)**

Entry will be judged on the following criteria, bullet form is recommended:

- Architectural character, curb appeal and integration of the project into its setting
- Unique attributes including amenities, green space, etc.
- Functionality of floor plan and innovative use of space
- Environmental considerations including energy efficiency

In addition to the above criteria, please also include any challenges faced during the building process (could include attainment of permits, inspections, material availability, site constraints, etc.)

**Requirements (Category 8)**

1. Online entry form (includes project description)
2. Twelve (12) digital images of the following:
  - Four (4) digital images showing development setting, architectural character, entrance to project etc.
  - Four (4) digital images showing principal living areas
  - Four (4) digital images of your choice
3. Ten (10) collated sets of the floor plan and site plan on 8 ½ x 11" white paper

**9. Best Multi-Family Low Rise Development**

A multi-family low rise development is defined as a project with a common entrance servicing all units. A low rise is considered six storeys and under.

**10. Best Multi-Family High Rise Development**

A multi-family high-rise development is defined as a project with a common entrance servicing all units. A high-rise is considered over six storeys.

**Criteria (Categories 9 & 10 inclusive)**

Entry will be judged on the following criteria, bullet form is recommended:

- Architectural character, curb appeal and integration of the project into its setting
- Unique attributes including amenities, green space, etc.
- Functionality of floor plan and innovative use of space
- Environmental considerations including energy efficiency

In addition to the above criteria, please also include any challenges faced during the building process (could include attainment of permits, inspections, material availability, site constraints, etc.)

**Requirements (Categories 9 & 10 inclusive)**

1. Online entry form (includes project description)
2. Twelve (12) digital images of the following:
  - Four (4) digital images showing development setting, architectural character, entrance to project etc.
  - Four (4) digital images showing principal living areas
  - Four (4) digital images of your choice
3. Ten (10) collated sets of the floor plan and site plan on 8 ½ x 11" white paper

**11. Best Residential Renovation under \$100,000**

The total cost to the client for the renovation, including design fees and all materials, labour supplied by the client, subcontractors, professional/municipal fees and appliances, but excluding taxes, must be less than \$100,000

**12. Best Residential Renovation \$100,000 – \$299,999**

The total cost to the client for the renovation, including design fees and all materials, labour supplied by the client, subcontractors, professional/municipal fees and appliances, but excluding taxes, must be between \$100,000 – \$299,999

**Criteria (Categories 11 & 12 inclusive)**

Entry will be judged on the following criteria, bullet form is recommended:

- Respect for existing architecture and surroundings
- Creative and efficient use of space
- Quality of workmanship and finishing details
- Compatibility of existing and/or new materials
- Environmental considerations including energy efficiency

In addition to the above criteria, please also include any challenges faced during the building process (could include attainment of permits, inspections, material availability, site constraints, etc.)

**Requirements (Categories 11 & 12 inclusive)**

1. Online entry form (includes project description)
2. Fourteen (14) digital images of the following:
  - Up to four (4) “Before” digital images
  - Up to Ten (10) “After” digital images
3. Ten (10) collated sets of the floor plan and site plan (clearly labeled “Before” and “After”) on 8 ½ x 11” white paper

**13. Best Residential Renovation \$300,000 – \$499,999**

The total cost to the client for the renovation, including design fees and all materials, labour

supplied by the client, subcontractors, professional/municipal fees and appliances, but excluding taxes, must be between \$300,000 – \$499,999

**14. Best Residential Renovation \$500,000 – \$799,999**

The total cost to the client for the renovation, including design fees and all materials, labour supplied by the client, subcontractors, professional/municipal fees and appliances, but excluding taxes, must be between \$500,000 – \$799,999

**15. Best Residential Renovation \$800,000 and Over**

The total cost to the client for the renovation, including design fees and all materials, labour supplied by the client, subcontractors, professional/municipal fees and appliances, but excluding taxes, must be over \$800,000

**Criteria (Categories 13 – 15 inclusive)**

Entry will be judged on the following criteria, bullet form is recommended:

- Respect for existing architecture and surroundings
- Creative and efficient use of space
- Quality of workmanship and finishing details
- Compatibility of existing and/or new materials
- Environmental considerations including energy efficiency

In addition to the above criteria, please also include any challenges faced during the building process (could include attainment of permits, inspections, material availability, site constraints, etc.)

