



2025 ENTRY GUIDELINES

Thank you for reading and applying these Regal Award Entry Guidelines!

After review, if you have questions,

please contact

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or

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Important Dates:

20% OFF Early Bird Discount Entry Deadline

Friday, January 10, 2025

Regal Award Entries Final Deadline

Friday, February 14, 2025

Sponsorship, Regal Book Ad & Listing Deadline

Monday, March 7, 2025

Regal Award Ceremony

Friday, May 9, 2025

Lighthouse Cove Event Center

Hyatt Place

1301 Coastal Highway, Dewey Beach DE



OF THE YEAR REGAL AWARDS

COMMUNITY

Sussex County
Kent County
New Castle County

REMODELING EXCELLENCE

Sussex County
Kent County
New Castle County

CUSTOM BUILDER

Sussex County
Kent County
New Castle County

MUST SUBMIT TO BE CONSIDERED!

*Awarded to the Community, Remodeler,
Custom Builder, or Associate member
in the above categories with the highest
point score. In the event of tie, judges
will choose.*

SUBMISSION REQUIREMENTS

Must submit: A 3-4 sentence marketing summary you would want featured in the Regal Book

COMMUNITY of the Year

Must have **a minimum of one entry** in each of these categories:

- Marketing
- Best Home
- Best Designed Space or Amenity Value

REMODELING EXCELLENCE of the Year

Must have **a minimum of one entry** in each of these categories

- Marketing
- Best Design
- Remodeling Excellence

CUSTOM BUILDER of the Year

Must have **a minimum of one entry** in each of these categories

- Marketing
- Best Design
- Best Custom Home Categories

If there are multiple entries in each category, you must denote which entry you would like to be considered.

MARKETING REGAL AWARDS

Best Billboard

**Best Digital Campaign
(Email blast, Display Ad or
Social Media).**

Best Event or Promotion

Best Informational
Brochure/Booklet

Best Logo

Best Marketing Campaign

**Best Print Campaign (Ad,
Direct Mail or Postcard).**

Best Video or Commercial

Best Website

Best Marketing of the Year:

Sussex County
Kent County
New Castle County

MUST SUBMIT TO BE CONSIDERED

Based on total points awarded to the Builder, Custom Builder, Remodeler, or Associate member in any 3 of the above advertising categories. If more than 3 categories are entered, the highest score will be considered. In the event of a tie, judges will choose.

SUBMISSION REQUIREMENTS

Must submit:

Best Digital Campaign or **Best Website**- provide URL links in the entry summary and upload a screenshot(s) of the campaign(s) or home page.

Best Video- submit You Tube Video Link in the entry summary and upload screenshot (from first 5 seconds of video)

Best Event or Promotion- Must include event promotional materials, video MP3, and/or photos

Best Brochure/Booklet- Provide Hi Res PDF

Best Marketing Campaign of the Year is awarded to the highest point score in 3 separate marketing categories.

Must enter a minimum of one entry in 3 different categories to qualify.

JUDGING CRITERIA

On a scale from 1-10

Target Market, Message, & Results 150 Words Max. Please answer questions below within your entry.

- Who are you trying to reach with what message?
- How is the message relevant to your target market?
- What is the call to action, is it clear?
- Were there measurable results and were they positive? Increased sales, foot traffic, website hits, etc.

Visual Appeal 150 Words Max. Please answer questions below within your entry.

- How do the overall aesthetics lend to the flow of the piece?
- How does the visual appeal match the target audience and intended Message?

Market Comparison & Creativity 150 Words Max. Please answer questions below within your entry.

- How does this entry stand up to the competition?
- Comparative to other pieces in the market, is there anything fresh, new or out of the box?
- Is there anything particular you want to point out to the judges?

Entries will be divided into the following subcategories based on the company's yearly volume and company size:

*Custom Builder

*Less than 25 Employees for
Associates

*Remodelers

*21-75 Homes/ Year Built

*25-100 Employees for Associates

*Over 75+ Homes/Year Built

*Over 100 Employees for Associates

BEST HOME REGAL AWARDS

2,000-3,000 sq ft, Built for Sale
3,000-4,000 sq ft, Built for Sale
5,000+ sq ft., Built for Sale

Entries will be divided into the following subcategories based on the company's yearly volume and company size:

COMMUNITY HOMES

- 21-75 Homes/per year
- Over 75+ Homes/per year

CUSTOM HOMES

Less than 20 Homes/per year

Build on Your Own Lot (Production or One of a Kind) and excludes price of land & land development

- Less than \$500K
- \$500K +

"Production" home builders who may offer several, options but generally build predetermined home styles and types on lots within a community.

