



Celebrate the Best in Building and Design

Call for Entries



2022 PRISM Winner, Hutker Architects
Photo by Michael J. Lee

2023 PRISM AWARDS - CALL FOR ENTRIES



The Builders and Remodelers Association of Greater Boston (BRAGB) invites you to participate in the 2023 PRISM Awards. This prestigious Awards program recognizes the finest projects and outstanding achievements of builders, developers, project owners, architects,

land planners, marketing/advertising firms, interior designers, remodelers, and other professionals in the home building industry.

WHY ENTER THE PRISM AWARDS?

Winning a coveted PRISM Award is a sign of excellence in your field and recognition of superior achievement. Winners receive significant regional, state-wide and national recognition in newspapers, magazines and on websites. Even if you are not one of winners, entering allows you the opportunity to gain exposure for your company and projects, as every entry will be featured on display boards at the Gala, and on the BRAGB website. Between 350-500 housing industry professionals and guests attend the Gala each year.

WHO IS ELIGIBLE TO ENTER?

Entrants can be members of BRAGB, the National Association of Home Builders, and non-members. There are no restrictions on the total number of entries one can submit nor on the number of separate projects entered within a category. Projects must be active between June 2021 and June 2023 to be eligible.

ENTRY REGISTRATION INFORMATION

Single category entry: Member: \$175, Non-Member: \$275
Discounted cost per entry for multiple entries: Member: \$150/
entry, Non-Member: \$250/entry

Complete registration information is posted at PRIMS-AWARDS.COM. Contact us with questions at (781) 890-2101 or build@bragb.org.

GENERAL INFORMATION & REQUIREMENTS

- All entries must be submitted online no later than August 11, 2023 at www.prism-awards.com.
- Entries or projects which have previously won a Gold PRISM Award are not eligible for entry in the same category. Entries must reflect projects that have been started and/or completed between June 2021 and June 2023. Include name, company information, and website address for each team member as required on submittal form.

- All entry materials become the property of BRAGB and will not be returned. By entering, entrant agrees that entry materials may be used at the discretion of BRAGB for awards presentations, educational purposes, publications, marketing, and/or other presentations.
- Please contact the BRAGB office at 781-890-2101 for assistance with your online submittal(s).

ENTRY MATERIAL REQUIREMENTS

- A Submission Statement is required for all entries. Statement should be no more than 350 words and should address all information requested within the category description. All required questions must be answered within the submittal portal in order to be eligible.
- Entries must include a minimum of one image titled "Primary Image" to be uploaded and featured at the event.
- Format and prepare up to a maximum of twelve individual photographs for your entry. No collages, please. Photos should be high-resolution images at a minimum of 8" x 10" or 10" x 8" at 300 ppi in .JPG or .TIF file formats only. Landscape (horizontal) orientation is preferable over portrait (vertical).
- Include site plans, floor plans and/or other relevant files as requested in each category's criteria.
- Entrants must also include their company logo as a high resolution vector file (.EPS or .AI format -- if a vector file is not available, a .JPG or .PNG format is acceptable).

AWARDS & JUDGING

The Gold and Silver Award winners will be announced in person at the PRISM Awards Gala, held on October 19 at the Boston Museum of Science. Each entry will be judged on its own merit by a national panel of distinguished industry professionals assembled specifically for the purpose of evaluating this competition.

Awards will be imprinted with the 2023 PRISM Awards logo, category name, and the project or entrant's name. Entry form should include this information exactly as you wish it to appear on the award. All award recipients will be asked to have their photographs taken in a designated area immediately upon receiving their award. Winners will be featured on BRAGB's website and in other media channels after the event. Duplicate awards may be ordered by winning team members for a nominal fee after the event.

*Under no circumstances shall the Builders and Remodelers Association of Greater Boston, their officers, trustees, and/or employees be liable for any errors, omissions, or false information provided by an entrant or any other party providing information about an entry.

2023 PRISM AWARDS - CATEGORY DESCRIPTIONS

EXCELLENCE IN NEW CONSTRUCTION

BEST SINGLE FAMILY DETACHED HOME – Home types include single-family detached homes, condominium homes, and manufactured homes. Square footage is defined as all living spaces measured to the exterior face of the exterior walls and does not include garages, unfinished basements, attics, covered patios, or porches. Entries will be judged on overall exterior and interior architecture, design appeal, function, quality of work, and creative use of interior space and creative integration of plan design with site considerations.

