



Welcome to the  
2025 PRISM  
Awards!

Entry Categories &  
Entry Rules



# Entry Categories

## New Construction:

### Single Family Detached

- NC7A: **Under 2,000 sq ft**- Under \$600,000
- NC7B: **Under 2,000 sq ft**- \$600,000 to \$1,200,000
- NC7C: **Under 2,000 sq ft**- Over \$1,200,000
- NC8A: **2,000-2,499 sq ft**- Under \$600,000
- NC8B: **2,000-2,499 sq ft**- \$600,000 to \$1,200,000
- NC8C: **2,000-2,499 sq ft**- Over \$1,200,000
- NC9A: **2500 to 2,999 sq ft**- Under \$1,000,000
- NC9B: **2500 to 2,999 sq ft**- \$1,000,000 to \$2,000,000
- NC9C: **2500 to 2,999 sq ft**- Over \$2,000,000
- NC10A: **3,000 to 3,499 sq ft**- Under \$1,000,000
- NC10B: **3,000 to 3,499 sq ft**- \$1,000,000 to \$2,000,000
- NC10C: **3,000 to 3,499 sq ft**- Over \$2,000,000
- NC11A: **3,500 to 3,999 sq ft**- Under \$1,000,000
- NC11B: **3,500 to 3,999 sq ft**- \$1,000,000 to \$2,000,000
- NC11C: **3,500 to 3,999 sq ft**- Over \$2,000,000
- NC12A: **Over 4,000 to 6,000 sq ft**- Under \$1,000,000
- NC12B: **Over 4,000 to 6,000 sq ft**- \$1,000,000 to \$2,000,000
- NC12C: **Over 4,000 to 6,000 sq ft**- Over \$2,000,000
- NC13A: **Over 6,000 sq ft**- Under \$1,000,000
- NC13B: **Over 6,000 sq ft**- \$1,000,000 to \$2,000,000
- NC13C: **Over 6,000 sq ft**- Over \$2,000,000

## New Construction:

### Single Family Attached

- NC1A: **Under 2,000 sq ft**- Under \$600,000
- NC1B: **Under 2,000 sq ft**- Over \$600,000- \$1,200,000
- NC1C: **Under 2,000 sq ft**- Over \$1,200,000
- NC2A: **2,000 – 2,499 sq ft**- Under \$60,000
- NC2B: **2,000 – 2,499 sq ft**- \$600,000 to \$1,200,000
- NC2C: **2,000 – 2,499 sq ft**- Over \$1,200,000
- NC3A: **2,500 – 2,999 sq ft**- Under \$600,000
- NC3B: **2,500 – 2,999 sq ft**- \$600,000 to \$1,200,000
- NC3C: **2,500 – 2,999 sq ft**- Over \$1,200,000
- NC4A: **3,000 – 3,499 sq ft**- Under \$1,000,000
- NC4B: **3,000 – 3,499 sq ft**- \$1,000,000 to \$2,000,000
- NC4C: **3,000 – 3,499 sq ft**- Over \$2,000,000
- NC5A: **3,500 – 3,999 sq ft**- Under \$1,000,000
- NC5B: **3,500 – 3,999 sq ft**- \$1,000,000 to \$2,000,000
- NC5C: **3,500 – 3,999 sq ft**- Over \$2,000,000
- NC6A: **Over 4,000 sq ft**- Under \$1,000,000
- NC6B: **Over 4,000 sq ft**- \$1,000,000 to \$2,000,000
- NC6C: **Over 4,000 sq ft**- Over \$2,000,000

## **New Construction: Single Family Custom/Spec Home (One of A Kind)**

- NC14A: Under \$600,000
- NC14B: \$600,000 to \$1,200,000
- NC14C: \$1,200,000 to \$1,800,000
- NC14D: 1,800,000 to \$2,400,000
- NC14E: Over \$2,400,000

## **New Construction: Senior Living**

- NC15: Under 2,000 sq ft
- NC16: 2,000 sq ft and up
- NC17: **Best On-The-Boards 55+ Housing Community**
- NC18: **Best 55+ Housing Community**
- NC19: **New Construction: Best Recreation Facility or Amenity**

