

## Student Competition Production Home Builder Rules and Guidelines

### Vision

The NAHB Production Home Builder student competition will be a vehicle for the best and brightest college and university students interested in residential construction and development to prepare for and get excited about a career in the homebuilding industry by interacting with and learning from industry professionals.

### Mission

The mission of the NAHB Production Home Builder student competition is to expose students to an in-depth residential construction project from concept to closing. Using real projects, students compete with other schools as they display their problem solving abilities and learn more about homebuilding.

### Eligibility

Any **NAHB Student Chapter\*** at a four-year or graduate school that offers a bachelor's or graduate degree is eligible to compete. The Student Chapter must be in **good standing\*\*** and every competition team member must be an undergraduate student and also be active members of the chapter. Undergraduate students who graduate in Fall 2024 may compete as team members.

*\*For resources on [How To Start a Student Chapter](#)*

*\*\*If unsure of your Student Chapter's status, please reach out to Jontice Small ([jsmall@nahb.org](mailto:jsmall@nahb.org)), or reach out to your local Home Builders Association.*

### Location

International Builders' Show, Las Vegas, Nevada [www.buildersshow.com](http://www.buildersshow.com)

### Timeline

August 23, 2024  
October 15, 2024  
November 19, 2024  
December 3, 2024  
**December 17, 2024**  
Feb. 24 -25, 2025  
Feb. 26, 2025  
February 26, 2025

### Competition Problem Posted

Registration Due (\$400) <https://awards.nahb.org/>  
Team Member List Due <https://awards.nahb.org/>  
Last Day to Withdraw from Competition  
**Projects Due\*** <https://awards.nahb.org/>  
Presentation Dates  
Judges' Debriefing (morning, time tbd)  
Awards Ceremony at IBS (afternoon, time tbd)

*\*After 11:59 PM EDT, Tuesday, December 17, 2024, projects will not be accepted.*



## COMPETITION GOALS AND LEARNING OBJECTIVES

### Goals

- Expose students to projects that stretch their knowledge and force them to go and learn.
- Use a new project each year from a different geographic location.
- Use a project each year that is conducive to a different type of residential product.
- Develop student's written communication skills by creating a written proposal.
- Develop student's critical thinking and problem solving skills through the creation of a proposal that encompasses multiple disciplines.
- Develop student's oral communication skills as they work in teams and present to a panel of industry professionals.
- Facilitate student interaction with HBAs, and other design, development, and homebuilding professionals.
- Encourage student exposure to issues and trends in residential construction.
- Get students excited about and committed to residential construction.

### Learning Objectives

- Teams will evaluate the "highest and best" usage of a parcel of land. Considering the parcel's current zoning and the realistic limits to rezoning, teams will evaluate their market analysis to create a community design and select products (homes) that will be successful.
- Teams will create a strategy for their proposed project that identifies risk, and provides strategies for risk mitigation. Strategies analyze macro and micro economic shifts, phasing, and exit strategies.
- Teams will create a market analysis that will determine the type of homes to be built. The market analysis is conducted through evaluation of data collected on competing builders, the economy, consumer demographics, market absorption rates, and marketing.
- Teams will apply their knowledge to produce comprehensive estimates and schedules for land development and home construction as well as integrated total project estimates and schedules.
- Teams will create a complete financial analysis for their proposed project that evaluates estimates, schedules and the market analysis to break down monthly incomes and expenses to provide information such as: gross expense, gross revenue, maximum investment, break-even point, net revenue, etc.
- Teams will analyze their market analysis and risk management plans to drive decisions regarding sales and marketing, and project management strategies.