Best Green/Subsustainable Community Home

Production home incorporating green features, design approaches and sustainable building practices

Best Active Adult Community Home Production home incorporating universal design features, design approaches and building practices built for residents 55+

Best Single Family Community Home

Community/ Single-family, detached home under \$500K

Best Affordable Community Home Community/ Production, single family home built for sale under \$350K

Best Luxury Community Home

Single-family, production homes over \$500K

Best Multi Family Community Home

Town homes, twins, condos

Best Multi Family Community Home for Rent

Apartments

Best Delaware Community Home of the Year

Must submit entry: Awarded to a home within the above categories with the highest point score. In the event of tie, judges will choose

These are for builders who build one-of-a-kind homes and are not restricted by home style, type, or lot location.

Best Green/Subsustainable Custom Home

Single-family, custom home incorporating green features, design approaches and sustainable building practices.

Best Active Adult Custom Home

Custom home incorporating universal & aging in place design features, design approaches, and building practices built for residents 55+. Choose one of these categories only:

- Best Active Adult Custom Home up to 3,000 sq ft
- Best Active Adult Custom Home 3,000+ sq ft

Best Single Family Custom Home

One-of-a-kind custom spec, single family Under \$500K

Best Affordable Custom Home

Custom, single-family home built for sale Under \$350K

Best Luxury Custom Home

Single-family, production homes over \$500K.

Best Delaware Custom Home of the Year

Must submit entry.

Awarded to a home within the above categories with the highest point score. In the event of tie, judges will choose

SUBMISSION REQUIREMENTS

Must submit:

150 Words Max. Please answer questions below within your entry.

- 2-3 Sentence Entry Summary/ Marketing Statement
- Home/Model cost as Shown
- Model Base Price required
- Exact square footage of model
- Community name, community address, community phone number, and web URL that would be listed in Regal Book should you win.

REQUIRED PHOTOGRAPHS/FILES HI RES (approx.: 8"x10" 300DPI, JPEG format)

- Front Exterior of Home
- Rear Exterior of Home
- Kitchen
- Dining Room
- Owner's Bedroom
- Owner's Bathroom
- Living Room
- Home Entry/Foyer
- Outdoor Areas
- Specialty Features – Green, Universal Design, etc.
- Floor Plans – **MUST BE JPEG FORMAT. NO PDF'S**

JUDGING CRITERIA

Individual criteria will be given a score on a scale from 1-10

Entry Value & Sales Success 150 Words Max. Please answer questions below within your entry.

- *Does the home's quality & desirability match the cost?*
- *How many homes were sold in the last 12 months?*
- *Does the product meet or exceed reasonable sales expectations?*

Market Comparison & Specialty Criteria 150 Words Max. Please answer questions below within your entry.

- *Who is the target market?*
- *Does the home meet the needs/wants of your target market?*
- *How does this entry stand up to the competition?*
- **FOR Best Green Home Only**
 - *Did you apply green technologies and/or innovative measures? If so, explain.*
 - *How did you use sustainable building materials and practices?*
 - *What innovative and/or sustainable designs were used in the home?*
- **FOR Best Active Adult Home Only**
 - *How did you apply universal design and/or aging in place practices?*

Exterior Design/Curb Appeal & Interior Architecture 150 Words Max. Please answer questions below within your entry.

- *How do the overall aesthetics lend to the flow of the design?*
- *How were functionality and flow incorporated into the design?*
- *Any notable features, building materials, or craftsmanship? If yes, please explain.*

BEST DESIGN REGAL AWARDS

Best Interior Merchandising Home *

Best Interior Merchandising Clubhouse

Best Hard Scape Design
(includes gazebo, decks,
patios, pools, outdoor cooking/
entertainment) *

Best Home Design *

Best Interior Design *

Best Clubhouse Design

Best Design Center*

Best Bathroom Design*

Best Kitchen Design *

Best Primary Suite Design *

**Option to enter for a Remodeler*

SUBMISSION REQUIREMENTS

Must submit:

- 3-6 Images HI RES (approx.: 8"x10" 300DPI, JPEG)
- Floor plans, **JPEG only, PDFs NOT accepted**
- **2-3 Sentence Entry Summary/ Marketing Statement**
- Home/Model cost as Shown
- Model Base Price required
- Exact square footage of model
- Community name, community address, community phone number, and web URL that would be listed in Regal Book.

JUDGING CRITERIA

One score overall on a scale from 1-10

Craftsmanship 150 Words Max. Please answer questions below within your entry.

- Was there excellence in skilled labor?
- Was there attention to detail?
- Anything notable judges should take into consideration?

Overall Design Excellence 150 Words Max. Please answer questions below within your entry.

- How does the visual appeal match the target audience and intended message?
- Does the functionality and flow match the target audience?
- Were there any challenges? How were they addressed?

Market Comparison 150 Words Max. Please answer questions below within your entry.

- How does this entry stand up to the competition?
- Compared to other products in the market is there anything fresh and new or out of the box?