## **Remodeling**

- R01: **Renovated or Restored Residential/Whole House Project**
- R02: **Renovated or Restored Single House other than kitchen and bathroom**
- R03: **Renovated or Restored not Aging in Place project**
- R04: **Aging in Place Renovated or Restored project**
- R05: **Home Addition**
- R06: **Renovated or Restored kitchen**
- R07: **Renovated or Restored bathroom**
- R08: **includes office, commercial and industrial**
- R09: **Historic Renovation: Commercial**
- R10: **Historic Renovation: Residential**
- R11: **Interior Detailing for a Home priced Under \$600,000**

## **New Construction: Multi-Family – Villas/ Condos/ Townhomes**

- NC20: **2 stories or under**
- NC21: **3 stories and higher**

## **New Construction: Commercial**

- NC22: **under 20,000 sq ft**
- NC23: **20,000 sq ft and over**

## **COMMUNITY OF THE YEAR**

- NCB24: **New Construction – Community of the Year**

**GCBA Builder Member's Only Category** - \$495 an entry or included with a Gold or higher sponsorship as one of your entries and or event tickets. Please make sure to submit a site plan, models home design brochures, community logo, amenities list and rendering brochure, base price sheet and any other collateral and or plans that will help to judge this entry.

- R12: **Interior Detailing for a Home priced \$600,000 – \$1,200,000**
- R13: **Interior Detailing for a Home priced \$1,200,000 – \$1,800,000**
- R14: **Interior Detailing for a Home priced over \$1,800,000**
- R15: **Craftsmanship - Commercial Exterior**
- R16: **Craftsmanship - Commercial Interior**
- R17: **Craftsmanship - Residential Exterior**
- R18: **Craftsmanship - Residential Interior**
- R19: **- Craftsmanship - Entryway**
- R20: **Craftsmanship – Other**

## **Residential Interior Design**

- ID1: Model/Custom/Spec Home Priced Under \$600,000
- ID2: Model/ Custom/Spec Home Priced \$600,000 to \$1,200,000
- ID3: Model/ Custom/Spec Home Priced \$1,200,000 to \$1,800,000
- ID4: Model/ Custom/Spec Home Priced over \$1,800,000
- ID5: Kitchen Design of a Model Home
- ID6: Bath Design of a Model Home
- ID7: Kitchen Design for a Custom/Spec/One-of-a-Kind Home
- ID8:– Bath Design for a Custom/Spec/One-of-a-Kind Home

## **Interior Merchandising**

- IM1: Residential Interior Merchandising of a home priced under \$600,000
- IM2: Residential Interior Merchandising of a Home priced \$600,000 to \$1,200,000
- IM3: Residential Interior Merchandising of a Home priced over \$1,200,000

## **Craftsmanship**

- CR1: Woodwork/Millwork Trim
- CR2: Metalwork
- CR3: Tile, Marble, Stone & Wood Applications
- CR4: Stairs & Railings
- CR5: Glass & Mirrors

## **Architectural Design**

- AD1: Single Family Home
- AD2: Commercial
- AD3: - Multi-Family
- AD4: - Mixed Use
- AD5: Residential Attached
- AD6 Landscape & Design: Single Family Residential
- AD7: Landscape & Design: Multi-Family Residential
- AD8: Landscape & Design: Commercial
- AD9: Landscape & Design: Recreational
- AD10: Landscape & Design: Community - Overall Development Design

## **Engineering**

- EN1: Urban Land Planning: Less Than 1 Acre
- EN2: Urban Land Planning: 1 To 5 Acres
- EN3: Urban Land Planning: 5 Acres & Up
- EN4: Suburban Land Planning: Less Than 1 Acre
- EN5: Suburban Land Planning: 1 To 5 Acres
- EN6: Suburban Land Planning: 5 Acres & Up
- EN7: Environmental Restoration: Less Than 1 Acre
- EN8: Environmental Restoration: Greater Than 1 Acre

- CR6: Precast Products
- CR7: Decorative Painting
- CR8: Windows & Doors
- CR9: Craftsmanship – Other