**Requirements (Categories 13 – 15 inclusive)**

1. Online entry form (includes project description)
2. Fourteen (14) digital images of the following:
  - Up to four (4) “Before” digital images
  - Up to ten (10) “After” digital images
3. Ten (10) collated sets of the floor plan and site plan (clearly labeled “Before” and “After”) on 8 ½ x 11” white paper

**16. Best Kitchen Renovation under \$100,000**

The total cost to the client for the renovation, including design fees and all materials, labour

supplied by the client, subcontractors, professional/municipal fees and appliances, but excluding taxes, must be under \$100,000

**17. Best Kitchen Renovation over \$100,000**

The total cost to the client for the renovation, including design fees and all materials, labour supplied by the client, subcontractors, professional/municipal fees and appliances, but excluding taxes, must be over \$100,000

**Criteria (Categories 16 & 17 inclusive)**

Entry will be judged on the following criteria, bullet form is recommended:

- Creative and efficient use of space
- Quality of workmanship and finishing details
- Compatibility of existing and/or new materials
- Environmental considerations including energy efficiency

In addition to the above criteria, please also include any challenges faced during the building process (could include attainment of permits, inspections, material availability, site constraints, etc.)

**Requirements (Categories 16 & 17 inclusive)**

1. Online entry form (includes project description)
2. Fourteen (14) digital images of the following:
  - Up to four (4) "Before" digital images
  - Up to Ten (10) "After" digital images
3. Ten (10) collated sets of the floor plan (clearly labeled "Before" and "After") on 8 ½ x 11" white paper. Floor plan(s) must include all areas of the kitchen that is included in the project description.

**18. Best Condo Renovation under \$300,000**

The total cost to the client for the renovation, including design fees and all materials, labour

supplied by the client, subcontractors, professional/municipal fees and appliances, but excluding taxes, must be under \$300,000.

A condo is defined as property individually owned and each unit has a separate entrance, with access to common facilities. May include high-rise condos, row homes and strata properties including townhouses.

**19. Best Condo Renovation over \$300,000**

The total cost to the client for the renovation, including design fees and all materials, labour supplied by the client, subcontractors, professional/municipal fees and appliances, but excluding taxes, must be over \$300,000.

A condo is defined as property individually owned and each unit has a separate entrance, with access to common facilities. May include high-rise condos, row homes and strata properties including townhouses.

**Criteria (Category 18 & 19 inclusive)**

Entry will be judged on the following criteria, bullet form is recommended:

- Creative and efficient use of space
- Quality of workmanship and finishing details
- Compatibility of existing and/or new materials

In addition to the above criteria, please also include any challenges faced during the building process (could include attainment of permits, inspections, material availability, site constraints, etc.)

**Requirements (Category 18 & 19 inclusive)**

1. Online entry form (includes project description)
2. Fourteen (14) digital images of the following:
  - Up to four (4) "Before" digital images
  - Up to Ten (10) "After" digital images
3. Ten (10) collated sets of the floor plan (clearly labeled "Before" and "After") on 8 ½ x 11" white paper. The floor plans must show the entire space.

**20. Best Renovation – Any Room**

The total cost to the client for the renovation, including design fees and all materials, labour



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supplied by the client, subcontractors, professional/municipal fees and appliances, but excluding taxes.

Any Room can be a unique area of the home such as a foyer, hallway, bathroom, entertainment room, exercise room, etc.

### **Criteria (Category 20)**

Entry will be judged on the following criteria, bullet form is recommended:

- Creative and efficient use of space
- Quality of workmanship and finishing details
- Compatibility of existing and/or new materials
- Environmental considerations including energy efficiency

In addition to the above criteria, please also include any challenges faced during the building process (could include attainment of permits, inspections, material availability, site constraints, etc.)

### **Requirements (Category 20)**

1. Online entry form (includes project description)
2. Fourteen (14) digital images of the following:
  - Up to four (4) "Before" digital images
  - Up to Ten (10) "After" digital images
3. Ten (10) collated sets of the floor plan (clearly labeled "Before" and "After") on 8 ½ x 11" white paper

## **Residential Planning, Design and Construction - New or Renovation**



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### **21. Best Multi-Family Kitchen – New**

Kitchen value includes all visual materials: cabinets, countertops, backsplash, flooring, lighting/plumbing fixtures and appliances.

