

# *Call for Entries*

2005

## Pillars of the Industry Awards



*The industry's most coveted award*



*Honoring excellence in apartment and condo design,  
development, marketing, & management*

# About the Pillars Awards

The National Association of Home Builders honors the year's best work in the multifamily industry through its annual Pillars of the Industry Awards program. Recognized as the industry's most coveted awards, the Pillars Awards honor superior achievement in apartment and condo design, development, marketing, and management and are considered a showcase of innovation and future trends.

## Recognition of Winners

Pillars Award winners are announced and honored at a gala ceremony held in conjunction with NAHB Multifamily's annual educational conference for multifamily executives. The 2005 Pillars of the Industry Conference & Awards Gala will be held April 3-6, 2005, at the Doral Resort in Miami, Florida.

NAHB distributes press releases announcing the winners to the national and trade media and provides Pillars winners with promotional materials to use in their local markets. Winners are featured on NAHB's website, in *Nation's Building News*, and in NAHB Multifamily's member publications. In the past, winners have also been featured in many major trade publications including *Builder*, *Multifamily Trends*, *Affordable Housing Finance*, *Apartment Finance Today*, *Multi-Housing News*, and *Multi-Housing Forum*, as well as in consumer newspapers such as *The Washington Post* and *The Miami Herald*.

## Eligibility

To be eligible for award consideration in the Builder categories, projects must have units that first became available for sale or for rent after Jan. 1, 2002. For the Marketing categories, marketing campaigns/materials must relate to projects with units that first became available for sale or for rent after Jan. 1, 2002. Past year's winners are not eligible for the same award previously won, but may enter other categories. Finalists from previous years are eligible in any category. In both cases, projects must meet the criteria of units first available after Jan. 1, 2002.

The same project may be entered for awards in multiple categories, but separate entry forms must be submitted for each category and entry fees must be paid for each category entered.

Members of the 2005 panel of judges and any projects on which they worked are not eligible for awards in any category. No judge may apply or be nominated for an individual award.

## Award Categories

NAHB will name 32 Pillars Awards winners, including "Multifamily Community of the Year." The awards are grouped into Builder, Marketing and Individual Award categories. Applicants can apply for any category for which they meet the criteria, with the exception of "Multifamily Community of the Year," which is selected by the judges from among the winners of the Builder Award categories. Applicants should review the individual criteria for each award as well as the specific submission requirements.

### Entry Fees

The appropriate entry fee must accompany each application. Entry fees must be paid by credit card. We accept MasterCard, VISA, and American Express. **Please note that all entry fees are non-refundable.** The entry fees for 2005 are:

- \$275 NAHB members
- \$375 non-NAHB members
- \$50 for RAM of the Year
- \$50 for HCCP of the Year

### Judging

A distinguished panel of professionals representing expertise in apartment design, development, finance, marketing, and property management is invited to judge the Pillars Awards each year. Each entry is judged on its own merits, based on the information provided by the applicant in the official entry notebook.

### Deadlines

Applications accompanied by the appropriate entry fees must be received by Nov. 1, 2004. Completed entry notebooks must be received by Nov. 8, 2004. Finalists will be notified of their selection no later than Jan. 31, 2005. Winners will be named at a gala ceremony held April 5, 2005 at the Doral Resort in Miami, in conjunction with NAHB Multifamily's Pillars of the Industry Conference.

### Publishing Rights

All materials, including photographs, entered into the Pillars competition become property of NAHB. By submitting the photos, you agree that NAHB has the right to publish them in its

own materials, including on its website, and to provide them to other media publishing stories on Pillars winners, finalists, or the Pillars award program.

### Official Entry Notebooks

All materials must be submitted in the notebook provided by the Pillars Awards competition. Notebooks will be sent upon receipt of application. If the same project has been entered in several categories, multiple notebooks will need to be compiled, one for each category entered. The judging panel reviews each notebook during the judging process, so each should be compiled to demonstrate the reasons the entry merits a Pillars Award. All notebooks must be received by the deadline date.

### Anonymity of Entrants

With the exception of Individual/Firm Awards, Pillars is a "blind" competition, in which the entrants are anonymous to the judges. For Builder Awards, the name of the company submitting the application, the project name, the name of the project's developer, and the name of the project's owner must not appear anywhere in the notebook submission. Applicants should identify all photos, CDs, drawings, site plans and other collateral materials only with the identification numbers supplied by NAHB. For Marketing Awards, the name of the company submitting the application must not appear anywhere in the official notebook. The name of the project may be vis-

ible in all marketing materials submitted.