## Marketing

- MA1A: **Logo - Associate**
- MA1B: **Logo - Builder**
- MA2A: **Brochure - Associate**
- MA2B: **Brochure - Builder**
- MA3A: **Direct Mail - Associate**
- MA3B: **Direct Mail - Builder**
- MA4A: **Print Ad - Associate**
- MA4B: **Print Ad - Builder**
- MA5A: **30-60 Second Video - Associate**
- MA5B: **30-60 Second Video - Builder**
- MA6A: **Long Format Video - Associate**
- MA6B: **Long Format Video - Builder**
- MA7A: **Website - Associate**
- MA7B: **Website - Builder**
- MA8A: **Innovative Use of Technology - Associate**
- MA8B: **Innovative Use of Technology - Builder**
- MA9A: **Special Promotion - Associate**
- MA9B: **Special Promotion - Builder**
- MA10A: **Online Marketing Campaign - Associate**
- MA10B: **Online Marketing Campaign - Builder**
- MA11A: **Rebrand - Associate**
- MA11B: **Rebrand - Builder**
- MA12A: **E-Mail - Associate**
- MA12B: **E-Mail - Builder**
- MA13A: **Overall Advertising Campaign - Associate**
- MA13B: **Overall Advertising Campaign - Builder**

## Professional Achievement

- PA1: **Support Professional Of The Year**
- PA2: **Rookie Sales Professional of The Year**
- PA3: **Option/Upgrade Sales Professional Of The Year**
- PA4: **Sales Director / Manager Of The Year**
- PA5: **Sub-Contractor of The Year**
- PA6: **Marketing Professional Of The Year**
- PA7: **Project Manager of The Year**
- PA8: **Safety Director Of The Year**
- PA9: **Safety Team Of The Year**
- PA10: **Shell Contractor of the Year**
- PA11: **Lender of the Year**
- PA12: **PWB Professional Women in Building – Woman of the Year Award**

# Entry Rules

The PRISM Awards are presented annually to outstanding builders, planners, architects, developers, designers, merchandisers, advertising, and other housing-related professionals. Special Categories have been added this year in the area of Professional Development and Sales. Residential and Commercial construction professionals actively involved in projects located in Florida are eligible to participate.

Featuring multiple categories, the PRISM Awards encompasses all facets of the residential, commercial and remodeling industries. From overall design to sustainability, the awards program offers categories for each participant in the construction industry. The PRISM Awards program is affiliated with the Gold Coast Builders Association, the local chapter of the Florida Home Builders Association (FHBA) and the National Association of Home Builders (NAHB).

## ELIGIBLE ENTRIES

Any project or development that was open for sale, lease, or rental at any time after January 1st, 2024, is eligible. On-the-Board entries must have at least one government approval and demonstrate forward progress but may not yet be substantially completed. These projects shall not be available for occupancy as of January 2025. Projects that have previously won a PRISM Award may not be entered into the same category for which they have won unless there have been distinct and obvious design changes. Projects that have previously won will however be considered in another category. Projects for which the architect or builder is a member of the 2025 panel of judges are not eligible for the 2025 PRISM competition.

## EXCLUSIONS

Previous PRISM Award Projects winners are not eligible in the same category unless there have been distinct changes to the previously submitted project or entry. Projects that have previously won will however be considered in another category.

## HOW TO ENTER

To enter your projects for the 2025 PRISM Awards, select the number of entries you plan to submit per category and submit payment through the online portal located at [www.gcbafloida.com/prismawards](http://www.gcbafloida.com/prismawards) Once payment has been processed, you will be assigned an entry number for each paid submission. Members may submit as many entries as they wish in each category, and each entry requires an additional fee. Pay by VISA/MasterCard/ AMEX.

## ENTRY FEES

- \$160 per entry
- \$495 per Community of the Year Entry – only GCBA Builder Members are eligible to enter this category
- No Exceptions. To enter, visit: <https://www.gcbafloida.com/prism-awards/>

## CANCELLATION POLICY

No refunds will be issued for entry fees or event tickets. No exceptions.