#### **Criteria (Categories 21)**

Entry will be judged on the following criteria, bullet form is recommended:

- Functionality of layout
- Unique design elements
- Choice of materials
- Environmental considerations including energy efficiency

#### **Requirements (Categories 21)**

1. Online entry form (includes project description)
2. Ten (10) digital images of your choice
3. Ten (10) collated sets of the floor plan on 8 ½ x 11" white paper. Floor plan(s) must include all areas of the kitchen that is included in the project description.

### **22. Best Single Family Kitchen under \$100,000 – New**

Kitchen value includes all visual materials: cabinets, countertops, backsplash, flooring, lighting/plumbing fixtures and appliances.





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### **23. Best Single Family Kitchen over \$100,000 – New**

Kitchen value includes all visual materials: cabinets, countertops, backsplash, flooring, lighting/plumbing fixtures and appliances.

#### **Criteria (Categories 22 & 23 inclusive)**

Entry will be judged on the following criteria, bullet form is recommended:

- Functionality of layout
- Unique design elements
- Choice of materials
- Environmental considerations including energy efficiency

#### **Requirements (Categories 22 & 23 inclusive)**

1. Online entry form (includes project description)
2. Twelve (12) digital images of your choice
3. Ten (10) collated sets of the floor plan on 8 ½ x 11" white paper. Floor plan(s) must include all areas of the kitchen that is included in the project description.

### **24. Best Master Suite – New or Renovation**



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### **Criteria (Category 24)**

Entry will be judged on the following criteria, bullet form is recommended:

- Functionality of layout
- Unique design elements
- Choice of materials
- Environmental considerations including energy efficiency

### **Requirements (Category 24)**

1. Online entry form (includes project description)
2. Ten (10) digital images of your choice
3. Ten (10) collated sets of the floor plan (for renovations clearly labeled “Before” and “After”) on 8 ½ x 11” white paper

## **25. Best Interior Design Display Suite – Single Family or Multi-Family**



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### **Criteria (Category 25)**

Entry will be judged on the following criteria, bullet form is recommended:

- Appeal of design philosophy to target market
- Functional and unique design features
- Choice of materials, colours and fabrics
- What lasting impression did you create within this design, by use of furniture, accessories and merchandising

### **Requirements (Category 25)**

1. Online entry form (includes project description)
2. Ten (10) digital interior images
3. Ten (10) collated sets of the floor plan on 8 ½ x 11" white paper

## **26. Best Interior Design Custom Residence – New or Renovation**



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### Criteria (Category 26)

Entry will be judged on the following criteria, bullet form is recommended:

- Describe how the design elements suits the clients lifestyle
- Functionality of floor plan
- Unique design features
- Choice of materials

### Requirements (Category 26)

1. Online entry form (includes project description)
2. Ten (10) digital interior images
3. Ten (10) collated sets of the floor plan (for renovations clearly labeled “Before” and “After”) on 8 ½ x 11” white paper

### 27. Best Innovative Feature – New or Renovation

An innovative feature is characterized by the introduction of a new idea, method or product that enhances the residential project or building process and results in a unique effect or feature. This



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category looks at products/designs, which are seen to be unique and could be applied to other residential projects.

### **Criteria (Category 27)**

Entry will be judged on the following criteria, bullet form is recommended:

- Explain in detail the concept that created the inspiration for this innovative feature
- Unique design elements
- Choice of materials
- Environmental considerations including energy efficiency

### **Requirements (Category 27)**

1. Online entry form (includes project description)
2. Ten (10) digital images of your choice
3. Ten (10) collated sets of the floor plan (for renovations clearly labeled “Before” and “After”) on 8 ½ x 11” white paper

### **28. Best Landscape Design – New or Renovation**

May include multi-family, single family and renovations. Focus is on soft landscaping rather than hard landscaping\*



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\*Swimming pools, outside cooking areas etc. are all considered to be outdoor living spaces and should be entered in that category.