### Photography & Prints

We highly recommend professional architectural photography. Use 8" x 10" or 8 1/2" x 11" color prints in the notebook for the judges' review. Submit one CD **per entry** that includes all required images in digital format (for use in the awards video). Digital images should be submitted as tiff or jpeg files, with an image size of 720 x 540 pixels and a minimum resolution of 72 dpi. CDs must be included in the entry notebook at the time of submission. **See individual awards criteria for specific photos required for each category.**

## BUILDER AWARDS (CATEGORIES 1-17)

1. Best Garden Rental Apartment Community (4 stories & under) Primary Market
2. Best Garden Rental Apartment Community (4 stories & under) Secondary Market
3. Best Luxury Rental Apartment Primary Market
4. Best Luxury Rental Apartment Secondary Market
5. Best Mid-Rise Rental Apartment (5-8 stories)
6. Best High-Rise Rental Apartment (9 stories and above)
7. Best Loft Community (at least 20% of units must be lofts)
8. Best Mixed-Use Community
9. Best For Sale Multifamily Community: 15 units per acre or less
10. Best For Sale Community: 15-40 units per acre
11. Best For Sale Community: more than 40 units per acre
12. Best Student Housing Apartment Community
13. Best Affordable Apartment Community
14. Best Site Plan-Urban
15. Best Site Plan-Suburban
16. Best Repositioning or Rehabilitation of an Apartment Asset
17. Most Creative Financing of an Apartment Community

## Tips for a Successful Pillars of the Industry Awards Submission

Read the Call for Entries carefully, paying close attention to the criteria for each award.

Select the category most appropriate for your project and/or company. If applying for more than one award category, keep in mind that entry notebooks must be compiled for each category entered.

Once your entry notebook arrives, review all the forms inside that will need to be completed. A lot of information is requested, some of which you may need to gather from other companies involved in the project. Be sure to leave enough time to gather all this information for each category that you enter.

Decide who will direct focused attention to assembling the notebook for submittal. You may wish to involve members of the team that worked on the project so that they can help you draft responses to the questions on the entry form. However, the entry form probably will be most effective if one person coordinates and processes all the information.

Make certain that your photographs truly represent the quality of your projects. Submit photography that conveys the special characteristics of your projects and make sure that the photos are clear in showing exteriors, interiors, landscaping, etc.

## MARKETING AWARDS (CATEGORIES 18-25)

18. Best Clubhouse/Leasing Center
19. Best Interior Merchandizing at a Multifamily Community
20. Best Signage Program at a Multifamily Community
21. Best Brochure for a Rental Apartment Community
22. Best Brochure for a For Sale Multifamily Community
23. Best Overall Sales or Leasing Campaign for a Multifamily Community
24. Best Corporate Web Site
25. Best Property Web Site

## INDIVIDUAL/FIRM AWARDS (CATEGORIES 26-31)

26. Multifamily Development Firm of the Year
27. Property Management Company of the Year.
28. Regional/Multi-Site Manager of Year
29. Property Manager of the Year
30. RAM of the Year
31. Housing Credit Certified Professional of the Year

Focus on aspects of your project (or marketing campaign) that are key factors in its success and document them in your submittal. Describe your target market, your development or marketing strategy, any obstacles or challenges you faced and overcame, as well as the project's current success in the marketplace. Focus on communicating how the project or marketing campaign demonstrates excellence and why it is worthy of special consideration. Clear, factual information is important.

For individual and firm awards, focus on achievements that are unique and innovative and on the person or company's commitment to excellence and dedication to the multifamily housing industry. Include letters of recommendation as well as any collateral mate-

rials (company newsletters, press releases, articles, etc.) that highlight the individual or company's leadership.

After you have completed your notebook, let your public relations or marketing consultants review it for language, illustrations, and effective communication. Try to be sure that your notebook is persuasive and to the point.

### Other Reminders

Please use only the official entry notebook, labeled with your entry ID number on the front, for your awards submission. All entries should be typed. Remember to proofread the spelling of all names and company names in your notebook. The spellings you submit will be used on all awards, in press releases, and on our website.

Be specific in your an-

swers, but do limit your responses to about one page.

Send between 6 and 10 photos for each submission, but be sure to follow any criteria for photos specific to the category. All exhibits should be securely fastened to the binders. Items that become separated are not easily identifiable and may force the entry to be disqualified. Do not personalize or label photographs and exhibits except with descriptive information and the notebook ID number.

Do not include company logos unless applying for Development or Property Management Firm of the Year.

Because entries cannot be returned, it is a good idea to keep a photocopy of your submission. Meet the deadline. If you have questions, please do not hesitate to contact us at **1-800-658-2751**.

# Submission Requirements

## Builder Awards – Categories 1-17

With the exception of the Most Creative Financing Award (Category 17) applicants for **Builder Awards (Categories 1-16)** are evaluated on the basis of site design, floor plan and unit design, amenities and services, quality of common areas, overall execution and financial performance. Judges look for innovation and quality as well as design elements specific to the category. For Categories 1-16, applicants must submit:

- a site plan
- sample floorplan(s)
- 8" x 10 or 8 1/2" x 11" exterior and interior photos
- a cd containing the photos saved as digital images in a tiff or jpeg format financial and lease-up/sales information
- A summary, in one page or less, of why the project merits a Pillars of the Industry Award. The summary should address:
  - the development concept (e.g., What was the target market? What were the major goals of this project?)
  - any challenges faced during the development process and how these challenges were resolved
  - how the project relates to or contributes to its community
  - aspects of the property or its amenities that you consider unique
  - anything that was unique about the financing
  - the project's economic performance or your expectations for the project's economic performance.