1. UNDER 2,000 SQUARE FEET
2. 2,000 TO 3,000 SQUARE FEET
3. 3,000 TO 4,500 SQUARE FEET
4. 4,500 TO 6,000 SQUARE FEET
5. 6,000 TO 8,000 SQUARE FEET
6. OVER 8,000 SQUARE FEET

7. NEW! BEST ATTACHED HOME: MULTI-FAMILY BUILDING

– Home contained within a multi-family building of 2 or more residential units. Buildings most often have 2 or more floors with common stairs and corridors serving the units. Many complexes offer basic “community” amenities such as a club room, exercise facilities or roof decks, outdoor kitchens and grills, and common areas for gatherings. The units may be rental or for sale condominiums. Entries will be judged on overall exterior and interior architecture, design appeal, function, quality of work, and creative use of interior space and creative integration of plan design with site considerations.

8. NEW! BEST ATTACHED HOME: TOWNHOUSE – A townhouse, or townhome, is defined as a dwelling unit with independent means of entry directly to outside. There are 2 or more units sharing common walls. These often contain more than one level and many have attached private garages, private outdoor spaces and have basements as well which are possibly finished spaces. Although these units are attached, each unit may be individually owned and may be part of a homeowner’s/condominium association. Entries will be judged on overall exterior and interior architecture, design appeal, function, quality of work, and creative use of interior space and creative integration of plan design with site considerations.

BEST LIVING AREA: PRIVATE RESIDENCE – Home types include single-family detached/attached homes and manufactured homes. Entries will be judged on concept, creativity, and flow of the overall design including use of space and the incorporation of various architectural elements.

9. KITCHEN in HOME UNDER 4,500 SQUARE FEET
10. KITCHEN in HOME OVER 4,500 SQUARE FEET
11. BATH

12. LIVING (GREAT) ROOM/DINING ROOM
13. NEW! SPECIALTY ROOM

EXCELLENCE IN REMODELING

14. BEST HIGH PERFORMANCE/ENERGEY EFFICIENT HOME– Entries must demonstrate integration and optimization of all major high-performance building attributes, including energy efficiency, durability, life-cycle performance and air management. Entries should reference all high performance goals that are currently recognized. Entries will be judged on criteria described above as well as the overall design, comfort, usability and livability of the space. Awards and certifications received should be listed in the submission statement.

BEST BATHROOM REMODEL – Includes bathroom projects within the specified price ranges. “Before and after” photographs are highly recommended to show the extent of the changes. Any floor plans, diagrams, and drawings that will assist the judges in understanding the project should be included, especially in cases where additional emphasis is needed, or when the photography alone is not adequate to reflect certain aspects of the project.

15. UNDER \$75,000
16. BETWEEN \$75,000 and \$150,000
17. OVER \$150,000

BEST KITCHEN REMODEL – Includes kitchen projects within the specified price ranges. “Before and after” photographs (preferably taken from similar angles) are highly recommended to show the extent of the remodel. Price is the market price charged to the consumer or owner. Any floor plans, diagrams, and drawings that will assist the judges in understanding the project should be included, especially in cases where additional emphasis is needed or when the photography alone is not adequate to reflect certain aspects of the project.

18. UNDER \$150,000
19. BETWEEN \$150,000 AND \$300,000
20. OVER \$300,000

BEST HOME RENOVATION – Renovations include single-family detached and attached homes, as well as multi-family and commercial buildings. Creative re-use of existing elements should be emphasized. This can include both exterior and interior remodeling, interior alone, or exterior alone. This category requires the involvement of multiple rooms within the house as a part of the overall renovation. “Before and after” photographs (preferably taken from similar angles) are highly recommended to show the extent of the changes. Price should be defined as the market price charged to the consumer or owner.

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- 21. UNDER \$250,000
- 22. BETWEEN \$250,000 AND \$500,000
- 23. BETWEEN \$500,000 AND \$750,000
- 24. BETWEEN \$750,000 and \$1 MILLION
- 25. OVER \$1 MILLION - UNDER 5,000 SQUARE FEET
- 26. OVER \$1 MILLION - OVER 5,000 SQUARE FEET

BEST HISTORICAL RESTORATION – Historical Restoration entries must demonstrate significant efforts to incorporate historical design elements and re-use of historic materials, either on the interior, exterior, or community grounds of the project. Details about the historic significance and or recognition should be included within the submission statement.