### **Criteria (Category 28)**

Entry will be judged on the following criteria, bullet form is recommended:

- Success of landscaping as a compliment to the development
- Selection and placement of materials in the landscaping
- Sensitivity to inherent environmental and climatic conditions

### **Requirements (Category 28)**

1. Online entry form (includes project description)
2. Eight (8) digital images of your choice
3. Ten (10) collated sets of the floor plan (for renovations clearly labeled “Before” and “After”) on 8 ½ x 11” white paper

### **29. Best Outdoor Living Space – New or Renovation**

Focus is on final and finished product. For renovations, “before” pictures are not required.



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### Criteria (Category 29)

Entry will be judged on the following criteria, bullet form is recommended:

- Functional and unique design features
- Selection and placement of materials
- Addresses the climatic conditions, choice of plants, exposure and limitations
- Environmental considerations including energy efficiency

### Requirements (Category 29)

1. Online entry form (includes project description)
2. Ten (10) digital images of your choice
3. Ten (10) collated sets of the floor plan on 8 ½ x 11" white paper

## Sales and Marketing

### 30. Best Project Identity

This new category combines categories of Best Logo, Best Signage, Best Brochure and Best

Project-Specific Website to create a complete project identity.

**Criteria (Category 30)**

Entry will be judged on the following criteria, bullet form is recommended:

- Rationale behind project name and identity
- Synergy of identity with key project features
- Overall graphic design
- Execution and consistency across promotional elements (print, website, social etc.)
- Appeal to target market and market acceptance

**Requirements (Category 30)**

1. Online entry form (includes project description)
2. Ten (10) digital images of the following:
  - Two (2) digital versions of the logo (full colour and black and white)
  - Two (2) logo adaptations (in ad, brochure, letterhead, promotional items, on-site signage etc.)
  - Three (3) digital images of the signage (directional, main site, model home, etc)
  - Two (2) digital images of the brochure
  - One (1) image of the project website home page
3. Ten (10) copies of brochure and inserts, labeled on back with entry number

**31. Best Advertising Campaign****Criteria (Category 31)**

Entry will be judged on the following criteria, bullet form is recommended:





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- Consistency with overall brand identity
- Synergy and variety of media used (including print, online, social etc.)
- Execution and creativity of message delivered
- Overall graphic design
- Appeal to target market and market acceptance

### **Requirements (Category 31)**

1. Online entry form (includes project description)
2. Six (6) digital images of ad campaign components
3. Ten (10) copies of advertising material, labeled on back with entry number

### **32. Best Sales Centre**

#### **Criteria (Category 32)**

Entry will be judged on the following criteria, bullet form is recommended:

- Overall flow and experience created



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- Creativity of materials and technology used to convey messaging
- Rationale for choice of location
- Appeal to target market and market acceptance

### **Requirements (Category 32)**

1. Online entry form (includes project description)
2. Six (6) digital images of the following:
  - Exterior view of sales office with entrance
  - Overall interior view
  - Topographical table
  - Display area
  - Closing area
  - One (1) additional image of your choice
3. Ten (10) collated copies of the sales office floor plan on 8 ½ x 11" white paper

### **33. Best Corporate Website**

#### **Criteria (Category 33)**

Entry will be judged on the following criteria, bullet form is recommended:

- Consistency with overall corporate identity
- Effectiveness of conveying information



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- Ease of use, visual appeal and legibility
- Unique and innovative attributes
- Strategy employed to generate website traffic
- Success in converting website traffic to leads
- Use of website as a marketing tool and promotion of CHBA and CHBA BC programs

### **Requirements (Category 33)**

1. Online entry form (includes project description)
2. Four (4) digital images of the following:
  - Home page
  - Three (3) digital images of your choice showing other elements of the website

## **Special Achievement Awards**

### **34. Best Environmental Initiative**

This award recognizes a member who embraces environmental, economic and social aspects of their project and incorporates creative and innovative solutions, while maintaining a consideration



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for the environment. This award will be presented to a member who recognizes the impact of their project/development on its surrounding area and have taken steps to reduce this impact and add quality to the community. Single family and multi-family developments may enter this category.

