

2025 PRISM Awards Categories

MARKETING - \$130 each

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

Judging Criteria: (cat. 1-4): Judged on creativity, graphics, concept, overall design, continuity and execution, message, and emotion communicated to the target market)

PRODUCT - \$225 each

5. Model Homes
 - a. Model Row
 - b. Model Home/Spec Home, tiered by price
 - c. Townhomes
6. Retail Showroom and Design/Sales & Information Center

Judging Criteria (cat. 7-8): Function, Ability to visually convey information, communication of builder, effectiveness towards target market, use of merchandising to reach the target market.

7. Remodeled Home or Space, tiered by price
 - a. Remodeled Home
 - b. Historic Renovation
 - c. Kitchen Remodel
 - d. Bathroom Remodel
 - e. Pool/Outdoor Living Space

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

8. New Spaces, tiered by price
 - a. New Kitchen
 - b. New Bathroom
 - c. Pool/Outdoor Living Space
 - d. New Addition

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

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

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

10. 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 - \$130 each

11. Customer Service
12. Million Dollar Circle (\$5 million+)
13. Building Designer of the Year
14. Sales Manager of the Year
15. Rising Star Award
(Less than 2 years of selling)
18. Marketing Professional of the Year
19. Lender of the Year
20. Purchasing Manager of the Year
21. Internet Sales Counselor of the Year
22. Trade Partner of the Year
23. Community Outreach/Service