



Winners List

Category 1 – Best Logo Design

Avignon
Builder: Centex Homes
Marketing Director: Hallie Mullen/Jenny Yandell
Ad Agency: p11 Creative

Category 2 – Best Graphic Continuity

Alamo Creek
Builder: Shapell Industries of Northern California
Marketing Director: Nancy Rice
Ad Agency: Gunn/Jerkens Advertising & Marketing

Category 3 – Best Signage

Alamo Creek
Builder: Shapell Industries of Northern California
Marketing Director: Nancy Rice
Ad Agency: Gunn/Jerkens Advertising & Marketing

Category 4 – Best Brochure for a Community priced under \$550,000

Villages at Vista Del Mar
Builder: William Lyon Homes
Marketing Director: Dave McKown
Ad Agency: The Stone Group, Inc.

Category 5 – Best Brochure for a Community priced \$550,000 to \$750,000

Park Lane
Builder: Regis Homes of Northern California
Marketing Director: Rob Parker
Ad Agency: p11 Creative

Category 6 – Best Brochure for a Community priced \$750,001 to \$999,999

Trellis
Builder: Centex Homes
Marketing Director: Jenny Yandell
Ad Agency: The Stone Group, Inc.

Category 7 – Best Brochure for a Community priced over \$1Million

Alicante
Ad Agency: Gauger + Associates

Category 7A – Best Brochure for a Masterplanned Community

Alamo Creek
Builder: Shapell Industries of Northern California
Marketing Director: Nancy Rice
Ad Agency: Gunn/Jerkens Advertising & Marketing

Category 8 – Best Black & White Ad

Shea Homes – Get off the Fence
Marketing Director: Adam Hieb
Ad Agency: Gauger + Associates

Category 9 – Best Color Newspaper Ad

Shea Homes – Chevy to the Levy Ad
Marketing Director: Adam Hieb
Ad Agency: Gauger + Associates

Category 10 – Best Color Magazine Ad

Fifty One – Shred Ad
Builder: Centex Homes
Marketing Director: Jenny Yandell
Ad Agency: Gauger + Associates

Category 11 – Best Television Commercial

Shea Homes – Chevy to the Levy
Marketing Director: Adam Hieb
Ad Agency: Gauger & Associates

Category 12 – Best Radio Commercial

Get off the Fence
Builder: Shea Homes
Marketing Director: Adam Hieb
Ad Agency: Gauger & Associates

Category 13 – Best Internet Marketing Campaign

Centex Homes – Northern California Division – Year End Sale
Marketing Director: Hallie Mullen
Ad Agency: One Eighteen Advertising

Category 14 – Best Overall Advertising Campaign

Perfect Fit Living
Builder: John Laing Homes
Marketing Director: Sunny Woodward
Ad Agency: EMC Creative

Category 15 – Best Website for a Builder

www.shapellhomes.com

Builder: Shapell Industries of Northern California

Marketing Director: Nancy Rice

Website: Gunn/Jerkens Advertising & Marketing / Graphic Language

Category 16 – Best Website for a Community

www.regishomesnc.com/parklane/

Builder: Regis Homes of Northern California

Marketing Director: Rob Parker

Website: p11 Creative

Category 17 – Best Website for an Associate

www.six60sf.com

Associate: EMC Creative / Six 60

Website: EMC Creative / Sylvia Stephenson

Category 18 – Best Community Service Project or Promotion – Builders White Hat Award

Centex Homes – ARF Campaign

Builder: Centex Homes

Marketing Director: Jenny Yandell

Ad Agency: Gauger + Associates

Category 19 – Best Sales/Information Center in a Garage

Arroyo Crossing

Builder: O'Brien Homes

Marketing Director: Deborah Childress

Category 20 – Best Sales/Information Center in a Model

Terraces

Sales Office: Marketshare, Inc.

Category 21 – Best Sales/Information Center in Trailer or Off Site Retail

Candlestick Cove

Builder: Signature Properties

Marketing Director: Linda Kime

Sales Office: Marketshare, Inc.

Special Award - Design Center

Summerhill Design Center

Builder: Summerhill Homes

Marketing Director: Tad Holland

Sales Office: Marketshare, Inc.