### **Criteria (Category 34)**

Entry will be judged on the following criteria, bullet form is recommended:

- Sensitivity to site conditions and surrounding environments
- Selection of materials and resources
- Energy and water saving considerations
- Construction practices
- Innovation and design

### **Requirements (Category 34)**

1. Online entry form (includes project description)
2. Twelve (12) digital images that best represent your project/development and applicable technologies or strategies taken
3. Ten (10) collated copies on 8 ½ x 11" of the site diagram(s) outlining the strategies described in the Project Statement, and a copy of any of the certifications earned (Built Green®, EnerGuide, LEED and/or R2000® Certificate or Label)

## **35. Best Public-Private Partnership**

### **Criteria (Category 35)**

Entry will be judged on the following criteria, bullet form is recommended:

- Leadership in fostering cooperation between public and private sectors in addressing housing issues



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- Initiatives taken that promote working relationships between industry members and any level of government or educational facility
- Reduction or streamlining of regulatory processes
- Action plan or strategies taken to improve affordable housing
- Initiatives that address growth management and promote higher density housing, Built Green® or R2000® housing techniques

### **Requirements (Category 35)**

1. Online entry form (includes project description)
2. May include a letter of support from the Local Home Builders' Association or comparable industry association
3. Six (6) digital images of the following:
  - Up to five (5) of project, if applicable
  - One (1) of relevant logo(s), if applicable

### **36. Salesperson of the Year in New Home Construction**

All information must be based on newly constructed homes only; no listing commissions or resales will be accepted. Information submitted must be for the period between January 1, 2012 – July 31, 2013. All finalists in this category will be subject to a short interview with the judging panel via conference call or in person. All interview times will be pre-selected by the Georgie Awards®. Entrants will be forwarded their interview times by e-mail. All entrants must be ready to do their interview at the time selected by the Georgie Awards®. There will be no exceptions.



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### **Criteria (Category 36)**

The following will be judged in addition to the above criteria, bullet form is recommended:

Salesmanship

- Enthusiasm and initiative
- Dedication
- Professional development
- Creativity in meeting challenges

### **Requirements (Category 36)**

1. Online entry form (includes project description)
2. One (1) digital images of the salesperson. Image must be of the salesperson being interviewed for the relevant project.

## **Grand Georgie Awards®**

### **37. Marketing Campaign of the Year**

This category will be determined by the accumulation of points in categories 30-33 & 36, the market acceptance and sales success of the project as well as the following criteria.

### **Criteria (Category 37)**

The following will be judged in addition to the above criteria, bullet form is recommended:

- Effectiveness of overall campaign in communicating key project attributes
- Consistency of theme across all marketing materials
- Uniqueness and ability to 'stand out' amongst competing campaigns
- Appeal to target market and market acceptance

**Requirements (Category 37)**

1. Online entry form (includes project description)
2. Twelve (12) digital images
  - Up to eight (8) summarizing entry, images should be copies of previous entries in categories 30-33 & 36
  - Up to four (4) digital images of your marketing materials

**38. Residential Community of the Year**

Projects eligible for this category must have completed at least the first phase of the project or, in the case of a single-family development, at least 20% of the units. High Rise buildings must be built (occupied).

Eligible entries for this category must enter a minimum of one (1) product category from categories 1-10 and an additional two (2) categories from categories 21-25, 27-29, 34, 35. This award will be determined by the accumulation of points in the listed categories, market acceptance and sales success and a review of materials by the judges.



## 2013 Georgie Awards®

### **(Category 38)**

The following will be judged in addition to the above criteria, bullet form is recommended:

- Overall livability
- Success in creating a community
- Consistency with overall area vision for smart growth

### **Requirements (Category 38)**

1. Online entry form (includes project description)
2. 8 digital images summarizing your entry. Images should be copies of previous entries in categories 1-10, 21-25, 27-29, 34, 35
3. Ten (10) collated sets on 8 ½ x11" paper of the site plan

## **39. Customer Choice Georgie Awards® *powered by Avid®***

### **Criteria (Category 39)**

To be eligible for this award, participants must be registered and have closing/project lists submitted to Avid® by **July 31, 2013**.