## IMPORTANT DATE

All Entry Materials Due May 15, 2025

## STEPS TO ENTER

- You must be a GCBA Member with a valid membership in place both at time of entry and award presentation date. Non-members can join on [www.gcbafloirida.com](http://www.gcbafloirida.com) to become eligible to enter.
- Please complete Entry Application and pay entry fees no later than May 15, 2025.
- Your entry materials are due by May 15, 2025
- Materials for all entries may differ by category. It is the responsibility of the entrant to ensure all required materials are submitted.
- All materials submitted become the property of GCBA for use in advertising and promotion of the PRISM Event and its winners.
- Licensing: Company must hold required state or county license within the specific category for which they are applying.
- All entry information is submitted electronically using the GCBA designated website.
- Eligible entries include any project or development that was open for sale, lease, or rental at any time after January 1st, 2024.
- Photo and General release forms are required for all entries.
- Entries must be in the state of Florida.
- Entries will be disqualified if materials are not uploaded by Midnight May 15, 2025. NO REFUNDS will be issued.

## CATEGORY INFORMATION

Categories available, include New Construction Awards: NC1- B24 | Remodeling Awards: RR1- 20 | Interior Design Awards: ID1- 8 | Interior Merchandising M1 -5 | Architectural Design Awards: AD1-10 | Engineering: EN1 -8 | Craftsmanship: CR1 – 9 | Marketing Awards: MA1- 13B | Personal Achievement Awards: PA1- 12 | Commercial Categories can be found under the main categories.

## GENERAL REQUIREMENTS/ ALL CATEGORIES

- Identification of Materials – MAKE SURE UPLOADED DOCUMENTS ARE NAMED WITH CORRECT ENTRY CATEGORY and Model/Address/Site as required.
- Use of Company name is restricted. Company names should not appear anywhere in or on the entry forms and/or within the naming of the images and will result in elimination from the competition. The only exception to the rule is residential developments, rental apartments, and recreational facilities. with marketing materials such as brochures, websites, and signage. Within this category the name of the project and the developer may be used within the question-and-answer sections on your portfolios.
- Different categories have different requirements for submission. Make sure to carefully review the instructions and requirements for each category. Incomplete entries will not be judged or will be docked points for items incomplete.
- Impact and Project statements will be required for each entry unless otherwise specified. The statements should address the unique challenges or elements of the project such as how the marketing/project objectives were met, any unique features of the entry and outstanding features. Do not include your company name – except where allowed.

- All entries shall be submitted digitally through file sharing services. No paper copies shall be accepted.
- All entries must include a team/project information form.
- All digital images shall be submitted in JPEG format at a minimum of 300 DPI. Images should be 1800 Pixels wide.
- All PDFs submitted shall be high resolution.

### **IMPORTANT ENTRY DETAILS**

- Eligible entries include any project or development that was open, for sale, lease, or rental at any time after January 1st, 2024.
- Projects that have previously won a PRISM Award may not be entered into the same category for which they have won unless there have been distinct and obvious design changes. Projects that have previously won will however be considered in another category.
- Projects for which the architect or builder is a member of the 2025 panel of judges are not eligible for the 2025 PRISM competition.
- On-The-Board entries must have at least one government approval and demonstrate forward progress. The project may be under construction but may not be substantially completed. On-the-board projects may not be available for occupancy as of January 2024.
- On-the-Board materials may include photography, images of sketches, renderings, or models of major community features and product types.

### **NEW CONSTRUCTION**

New Construction Judging Criteria: Projects will be judged based on Project Details, Site Preparation, Construction, Materials and Project Management.

Entry will be judged on overall exterior and interior architecture, design appeal, functionality, innovative use of interior space & creative integration of the plan as it relates to the target market & sales success. A minimum of 6-8 images that represent entry (to be used in awards show, website, PR) and no more than 12 images. Include at least 3 exterior and 1 interior shot; additional images are recommended.