Category 22/23 – Best Interior Merchandising of an Attached Home

Tralee – Plan 1
Builder: Pinn Brothers Fine Homes
Marketing Director: Greg Pinn
Interiors: Creative Design Group

Category 24 – Best Interior Merchandising of a Detached Model priced under \$550,000

Creston Park – Residence 2
Builder: Lennar
Marketing Director: Les Lifter
Interiors: Creative Design Group

Category 26 – Best Interior Merchandising of a Detached Model Priced \$750,001 to \$999,999

Sorrento at Dublin Ranch – Milano Collection – The Mantova
Interiors: Possibilities for Design, Inc.

Category 27 – Best Interior Merchandising of a Detached Model Priced over \$1Million

Santorini – Residence One
Builder: Brookfield Homes – Residence One
Marketing Director: Ellen Lehman
Interiors: Creative Design Consultants

Category 28 – Cancelled
Category 29 – Cancelled

Category 30 – Best Model Complex Landscape Design Detached

Arroyo Crossing
Builder: O'Brien Homes
Marketing Director: Deborah Childress
Landscape Design: Ripley Design Group

Special Award
Model Complex Design for a Masterplan

Alamo Creek – All Communities
Builder: Shapell Industries of Northern California
Marketing Director: Nancy Rice
Landscape Design: NUVIS
Landscape Install: Golden State Landscaping

Category 31 – Best Architectural Design of an Attached Project

Vantage of Palo Alto
Builder: Warmington Homes of California
Marketing Director: Debi Garlick
Architect: KTG Group, Inc.

Category 33 – Best Architectural Design of a Detached Home – under 2,000 sq. ft.

Morgan Square – Residence Two
Builder: Summerhill Homes
Marketing Director: Tad Holland
Architect: Dahlin Group Architecture Planning

Category 34 – Best Architectural Design of a Detached Home – 2,000 to 3,000 sq. ft.

Arroyo Crossing – Classics – Plan Three
Builder: O'Brien Homes
Marketing Director: Deborah Childress
Architect: KTG Group

Category 35 – Best Architectural Design of a Detached Home – 3,000 to 4,000 sq. ft.

Magnolia at Alamo Creek – Residence Three
Builder: Shapell Industries of Northern California
Marketing Director: Nancy Rice
Architect: Dahlin Group Architecture Planning

Category 36 – Best Architectural Design of a Detached Home – Over 4,000 sq. ft.

Santorini – Residence One
Builder: Brookfield Homes – Residence One
Marketing Director: Ellen Lehman

Attached Community of the Year

Villa d'Este Townhomes
Builder: John Laing Homes
Marketing Director: Sunny Woodward
Ad Agency: EMC Creative
Interiors/Sales Office: Creative Design Consultants
Signage: Marketshare, Inc.
Landscape Design: The Guzzardo Partnership
Landscape Install: California Landscape Dimensions

Detached Community of the Year

Arroyo Crossing
Builder: O'Brien Group
Marketing Director: Deborah Childress
Ad Agency: Gunn/Jerkens Advertising & Marketing
Architect: KTG Group
Interiors: Design Tec
Landscape: Ripley Design Group

Masterplan Community of the Year

Alamo Creek
Builder: Shapell Industries of Northern California
Marketing Director: Nancy Rice
Ad Agency: Gunn/Jerkens Advertising & Marketing
Sales Office: Michael Trahan Design
Landscape Design: NUVIS

Sales Rookie of the Year

Winner - Sandra Eaton - Pulte

Outstanding Salesperson under \$550,000

Winner: Sofia Sandoval - Ryness

Outstanding Salesperson \$550,001 - \$650,000

Winner: Thomas Dorsey - Ryness

Outstanding Salesperson \$650,001 - \$750,000

Winner: Becky Morales - Ryness

Outstanding Salesperson \$750,001 - \$950,000

Winner: Lexie Smith - Ryness

Outstanding Salesperson \$950,000 and Above

Winner: Tom Halstead - Shapell

Sales Manager of the Year

Winner: Patrick Keulen – Ryness

Lifetime Legend

Sharon Moore of Creative Design Group

Associate of the Year

Kathleen Butler of The Stone Group

President's Award

Kathleen Butler of The Stone Group