## COMPETITION ENTRY

1. **August 23, 2024:** Project description, including project documentation, and other pertinent information available online. [nahb.org/Competition](https://nahb.org/Competition)
2. **October 15, 2024:** Entry Form due: teams must register an NAHB Awards account through <https://awards.nahb.org/>. *From the drop menu select Student Chapters Awards- Competition Entry and corresponding program. The maximum number of teams able to compete is 40. This is a first-come-first-served registration policy.*
  - a. **\$400** Entry Fee (per team), *paid with credit card at the time of registration through your NAHB Awards Competition Entry application.*



3. **November 19, 2024:** Team member list due: log into your NAHB Awards Competition Entry application on <https://awards.nahb.org/> and enter each team member's information.
  - a. Alternates and substitutes are permitted after this date. Contact Sarah Weber at [sweber@nahb.org](mailto:sweber@nahb.org) or 202-266-8654; [StudentChapters@nahb.org](mailto:StudentChapters@nahb.org) to make adjustments to your team roster.
4. In an effort to make the competition as real-life as possible, teams may spend as much time as necessary to prepare the proposal between the date it is posted online and the date it is due.
5. Each chapter may enter up to two teams in the NAHB Student Competition as long as the maximum number of registrations has not been exceeded. Both teams representing the school must abide by the rules and guidelines of this competition. The two teams must register separately and submit complete and different proposals. Should the proposals be deemed to be too similar by the judges, BOTH teams will be disqualified. The intent of the guidelines regarding two teams from the same school is that they function independently and that they compete to win against their classmates as keenly as they compete with all other teams. General assistance from companies could be given to both groups.

## TEAM MAKE-UP

1. Each team must have an active due-paying NAHB Student Chapter at their school. Each member on the team must be listed or added as a member of their school's NAHB Student Chapter.
2. Each participant must be an undergraduate or graduate student at the university or college they represent at the time the competition problem statement is announced (August 23rd, 2024). Team composition is not limited to construction management majors.
3. Presentation teams will consist of no more than six students. **This includes anyone handling the AV equipment for the presentation.** It is recommended that each member take an active role in the preparation of the proposal. In addition to the six presenters, up to six alternates can be named. Alternates can be substituted for presenters, if required. An unlimited number of undergraduate and/or graduate students are allowed to work on and contribute to the written proposal.
4. The team will assume the responsibility of a prequalified management team presenting to the investment committee of its own company.

## COMPETITION REGISTRATION AND PROJECT SUBMISSION

1. The competition registration, team roster, and final project submission is tied to the individual/email address that registers the team. Please keep in mind that the individual (team coach/faculty advisor/student member) that registers to compete will be the only person with access to the competition portal. If you have any questions about the registration process you may contact Sarah Weber with additional questions.
2. Please ensure that every member of your competition team is a member of your NAHB Student Chapter in advance of project submission date (Dec. 17, 2024). Students who are NAHB student members will be able to register for their FREE expo+education pass. Please [download and submit a student chapter roster](#) if your chapter is adding new students. Reach out to Jontice Small ([jsmall@nahb.org](mailto:jsmall@nahb.org)) for further assistance.
3. As many teams upload their final projects on Dec. 17, 2024, the submission portal may be overwhelmed. If



your team is unsuccessful uploading your final project please contact Sarah Weber by email ([sweber@nahb.org](mailto:sweber@nahb.org)).

## WRITTEN PROPOSAL

1. Each team will be given the same information from which to produce its proposal. NAHB Student Chapters will provide all competition elements online at [nahb.org/Competition](http://nahb.org/Competition). No printed materials will be provided. Below you will find the list of software programs that the teams will need to review all of the electronic files.
  - a. Microsoft Office Products
    - Excel
    - Word
    - PowerPoint
  - b. Adobe Acrobat reader
  - c. .DWG viewer
2. Your team represents a department presenting to **your own company's** investment committee, asking for a new acquisition investment. Assume the investment committee already knows the team members' employee information and the company history.
3. The teams are expected to present a complete management proposal to the judges. The written proposal shall consist of ALL topics listed below. Your Table of Contents must follow this order:
  - **Executive Summary**
  - **Market Analysis**
  - **Product Design and Selection**
    - Product design
    - Site design
    - Sustainability (e.g. ICC 700 National Green Building Standard)
  - **Construction Management**
    - Estimate: project total cost
    - Schedule: total project
  - **Project Management**
    - Site management & logistics
    - Sales & Marketing
  - **Financial and Risk Analysis**
  - Additional related information deemed important by the team may be presented.
  - **Honor Pledge**
4. **NOTE:** All proposals will be submitted electronically through your team's NAHB Awards Competition Entry application on <https://awards.nahb.org/>. **Points will be deducted if rules are not followed.** Ensure that **School Name, not Team Name**, is clear and visible on every page of the proposal. Insert header and/or footer in all documents, listing school name and program level. If a school has two teams participating, please clearly designate "Team One" and "Team Two" on each page of the proposal.