- 27. NEW! UNDER \$1 MILLION
- 28. NEW! OVER \$1 MILLION

EXCELLENCE IN COMMUNITY DESIGN

29. BEST UNIVERSAL DESIGN – Entries will be judged based on the design being usable, safe, and aesthetically pleasing to the greatest extent possible by everyone, regardless of their age, ability, or status in life. Best practices in universal design and procedures that comply with universal design principles should be demonstrated within the submission statement. May include residences for age-qualified and age-designed for sale or rental housing communities with common amenities and facilities to create an active adult lifestyle. A site plan should be included in addition to exterior elevations and floor plans. Entries may or may not be ADA compliant. Examples of life style amenities and space versatility should also be noted.

30. BEST AFFORDABLE COMMUNITY – In order to be eligible, a community must have some units/homes built during the time frame referenced in the submittal instructions and the project must be actively for sale at the time of submittal. A copy of the site approval issued by the certifying agency in addition to a project ledger that breaks down the affordable units and the market-rate units with corresponding pricing is required with the submittal. A site plan should be included in addition to exterior elevations and floor plans.

31. BEST CLUBHOUSE: COMMUNITY – Includes community centers, recreation centers, clubhouses, activity centers, or any other freestanding structures that are used as a central gathering space or information center for a residential community, subdivision, or development. Site plan of overall community should be included with submittal.

32. BEST RENTAL COMMUNITY – Includes rental units in a community setting, and may include amenities such as a

clubhouse and other common areas. Entries will be judged on overall conceptual plan, interior layouts, and exterior elevations. Submissions should include all available floor plans, a site plan, and collateral used for marketing.

33. BEST MULTI-UNIT FOR-SALE COMMUNITY: ATTACHED OR DETACHED HOMES – Includes multi-family, attached or detached units for sale such as town homes, condominiums and duplexes in a community setting, and may include amenities such as a clubhouse or common areas and outdoor living. Entries will be judged on overall conceptual plan, interior layouts, and exterior elevations. Submissions should include all available floor plans, a site plan, and collateral used for marketing.

34. BEST MIXED-USE COMMUNITY DEVELOPMENT – Entries may be any urban, suburban, or village development, or even a single building that blends a combination of uses including residential, commercial, cultural, institutional, or industrial. Judges will consider the overall integration of a variety of different uses for the benefit of the community. A site plan of the project will be required in addition to a detailed description of the different uses involved. The organizations and companies that operate within the project should also be mentioned in the submittal statement.

35. BEST COMMERCIAL PROJECT (MEDICAL, NON-MEDICAL, RETAIL OR INSTITUTIONAL) – Projects may include medical, commercial, industrial, recreational, and retail buildings (e.g., non-residential) as the primary focus. Submission statement should reference certifications, awards, and recognition received by the project team(s). Overall interior and exterior design will be taken into account by the judges. Project must be new construction or at least 60% of the project must be considered a major renovation of an existing structure.

EXCELLENCE IN INTERIOR/EXTERIOR DESIGN AND MERCHANDISING

36. BEST DESIGN FOR OUTDOOR LIVING – Spaces may include patios, courtyards, outdoor kitchens, pool areas, and more. Entries will be judged on concept creativity, functionality, and the impact of furniture and accessories within the overall space. A site plan should be included with the submission.

37. BEST LANDSCAPING DESIGN – Entries will be judged on the concept creativity, functionality, and effectiveness of the landscaping design, including live plantings, innovative use of indigenous plant species, water conservation methods, and lighting design. A site plan should be included with the submission.

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BEST INTERIOR DESIGN OF A PRIVATE RESIDENCE –

Home types include single-family detached/attached homes and manufactured homes. Entries will be judged on concept, creativity, and flow of the overall design including use of space and the incorporation of various architectural elements.

