

2023 PRISM Awards Categories

PRISM Awards & Gala

MARKETING - \$130 each

1. Customer Service
2. Community Outreach/Service

BEST USE OF TECHNOLOGY - \$130 each

3. Print Media Campaign (Company, Product, Community)
4. Website Design (Builder, Associate, Community)
5. Digital Media Campaign (Radio, TV, YouTube, etc.)
6. Social Media Campaign (Builder, Associate, Community)

PRODUCT - \$225 each

7. Model Homes
 - a. Model Row
 - b. Model Home/Spec Home, tiered by price
 - c. Townhomes
8. Sales & Information Center
9. Retail Showroom/Design Center

Judging Criteria (cat. 9-11): Function, Ability to visually convey information, communication of builder, effectiveness towards target market, use of merchandising to reach the target market.
10. Remodeled Home or Space, tiered by price
 - a. Remodeled Home
 - b. Historic Renovation
 - c. Kitchen Remodel
 - d. Bathroom Remodel
 - e. Pool/Outdoor Living Space
 - f. Landscaping

Judging Criteria: Overall Design, Overall Look and Setting, Use of Space, Functionality, Aesthetics, Special Design Features, Construction Techniques/Materials, Curb Appeal Where Applicable

11. New Spaces, tiered by price

- a. New Kitchen
- b. New Bathroom
- c. Pool/Outdoor Living Space
- d. New Addition
- e. Landscaping

Judging Criteria: Overall Design, Overall Look and Setting, Creativity in Use of Materials, Use of Contours and Natural Areas Where Applicable, Use of Color

12. Community

- a. Less than 100 lots
- b. 100 – 250 lots
- c. 251 lots and over
- d. Affordable/Workforce Housing
- e. 55+ Community
- f. Master-Planned Community

Judging Criteria: Community Entrance, Community Amenities, Curb Appeal, Marketing Plan, Overall Community Design

13. Single Family Home, tiered by price

- a. Single Family Home – Detached
- b. Single Family Home – Attached
- c. Sustainable Home

Judging Criteria: Curb Appeal, Functionality of the Floor Plan, Exterior & Interior Design, Use of Interior Space, Special Design Features, and Construction Techniques/Materials

PERSONAL ACHIEVEMENT - \$125 each

14. Million Dollar Circle (\$5 million+)
15. Building Designer of the Year
16. Sales Manager of the Year
17. Marketing Manager of the Year
18. Lender of the Year
19. Purchasing Manager of the Year