



Student Competition Four-Year Programs: Custom Home Builder Rules and Guidelines

Introduction

The NAHB Custom Home Builder Student Competition challenges students to produce a complete proposal for a homebuilding project. Student teams submit a written proposal for judging by a panel of industry professionals then travel to the International Builders’ Show (IBS) to present their proposals.

Mission

The mission of the NAHB Custom Home Builder Student Competition is to expose students to a small scale residential construction project from concept to closing. Students compete with other schools as they display their problem solving abilities and learn more about homebuilding.

Eligibility

Any NAHB Student Chapter at a college or university may register a team to compete. Only students who are also members of their NAHB student chapter may participate. Students from any undergraduate major or field of study may participate. Students who graduate in December of 2021 may participate. Students pursuing graduate degrees **are not eligible** to participate.

Location

International Builders’ Show (IBS), Orlando, Florida. www.buildersshow.com

Due to varying travel restrictions or other reasons preventing a team from attending the in-person IBS event, the competition will be conducted in a hybrid format allowing teams to participate in-person at IBS or virtually using Zoom video conferencing.

Timeline

September 7, 2021	Competition Problem Posted:
October 17, 2021	Entry Form Due: (\$400) https://awards.nahb.org/
November 21, 2021	Team Member List Due: https://awards.nahb.org/
December 5, 2021	Last Day to Withdraw from Competition
December 19, 2021	Projects Due Electronically https://awards.nahb.org/
February 7-9, 2022	Presentation Dates (<i>in-person and virtual participation available</i>)
February 9, 2022	Judges’ Debriefing, after final team presentation
February 9, 2022	Awards Ceremony at IBS (Time TBD)

***After 11:59 PM EST, Sunday, December 19, 2021, projects will not be accepted.**

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

COMPETITION GOALS AND LEARNING OBJECTIVES

Goals

- Stretch student knowledge and force them to go and learn.
- Use a different geographic location each year.
- Foster innovative proposals that allow student to be creative.
- Develop student's written communication skills by creating a written proposal.
- Develop student's oral communication skills by delivering an oral presentation.
- Develop student's critical thinking and problem solving skills through the creation of a proposal that encompasses multiple disciplines.
- Facilitate student interaction with local HBAs.
- Get students excited about and committed to careers in homebuilding.

Learning Objectives

- Teams will identify a homebuilding opportunity in a specific geographic area, focusing on the best opportunity for a small builder to be successful and grow their business.
- Teams will perform an analysis to identify a specific location and product to build considering the local economy, consumer demographics, and any coding or zoning.
- Teams will create comprehensive preconstruction and construction management plans for their project.
- Teams will identify appropriate sales and marketing strategies based on their analysis
- Teams will create an analysis of financial information and project risk that includes risk mitigation strategies.
- Teams will synthesize the information to drive choices and decision making.
- Teams will create written and verbal presentations of their proposals

COMPETITION ENTRY

1. **September 7, 2021:** Project description, including local, budget, and other pertinent information, available online. nahb.org/StudentCompetition
2. **October 17, 2021:** Entry Form due: <https://awards.nahb.org/>. Teams must register an NAHB Awards account through <https://awards.nahb.org/>. From the drop menus select Student Chapters Awards- Competition Entry and corresponding program.
 - a. \$400 Entry Fee (per team), paid with credit card at the time of registration through your NAHB Awards Competition Entry application.
 - b. **After registering, please email Zach Riley, zriley@nahb.org) and indicate whether your team is presenting in-person or virtually. You may continue to update your team's status as necessary.**
 - c. ***The maximum number of teams able to compete is 20. This is a first-come-first-served registration policy.***
3. **November 21, 2021:** 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, **but the names of these students will not appear in the Program Guide**. Contact Zach Riley: 202-266-8941 / zriley@nahb.org to make adjustments to team rosters.
4. **December 5, 2021:** Last day to withdraw from the competition.
5. Teams may spend as much time as they choose to prepare their proposal before the submission deadline.
6. 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 member must be an active dues-paying member of the school's NAHB Student Chapter.
2. Each participant must be an undergraduate student at the university or college they represent at the time the competition problem statement is announced (September 7th, 2021). Team composition is not limited to construction management majors.
3. Presentation teams will consist of no more than six (6) 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 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 a bank to secure a line of credit.

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/StudentCompetition. 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
 - i. Excel
 - ii. Word
 - iii. PowerPoint
 - b. Adobe Acrobat Reader
 - c. .DWG viewer

2. Teams should create and present a complete proposal to include:
 - Analysis of Market
 - Preconstruction Management Plan
 - Construction Management Plan
 - Sales & Marketing Strategy
 - Financial and Risk Analysis
 - Excellent grammar & appearance
 - Additional related information deemed important by the team may be presented

3. Proposal Formatting
 - a. Proposal should be assembled as follows:
 - i. Proposal must be submitted as a .pdf with a maximum of 20 pages total. **Remember: Less is more.**
 - ii. **Minimum** 10 point font and **minimum** one inch margins.
 - 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 (Local Build), and year of competition. *Example: University of XYZ, Four-Year Program- Local Build, 2022 NAHB Student Competition.*

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.