Proposal should be assembled as follows:



- i) Proposal must be submitted as a .pdf with a maximum of 50 pages including appendices (Not including cover page and honor pledge). Proposals do not need to be 50 pages. The more concise the better.
- ii) Each page is required to have a 10 point font **minimum** and at least one inch margins on all sides.
- iii) All financials (schedules and estimates) should be formatted to print on 11 x 17 paper as a fold-out. It is recommended that all site plans be formatted to print on 11 X 17 paper. *All other pages in the proposal should be formatted as 8.5 x 11.*
- iv) Create a title page including your school name, which competition program, and year of competition.  
*Example: University of XYZ, Production Home Builder, 2025 NAHB Student Competition.*

## 5. The Competition Will Be Conducted Under Strict Observance of the Honor System

One (1) copy of the Honor Pledge form (found on page 8) must be included with the proposal. The form must be signed by each team member, including alternates (if any), and coach certifying that the solution of the problem has been the work of only the team members, alternates and other qualified students. Failure to include this document as part of the solution will be grounds for disqualification.

6. **December 17, 2024, 11:59 PM EDT\***: All proposals will be submitted electronically through your NAHB Awards Competition Entry application on <https://awards.nahb.org/>.

**\*Deadline will be strictly enforced. All submissions must be received by this deadline.**

7. Proposals arriving late will not be accepted and the team will be withdrawn from the competition. Additionally, no substitutions, corrections, or amendments to the written proposal will be allowed once submitted.

## QUESTIONS AND RESEARCH

1. No one from your school may contact any of the trade/professional partners or any municipality or other governing agency that are affiliated with the project. The use of public information is acceptable.
2. Teams may use available outside resources during the preparation of their proposals, but under no circumstances may any work be outsourced. All work submitted/presented must be the product of team members, with the following exception:
  - a. Teams may use publicly available floor plans and elevations (with the source listed/credit given to the creator of drawings).
3. ***All questions regarding the problem and competition logistics must be posted on the [2025 Production Home Builder NAHB Student Competition Question Board on Google Groups](#). Team members must follow the guidelines posted on the Google Groups discussion page.***
4. Coaches are encouraged to assist the teams. A guide for the coach and other industry resources is to consider the competition a test in the classroom and direct the team accordingly. Do not provide answers, but lead the team and help the students gain the most from the competition by sharing knowledge and experience.
5. Teams are permitted to visit the site of this year's development.



6. Although NAHB may provide additional resources and webinars, students are not required to use them.

## **PRESENTATION**

1. **Feb. 24-25, 2025:** The 2025 Student Competition will be conducted in-person at the Las Vegas Convention Center in Las Vegas, NV. Each team will be required to make a maximum **fifteen-minute presentation** summarizing its proposal and management concept. A **ten-minute question and answer period** conducted by the judges will follow the proposal presentation.
2. The schedule of presentations will consider team preferences that were selected through your Competition Entry application at the time of team registration. NAHB Student Chapters cannot guarantee a particular time slot. Teams will be notified of the preliminary schedule after the competition entry deadline.
3. Presentation schedules will be strictly followed. The schedule may continue to adjust and change until the date of the competition. NAHB Student Chapters will notify teams of any changes via email.
4. A **ten-minute break** will occur between each presentation. The team that has just completed their presentation is to immediately remove their materials, allowing the next team most of the break time for set up.
5. 2025 National Association of Home Builders Student Competition – Permission to Use Video and Waiver of Liability. Following the submission of each team’s written proposal, a permission to use video and waiver of liability will be emailed to each team. Please have each team member sign and return the form via the method communicated following the project submission.
6. Teams must bring to the competition at the International Builders’ Show:
  - a. Laptop computer pre-loaded with presentation software
  - b. Adaptors for the projector if using a Mac.
  - c. All audio/visual materials
  - d. Teams may test equipment before the start and at the conclusion of the presentations for the day.
7. There will be practice rooms available near the Student Chapters Club Room at the Las Vegas Convention Center beginning 3:00 PM of Sunday, February 23 until the final presentations for all competition levels on Tuesday, February 25. These rooms will have monitors and HDMI available.
8. Each team will be allowed to use its own additional audio/visual presentation equipment for their oral presentations.
9. In the case of extreme circumstances (e.g. illness, or travel delays), teams may appeal to Sarah Weber ([sweber@nahb.org](mailto:sweber@nahb.org)) for a second opportunity to present before the judges.