- 38. LIVING (GREAT) ROOM/DINING ROOM
- 39. NEW! SPECIALTY ROOM
- 40. PRIMARY SUITE
- 41. KITCHEN

BEST INTERIOR MERCHANDISING OF A MODEL –

Model types include single-family detached and attached homes, condominium homes, and manufactured homes on fee simple or leased lots. Entries will be judged on concept, creativity, wall and window treatments, and the impact that the furniture and accessories have on overall marketability of the home.

- 42. AVERAGE SALES PRICE UNDER \$650,000
- 43. AVERAGE SALES PRICE OVER \$650,000

44. BEST USE OF SMART HOME TECHNOLOGY – Entries will be judged on the most creative use of smart home technology, along the complexity and practicality of the design and Integration with the overall design of the space.

MOST CREATIVE/UNIQUE USE OF SPACE –

Share your creativity and cleverness in design and implementation. Unintended uses of common materials, maximizing a small space, turning a “useless” space into a very useful one... anything goes. Stretch the limits of your imagination!

- 45. NEW! UNDER 150 SQUARE FEET
- 46. NEW! OVER 150 SQUARE FEET

47. BEST MILLWORK OR CUSTOM CABINETS – Entries will be judged on the most creative use of millwork, woodwork or custom cabinetry, along the complexity and practicality of the design and integration with the overall design of the space.

EXCELLENCE IN SALES AND MARKETING

48. BEST PRINT AD OR BROCHURE: COMMUNITY, BUILDER* OR ASSOCIATE – Entry will be judged on concept, creativity, copy, layout, overall design, and execution and continuity. Entry should include photos of the completed ad or brochure, including all inserts.

49. BEST DIGITAL MARKETING CAMPAIGN: COMMUNITY, BUILDER* OR ASSOCIATE – includes banners/rich media, e-blasts, microsites, social media, landing pages and online

PR featuring and promoting a specific builder or associate (individual or company). Entries will be judged on creativity, graphics, concept, overall design, continuity and execution, message, and emotion communicated to the target market. Must include at least 2 executions of campaign.

50. BEST SOCIAL MEDIA CAMPAIGN – This award honors social media campaigns for projects or services pertaining to the home building industry. Objectives include exclusive deals to incentive social sharing, engaging existing customers and driving new traffic. Entries should include:

- Social platforms used.
- # of followers in each platform.
- # engagements from the campaign.
- what is key ingredient to campaigns success?
- what was expected goal/outcome and was it met?
- Example screen shot

51. BEST LOGO OF THE YEAR: COMMUNITY, BUILDER* OR ASSOCIATE – Color or black and white logo designs are acceptable. This category is for the logo/graphic element alone, not in its application form. Entries will be judged on graphics, concept, overall design, and execution, message, and emotion communicated to the target market.

52. BEST MARKETING EVENT OR SERIES OF THE YEAR – Industry events such as open houses, seminar(s), networking, awards, etc. that reach either trade or homeowner focused audiences will be judged based on their ability to gain the highest overall visibility for service(s) and/or product(s), as well as individual professionals or companies that provide them. Judging will be based on originality and creativity, communication, appropriateness of venue, event agenda, and event theme (whether its graphic design in the marketing materials or décor at the event).

53. BEST WEBSITE: COMMUNITY, BUILDER* OR ASSOCIATE – Website for an individual company. Entries will be judged on originality, concept, execution, ease of navigation as it relates to the specified target market, and overall user experience. Website address should be clearly noted within submission statement.

54. BEST VIDEO (BROADCAST TV OR YOUTUBE) – Entries will be judged on originality, concept, and execution of the spot as it relates to specified target market and qualified traffic the ad generated.

55. BEST SHOWROOM/SALES CENTER/DESIGN CENTER: BUILDER OR ASSOCIATE – Any building or space specifically

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designed as the main showroom or sales center including, where applicable, architecture, interior design, landscape design, and sales displays. Entrants will be judged on the function of the floor plan layout, use of creative imagery, strength of product presentation, and ability to create an atmosphere that increases the perceived value of the option products and promotes a superior customer experience.

**Builder includes Remodeler*

INDIVIDUAL/GROUP RECOGNITION

56. PROJECT MANAGER OF THE YEAR – Entrants must be an on-site project manager employed by a builder/developer. Entrants will be judged on interpersonal, organizational, communication and problem-solving skills, as well as any industry contributions and recognition. Submission should include a description of the entrant's experience as a project manager, responsibilities and achievements, continuing education, and any other special qualities that should be taken into consideration.