**For Category 17**, judges will look at equity and debt sources, including underwriting, leveraging of public and private sources, and use of funds. Projects may be affordable or market-rate. Projects developed by or in partnership with not-for-profit entities will be accepted. No floorplans or site plans are required for this category; however, interior and exterior photos (and a cd of digital images) must be submitted. In addition, applicants must submit a statement describing the goals, challenges, financial sources, and final terms for the project, as well as a financial pro forma, operating budget, and five-year projections.

## Marketing Awards – Categories 18-25

**For Category 18**, judges will evaluate the function of floorplan layout, interior merchandising, sales displays, and the center's ability to convey consumer information, a marketing theme, and product and community image as well as innovation and quality of services and amenities. All applicants for this category must submit:

- 8" x 10" or 8 1/2" by 11" photos that depict leasing center exterior with entrance, sales and leasing displays and models, closing area, overall interior view along with the photos of their choice
- a cd containing digital images of the photos saved as tiffs or jpegs
- a floorplan of the clubhouse/leasing center

**For Category 19**, judges will evaluate the entries on the use of color, texture, materials, interior space, furnishings, accessories, and window and wall treatments in relation to the target market. Applicants must submit:

- 8" x 10" photos depicting the living room area, dining room area, master bedroom, kitchen, and views of choice in the models
- a CD containing digital images of the photos saved as tiffs or jpegs
- a floorplan of the model ( can be brochure inserts)

**Category 20:** entries will be judged on the quality of the concept, copy, readability, continuity with property's theme, impact and execution. Photos should depict the complete signage program, including billboards, entry signs, monuments, directionals, and model identifications. All photos must also be submitted as digital images saved to a CD in tiff or jpeg format.

**Categories 21 & 22:** Entries will be judged on how well copy, layout, and overall design communicate a unified theme and consumer information right for the target market. Applicant must submit information about their marketing budgets. Exhibits required include copies of the brochure as well as photos of the brochure saved as digital images on a CD in tiff or jpeg format.

**Categories 23:** Judges will consider marketing objectives, concepts, copy, layout(s), continuity, overall design and execution of creative strategy, coordination of media,

and qualified traffic generated. Exhibits may include any or all of the following: print advertising slicks, direct mail pieces, collaterals, billboards, brochures, radio and television spots and give-aways. Submit a 3/4" video cassette or a DVD of TV commercials and audiocassette tapes of radio commercials, up to 60 seconds long. Radio or television campaigns should be spliced together with approximately three seconds of leader between spots. For billboards, submit one 8" x 10" (or 8 1/2" x 11") color photo. Submit photos representing any of these exhibits as well as digital images saved to a CD in tiff or jpeg format.

Categories 24 & 25: Entries will be judged on the site's layout, functionality and user-friendliness, execution of creative strategy, overall design and appearance. Website must be live by time of judging: Dec. 9; color copies of web pages along with information on number of links it contains to other sites is required.

## **Individual/Firm Awards— Categories 26-31**

All firm awards require the submission of property photos (exterior and interior) as well as a headshot of the chief executive officer and a copy of the company's logo. Photos and logos should also be submitted as digital images on a CD. Applicants must also submit information about their portfolio, including financial performance. Exhibits may include company newsletters, letters of recommendation, news articles, and other information that conveys the quality of the firm's work. A statement (one page or less) describing why the company merits a Pillars Award is also required. The summary should describe:

- The company's mission statement and core values
- The company's commitment to its employees, and how that commitment is demonstrated (e.g., training, professional development, promotional opportunities, etc.)
- The company's contribution to the community (e.g., how does the company make itself part of the communities where it develops/manages properties?)
- The development or management practices employed by the firm that can be considered innovative
- The company's financial goals and strategies and the success the company has had in meeting those financial goals over the past three years.
- The characteristics of the company or the company's projects that differentiates them from competitors.

Individual Awards require the submission of a professional photo (can be submitted as a digital image on a CD) as well as resume, two letters of recommendations, and a statement describing the candidate's accomplishments.

## **How, When & Where**

**Download your application at  
[www.pillarsconference.com](http://www.pillarsconference.com)**

**Mail all applications, along with credit card  
information, to:**

**NAHB'S Pillars of the Industry Awards  
1201 15th Street, NW  
Washington, DC 20005**

**or fax your entry to 202-266-8120**

Application Deadline:	Nov. 1, 2004
Entry Notebooks Due:	Nov. 8, 2004
Finalists Announced:	Jan. 31, 2005
Pillars Awards Gala:	April 4, 2005

Questions? Please call Lisa or Peter at 1-800-658-2751