## **JUDGING**

1. Up to six judges will be on the panel. Bios of judges will be posted online prior to the project due date (December 17, 2024).
2. Prior to the date of the first presentation the judges will have:



- a. Reviewed the Judges' Guidelines
  - b. Reviewed the written proposals
  - c. Graded each team's proposal in all areas except the presentation
  - d. Assigned a preliminary score worth 80% of each team's overall score (the remaining 20% will be based on team presentation)
3. A sample of the judges rating form is attached. Please pay special attention to the importance of each category as it relates to the overall competition score. Note that grammar, spelling and appearance of the written proposal are included in the scoring.
  4. **February 26, 2025:** A "Judges' Debriefing" session will take place in the morning (time tbd). The project sponsor will present their current plans for the project and answer questions from the audience.
  5. Each judge will score the written and oral presentations using the attached Grading Summary Report and then rank the teams from highest to lowest. Winners will be determined based on the total of the judges' rankings. The highest-ranking team receives one point, the second highest ranking two points, etc. The team with the least overall points (based on the sum of all the judges' rankings) is the winner. Although each judge may score the teams differently and each team's scores may vary widely, the ranking system, not the scores, determines the competition champion.
  6. Each team's overall ranking will be provided following the Awards Ceremony. The grading summary reports and feedback from each judge will be collated and provided to the teams within two weeks following the Awards Ceremony.

## AWARDS

1. Awards will be announced during the Awards Ceremony February 26, 2025.
2. Each participant will receive a Certificate of Participation and a t-shirt.
3. Cash prizes will be awarded to the top placing teams.
4. Plaques will be awarded to teams who place 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place and these teams' winning proposals will be posted online.



Student Chapters

### NAHB Student Competition Production Home Builder Honor Pledge

To the best of my knowledge and belief, the information used in my team’s solution to the competition is in accordance with the rules and guidelines of the NAHB Student Competition. On my honor, I have neither given nor received unauthorized assistance in the completion of this project.

Team (School) Name: \_\_\_\_\_

**Team Members:**

Print Name	Signature

**Alternate Members (Optional):**

Print Name	Signature

**Faculty Advisor/Coach:**

Print Name	Signature

**This form is REQUIRED. Please upload (1) copy per team as the last page of your written submission.**



Student Chapters

**SAMPLE**

## NAHB Student Competition Production Home Builder Grading Summary Report

School Name: \_\_\_\_\_

	Comments	Score	Possible
<b>Market Analysis</b>			10
<b>Product Design and Selection</b>			
Product design			5
Site design			5
Sustainability			5
<b>Construction Management</b>			
Estimate: project total cost			10
Schedule: total project			10
<b>Project Management</b>			
Site management & logistics			5
Sales & Marketing			5
<b>Financial and Risk Analysis</b>			10
<b>Quality of the Written Proposal</b>			15
Grammar, spelling, appearance, executive summary			
<b>Quality of Oral Presentation</b>			20
<b>TOTAL</b>			<b>100</b>

Positive: \_\_\_\_\_  
\_\_\_\_\_

Constructive Criticism: \_\_\_\_\_  
\_\_\_\_\_

Highest total score awarded to any team: \_\_\_\_\_