57. SALES PERSON OR TEAM OF THE YEAR:

BUILDER OR REMODELER– Entrants must be a salesperson or team employed by a builder, and whose primary function and responsibility is selling new homes full-time. (Full-time is defined as deriving at least two thirds of annual income from new-home sales.) Entries will be judged on sales achievements compared to others in the local market, community, and industry. Submission should include a description of the entrant's experience in new home sales, including price range of homes sold (gross and net sales), responsibilities and achievements, continuing education, and any other special qualities that should be taken into consideration.

58. SALES PERSON OR TEAM OF THE YEAR: ASSOCIATE

- Entrants must be a salesperson or team employed by an associate (such as a supplier, vendor, or other company), and whose primary function and responsibility is selling goods and services to builders or consumers as related to the building industry in some way. (Full-time is defined as deriving at least two thirds of annual income from new-home sales.) Entries will be judged on sales achievements compared to the competition. Submission should include a description of the entrant's experience in sales, including price range of goods and services sold (gross and net sales), responsibilities and achievements, continuing education, and any other special qualities that should be taken into consideration.

59. SUPERINTENDENT OF THE YEAR – Entrants must be an on-site superintendent employed by a builder/developer. Entrants will be judged on interpersonal, organizational, project-

management, communication and problem-solving skills, as well as any industry contributions Recognition. bmission should include a description of the entrant's experience as a superintendent, responsibilities and achievements, continuing education, and any other special qualities that should be taken into consideration.

60. RISING STAR OF THE YEAR: BUILDER OR REMODELER

Entrant or nominee should be a young professional or someone otherwise new to their role who works as an on-site employee for a builder/developer or associate. Entries should include information about the nominee's accomplishments, innovations or items of merit in their role and how their performance is helping to establish an advancing career in their field. Include details about how the individual is crafting their own career advancement through continuing education, skills enhancement, self-evaluation, etc.

61. RISING STAR OF THE YEAR: ASSOCIATE

Entrant or nominee should be a young professional or someone otherwise new to their role who works as an on-site employee for a builder/developer or associate. Entries should include information about the nominee's accomplishments, innovations or items of merit in their role and how their performance is helping to establish an advancing career in their field. Include details about how the individual is crafting their own career advancement through continuing education, skills enhancement, self-evaluation, etc.

62. TRADE PARTNER/SUBCONTRACTOR OF THE YEAR –

Nominees should consist of a trade partner/subcontractor who you feel is a trusted and dedicated member of your extended team and who represents the core values of your company. This go-to person whom you entrust to help make your business successful is someone who helps you achieve the goals set forth on your project and who ensures that your client achieves the best possible result. Entries should include an 8x10" photograph of the nominee, their company name and their role on your projects or within your organization. Also include and any detailed information you think is important to convey to the judges about the impact this person has had on your business.

63. COMMUNITY SPIRIT AWARD –

Entries will be judged on originality, concept, and execution of the community outreach and/or charitable programs. Examples: non-profit programs, Habitat for Humanity, children's charities, healthcare advocacy, local community benefits, and private individual charity programs. Judges will look at how effectively a community that either works together or lives together can unite forces for the benefit of a cause or a program. This category is about celebrating the collective efforts of a group of individuals who

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successfully impact their community. Both residential and commercial projects built within the period of time as specified in the submittal instructions will be considered.

64. MOST VALUABLE TEAM MEMBER: BUILDER OR REMODELER - This is the key person behind the scenes that is vital to the success of your company. Entries should include significant accomplishments the individual's experience, expertise, and how they impact your organization, operations, sales efforts, etc.

65. MOST VALUABLE TEAM MEMBER: ASSOCIATE
This is the key person behind the scenes that is vital to the success of your company. Entries should include significant accomplishments the individual's experience, expertise, and how they impact your organization, operations, sales efforts, etc.

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Questions?
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or build@bragb.org.



Excellence and Superior Achievement
THE PRISM AWARDS
IN THE HOME BUILDING INDUSTRY

SAVE THE DATE FOR THE
2023 PRISM AWARDS

gala

OCTOBER 19, 2023
MUSEUM OF SCIENCE, BOSTON