

PRISM Rules / Submission Requirements

Please be sure to follow the rules/submission requirements for each category entered. Failure to do so may result in disqualification of entry.

Entry Eligibility: A home builder, associate member or remodeler may enter one or more products in any or all the PRISM (Professional Recognition in Sales & Marketing) categories. The entry in any category must have been **created, completed or in full use between January 1, 2025 – March 31, 2026.**

Anyone entering must be a member in good standing of the Charleston Home Builders Association. An entry that has won in a previous PRISM competition cannot be entered again in the same category, except for Individual Achievement in Sales by the same person or persons who have won in previous PRISM Awards. An additional exception includes the Communities category wherein the applied community must have been actively selling homes in the past twelve months. The community will be judged based on: Design and sensitivity to natural or created environments, Design appeal, Creative use of space, materials, amenities, Architectural continuity, Landscape design and signage, and Overall sales success.

Entry Preparation and Procedures: A separate electronic entry form must be submitted with each category entered, including all required, related support materials. The entry form MUST be clearly titled. All entries become the property of the CHBA (Charleston Home Builders Association).

Photo, Digital Prints & Files: All photos and digital files must be in color and included in the entry as required per submission form online. Images can be vertical or horizontal and can only be submitted in JPG format. Entries missing digital photo(s) and/or files will be disqualified.

Categories: The PRISM Committee has the right to change the category for an entry if it is deemed the entry does not qualify in the category for which it was submitted and may, at its discretion, create new categories as the need arises. Single-entry categories will be judged, and an award given if the applicant receives a score of 80% or greater of points available. The CHBA reserves the right to add, delete or modify any or all categories as needed based upon entries received.

Deadline & Judging: All entries, including appropriate entry fees and submitted Entry Recap Form, must be received no later than **5:00PM, August 21, 2026.** Judging will take place via electronically using an up-to-date platform with real-time judging. There will be no site visits. Judges will use professional photos and information given by the entrant.

Date & Location of Gala: Thursday, November 5, 2026, 6:00pm at Festival Hall, 56 Beaufain Street, Charleston, SC. Tickets can be purchased online using [THIS LINK](#)