5. One (1) copy of the Honor Pledge form (found on page 9) must be included with the proposal. The form must be signed by each team member, including alternates (if any), and the 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 19, 2021, 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 team or school may contact any of the trade/professional partners or any municipality or other governing agency that are affiliated with the project. You may however, contact surrounding jurisdictions as part of your market research. The use of information available on the internet, from these people/groups, is acceptable and appropriate.
2. Teams are encouraged to work within existing code and zoning requirements. Any assumptions of zoning/code changes/exceptions must be very well supported.
3. Teams are encouraged to seek feedback and advice from builders, but students on the team must create their own work. Under no circumstances may teams outsource work. All work submitted/presented must be the product of the team members.
 - a The one exception to this rule is that students may choose to use existing house plans as long as appropriate credit is given to their source.
4. All questions regarding the problem and competition logistics must be posted on the [2022 Four Year CUSTOM HOME BUILDER Student Competition Question Board on Google Groups](#). Team members must follow the guidelines posted on the Google Groups discussion page.
5. 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.
6. Teams are permitted to visit the competition market/region if they choose.
7. Although NAHB may provide additional resources and webinars, students are not required to use them. Teams will be notified and provided to such links via the email used to register the team.

PRESENTATION

1. **February 7-9, 2022:** The 2022 Student Competition will be conducted in a hybrid format allowing for in-person presentations in Orlando, FL at the Orange County Convention Center and virtual presentations using Zoom video conferencing. Each team (in-person or virtual) 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. It will also consider teams presenting in-person versus virtually. Every effort will be made to schedule presentations according to the stated preference, but NAHB Student Chapters cannot guarantee a particular time slot. Teams will be notified of the preliminary schedule after the competition entry deadline.
3. All teams participating virtually will receive further guidelines on admittance to the Zoom presentation room and details on how the Zoom presentations will be conducted.
4. 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 changes as they occur via email.
5. 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.
6. [2022 National Association of Home Builders Student Competition – Hybrid Competition: Permission to Use Video and Waiver of Liability](#). Because the four-year competitions are Facebook live streamed, all team members planning to present in person or appear on camera during their Zoom presentation must sign and return a “Permission to use Video and Waiver of Liability” form. Following the submission of each team’s written proposal, the team coach will be emailed a copy of this form for students or their parent or guardian to sign. A signed form from each team member to appear on camera must be returned to Zach Riley, zriley@nahb.org, or the team will not be permitted to present.
7. Teams may watch as many of the other competitors’ presentations as they wish. Presentations will also be viewable via livestream on the [NAHB Student Chapters Facebook page](#).
8. 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.
9. There will be practice rooms available within the Student Chapters Club Room at the Orange County Convention Center beginning Monday, February 7 until the final presentation on Wednesday, February 9. These room will have a projector available.
10. Each team will be allowed to use its own additional audio/visual presentation equipment or aids such as charts, graphs, etc. for their oral presentations.
11. Teams presenting virtually are encouraged to practice their presentation using the Zoom before their scheduled time. Ensure that what the judges will see will effectively communicate the merits of your proposal.

12. In the case of extreme circumstances (e.g. internet failure for virtual presentations, or travel delays for in-person presentations), teams may appeal to Sarah Weber (sweber@nahb.org) for a second opportunity to present before the judges.

JUDGING

1. The panel will consist of up to five judges. Bios of judges will be posted online prior to the arrival at the International Builders' Show (December 2021).
2. Judges will be members of the state or local HBA represented in the competition and will have different opinions and backgrounds, but bring firsthand experience in the identified market.
3. Prior to the IBS the judges will have:
 - a. Reviewed the written proposals
 - b. Graded each team's proposal and assigned a preliminary score worth 80% of each team's overall score
 - c. Been given an overview of guidelines and expectations.
4. 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.
5. **February 9, 2022:** A "Judges' Debriefing" session will take place following the final presentation. Teams participating virtually will be able to join via Facebook livestream. The project sponsor will present their current plans for the project and answer questions from the audience.
6. Winners will be determined based on the cumulative judges' scores. Each judge shall rank the teams from the highest to the lowest scores. Because judges have different backgrounds and experience each judge's score in a section is likely to vary widely from another judge's score.
7. 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 presented to the winners at the NAHB Student Chapters Awards Ceremony at the International Builders' Show.
2. Each participant will receive a Certificate of Participation and a t-shirt.
3. The 1st, 2nd and 3rd place teams will receive a plaque via mail after the competition.
4. Cash prizes will be awarded to top placing teams.



Student Chapters

NAHB Student Competition Four-Year Programs: Custom Home Builder Honor Pledge

To the best of my knowledge and belief, the information used in my team’s proposal for this competition adheres to the rules and guidelines of the Custom Home Builder 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. Submit one (1) copy per team with solution package.

SAMPLE



Student
Chapters

Custom Home Builder Student Competition Grading Summary Report

School Name: _____

	Score	Comments
Analysis of Market	____ / 15	
Location		
Product selection		
Competition		
Sustainability		
Preconstruction Management	____ / 15	
Estimate		
Schedule		
Permitting		
Sustainability		
Construction Management Plan	____ / 15	
Trade partner procurement & management		
Material procurement, mgmt. & disposal		
Inspections		
SWPPPs		
Site Logistics Plan		
Sustainability		
Sales and Marketing	____ / 15	
Product Design		
Sales & Marketing Plan/Projection		
Financial & Risk Analysis	____ / 15	
Direct & Indirect costs		
Accurate numbers		
Reasonable Assumptions		
Risk Assessment & Mitigation		
Overall quality of the written proposal	____ / 10	
Grammar, Appearance, Organization		
Oral Presentation	____ / 15	
Professional Appearance, Language, & Organization		

TOTAL	____/100	
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Positive: _____

Constructive Criticism: _____

Highest total score awarded to any team: _____