For more information on registering and surveying your customers with the Avid® Homeowner Experience Survey, please contact:





## 2013 Georgie Awards®

Lauren Carter  
lauren@georgieawards.ca  
604-432-7112 x 307  
1-800-933-6777 x 307

### **Requirements (Category 39)**

1. Two (4) digital images of your choice

\*Note: One (1) of the images should be a high-resolution logo

### **40. Custom Home Builder of the Year**

Eligible entries for this category must enter a minimum of one (1) product category from categories 4-7 and an additional two (2) categories from categories 21-29, 34, 35. This award will be determined by the accumulation of points in the listed categories and a review of materials by the judges.

### **Criteria (Category 40)**

The following will be judged in addition to the above criteria, bullet form is recommended:

- Environmental responsibility and support of CHBA BC environmental programs
- Industry involvement of the builder and support of CHBA (BC) initiatives



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- Quality of improvements for clients
- Career development within the organization (Education & Training) including human resource development and training
- Charitable and social contributions to the community
- Innovation within the industry
- Role and mentoring of new comers to the industry

### Requirements (Category 40)

1. Online entry form (includes builder profile statement)
2. Eight (8) digital images summarizing your entry. Images should be copies of previous entries in categories 4-7 21-29, 34, 35.

### 41. Residential Renovator of the Year

Eligible entries for this category must enter a minimum of three (3) product categories from categories 11-20, 24, 26, 27, 29. This award will be determined by the accumulation of points in the listed categories and a review of materials by the judges. You must participate in the Customer Choice Georgie Awards® powered by Avid® at a competing level to be eligible for Residential Renovator of the Year.

### Criteria (Category 41)

The following will be judged in addition to the above criteria, bullet form is recommended:

- Environmental responsibility and support of CHBA BC environmental programs
- Industry involvement of the renovator and support of CHBA (BC) initiatives



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- Career development within the organization (Education & Training) including human resource development and training
- Charitable and social contributions to the community
- Innovation within the industry
- Role and mentoring of new comers to the industry

### **Requirements (Category 41)**

1. Online entry form (includes builder profile statement)
2. Eight (8) digital images summarizing your entry. Images should be copies of previous entries in categories 11-20, 24, 26, 27, 29.
3. You must participate in the Customer Choice Georgie Awards® powered by Avid® at a competing level to be eligible

### **42. Single Family Production Home Builder of the Year**

Eligible entries for this category must enter a minimum of one (1) product category from categories 1-4 and an additional two (2) categories from categories 21-36. This award will be determined by the accumulation of points in the listed categories and a review of materials by the judges. You must participate in the Customer Choice Georgie Awards® powered by Avid® at a competing level to be eligible for Large Volume Single Family Home Builder of the Year.

### **Criteria (Category 42)**

The following will be judged in addition to the above criteria, bullet form is recommended:

- Environmental responsibility and support of CHBA BC environmental programs
- Industry involvement of the builder and support of CHBA (BC) initiatives



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- Career development within the organization (Education & Training) including human resource development and training
- Charitable and social contributions to the community
- Innovation within the industry
- Role and mentoring of newcomers to the industry

### **Requirements (Category 42)**

1. Online entry form (includes builder profile statement)
2. Twelve (12) digital images summarizing your entry. Images should be copies of previous entries in categories 1-4, 21-36.
3. You must participate in the Customer Choice Georgie Awards® powered by Avid® at a competing level to be eligible

### **43. Multi-Family Home Builder of the Year**

Eligible entries for this category must enter a minimum of one (1) product category from categories 1-4 and an additional two (2) categories from categories 21-36. This award will be determined by the accumulation of points in the listed categories and a review of materials by the judges. You must participate in the Customer Choice Georgie Awards® powered by Avid® at a competing level to be eligible for Large Volume Multi-Family Home Builder of the Year.

### **Criteria (Category 43)**

The following will be judged in addition to the above criteria, bullet form is recommended:

- Environmental responsibility and support of CHBA BC environmental programs
- Industry involvement of the builder and support of CHBA (BC) initiatives
- Career development within the organization (Education & Training) including human resource development and training



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- Charitable and social contributions to the community
- Innovation within the industry
- Role and mentoring of newcomers to the industry

### **Requirements (Category 43)**

1. Online entry form (includes builder profile statement)
2. Twelve (12) digital images summarizing your entry. Images should be copies of previous entries in categories 1-4, 21-36.
3. You must participate in the Customer Choice Georgie Awards® powered by Avid® at a competing level to be eligible