REMODELING EXCELLENCE REGAL AWARDS

Best Addition/Alteration/
Renovation under \$50K

Best Addition/Alteration/
Renovation \$50K - \$150K

Best Addition/Alteration/
Renovation \$150K - \$300K

Best Addition/Alteration/
Renovation \$300K - \$500K

Best Addition/Alteration/
Renovation \$550K - \$800K

Best Addition/Alteration/
Renovation \$800K - \$1.1 Million

Best Addition/Alteration/Renovation
\$1.1Million - \$1.5 Million

Best Addition/Alteration/Renovation
over \$1.5 Million

See **REGAL AWARDS BEST DESIGN** for
criteria to enter these awards for a
remodeler: *Best Design Center, Best
Bathroom Design, Best Kitchen Design, Best
Primary Suite Design, Best Hard Scape &
Best Interior Merchandising - Home*

SUBMISSION REQUIREMENTS

Must submit on Call to Entry Submission List.

- Name of submission (Ex: Smith Construction Best Kitchen Design Remodel Rehoboth Beach)
- Cost for Project
- 3-6 Hi Res Images, Approx. 8" x 10", 300DPI, JPEG format
- **Before and After photos CLEARLY labeled and match**
- Project/Renovation/Addition full address
- Company phone number
- Company web URL
- Floor Plan/ Design Drawings & Square Footage Approx. 8" x 10", 300DPI, JPEG format
- 2-3 Sentence Summary– Marketing Statement (Ex: *This customer recently decided to turn a part time summer residence into a year-round home. The kitchen space was large but not really functional for food preparation and lacked comfortable seating for guests. We were able to redesign and construct a beautiful spacious kitchen that met the desires and needs of our customer.*)
- **Remodeler name, phone number, and web URL that would be listed in Regal Book should you win.**

JUDGING CRITERIA

One score overall on a scale from 1-10

Summary 200-300 Words Max. Please answer questions below within your entry.

- Job description
- Customer's needs and expectations
- Obstacles that had to be overcome
- Materials and manufacturers used for cabinets, countertops, flooring, appliances, sink, faucets, lighting, etc.
- Examples of excellence of workmanship
- List any unique or special features
- Customer satisfaction

INDIVIDUAL REGAL AWARDS

Designer/Design Firm of the Year *

Loan Officer of the Year

Marketing Director of the Year

**Project/Production Manager
of the Year***

Rookie Sales Person of the Year
First Year in Sales Position

Sales Director of the Year *

Community Sales Team of the Year

**Selections/Options Coordinator
of the Year***

Superintendent of the Year*

Administrative Professional

Warranty/Service Manager *

Community Construction Team

**Option to enter for a Remodeler.*

SUBMISSION REQUIREMENTS

Must submit on Call to Entry Submission List.

- **Nominees Must be an employee** of a HBADE Member
- **Nominee must have been** in their position for over 50% of the last year.
- Nominee Name
- Upload Nominee Photo (HI RES 300dpi, 3"x5" JPG format)
- Community or Communities Sold by Nominee
- Nominee total production Volume/Sales
- Short Professional Bio:
 - Why should this nominee win this award?
 - Background and experience
 - Length of time with company
 - Length in position
 - Production volume
 - Responsible for # of communities, homes, employees, etc.
 - Closing ratios if applicable
 - Customer & employee testimonials

JUDGING CRITERIA

On a scale from 1-10

Performance & Results 150 Words Max. Please answer questions below within your entry.

- What are the nominees strengths and areas where they excel?
- How effectively do they complete their job?
- Do they meet or exceed goals & standards?
- Anything in particular that the Judges should consider when reviewing?

Professionalism & Approach 150 Words Max. Please answer questions below within your entry.

- What is the nominees knowledge base and how effective are they in communicating it?
- How is their attitude?
- How effective is their approach when faced with everyday operations?
- How does the candidate meet adversity and overcome market obstacles and adversity? Any specific examples?

Industry Involvement

150 Words Max. Please answer questions below within your entry.

- Does the nominee exhibit any outstanding contributions towards the home building industry?
- Has the nominee made any community contributions?
- Has the nominee completed any extra continuing education courses?

MILLION DOLLAR CLUB REGAL AWARDS

Bronze

(Sales total \$1,000,000 – \$3,000,000)

Silver

(Sales total \$3,000,000 – \$7,000,000)

Gold

(Sales total \$7,000,000 – \$10,000,000)

Platinum

(Sales total \$10,000,000—\$15,000,000)

Diamond

(Sales total \$15,000,000+)

Highest Number of Units Sold*

Highest Sales Volume*

**Determined by entry.*

SUBMISSION REQUIREMENTS

Must submit on Call to Entry Submission List to be considered.

- Nominee Name
- Upload photo of Nominee (HI RES 300dpi 3"x5" JPEG format)
- List of Nominee's Credentials and/or Affiliations (CSP, MIRM, etc.)
- Community or Communities Sold by Nominee
- Company Name
- Community Location
- Dollar Volume Sold last year (12 months total)
- Number of Units Sold last year (12 months total)

Entry fee for SMC members is \$50 and \$75 for Non-SMC members!