#### **Judging Criteria:**

1. Project statement
2. Impact Statement
3. Target Market
4. Special Features and Unique Challenges
5. Construction completed as designed.
6. Overall Budget



### **New Construction Requirements:**

- Upload minimum of 6 photos, images, and plans. Pictures should include front, rear and 2 side views. Ensure your photos are high quality and represent the full scope of your entry.
- Multiple page PDFs for floor plans and drawings can be uploaded.
- Image to be submitted in a digital format (PDF, JPEG, GIF, or BMP) that is at least 600 pixels wide at 72 DPI for monitor viewing.
- Short statement describing project, technology used, goals and project challenges and successes. VIP TIP: This is your chance to talk about what is not obvious, including unique or high-quality materials.
- No document or file can exceed 10 MB in size. All entries must include a team/project information form. All digital images shall be submitted in JPEG format at a minimum of 300 DPI. Images should be 1800 pixels wide. All PDFs submitted shall be high resolution.

### **All New Construction categories require:**

1. Project Information Form
2. Photo Release Form
3. Custom/Spec Home Release Form
4. Site Plan – This may be a single home “footprint” or part of the entire project site, or both. At least one drawing should show a typical home on a typical lot, with lot dimensions shown.
5. Floor Plan
6. Up to 12 images, including a front elevation and interior views.

### **COMMUNITY OF THE YEAR**

GCBA Builder Member's Only Category - \$495 an entry or included with a Gold or higher sponsorship as one of your entries and or event tickets. Please make sure to submit a site plan, models home design brochures, community logo, amenities list and rendering brochure, base price sheet and any other collateral and or plans that will help to judge this entry.

### **Judging Criteria:**

1. Project statement
2. Impact Statement
3. Target Market
4. Special Features and Unique Challenges
5. Construction completed as designed.
6. Overall Budget

### **All New Construction categories require:**

1. Project Information Form
2. Photo Release Form
3. Custom/Spec Home Release Form
4. Site Plan – This may be a single home “footprint” or part of the entire project site, or both. At least one drawing should show a typical home on a typical lot, with lot dimensions shown.
5. Floor Plans
6. Up to 12 images, including a front elevation and interior views – MULTIPLE PAGE PDF

## **REMODELING**

Remodeling Judging Criteria: Projects will be judged based on Project Details, Construction, Materials and Project Management.

For renovation/remodels, include at least one “before” view, with a maximum of four “before” images and 6-8 “after” images. Include exterior and interior. Images should be identified as “before” or “after” and both are necessary for review.

### **Judging Criteria:**

1. Project statement
2. Project Challenges
3. Special Features
4. Building Materials
5. Overall Budget

### **PURPOSE:**

- To what degree was the goal/purpose of the project met?
- Description of entry clearly identifies the client’s needs and desires.
- The remodeler demonstrates that client’s needs were met.

### **FUNCTIONALITY:**

- Does the kitchen floor plan function well?
- Is the counter space or work area adequate to perform necessary tasks?
- Is there a good traffic flow?
- Is safety addressed adequately?
- Are the materials functional? Is lighting addressed – both general & tasks?

### **INNOVATION:**

- Are innovative uses of material and/or methods of construction used in the project?
- Are innovative uses evident, or were any described and noted?
- Were difficult obstacles encountered and overcome, or were any described and noted?

### **PERFORMANCE:**

- The project cost must include all labor and materials, the value of all products and services supplied by the customer or other contractors, materials supplied by the homeowner, and the value of work done by the homeowner.
- Any special circumstances or factors affecting the project value should be noted. If the judges deem that the project appears to be more expensive than what is indicated on the entry form, they have the right to disqualify that project.

**Remodeling Requirements:**

1. Upload minimum of 6 photos, images, and plans. Ensure your photos are high quality and represent the full scope of your entry. Be sure to include Before and After properly labeled.
2. Multiple page PDFs for plans and drawings can be uploaded.
3. Images to be submitted in a digital format (PDF, JPEG) that is at least 600 pixels wide at 72 DPI for monitor viewing and must include before and after pictures properly labeled.
4. Project Size - Square footage of the home prior to remodel\* Square footage of the home after remodel\* Lot size (In acres)\*
5. No document or file can exceed 10 MB in size

**The following categories require:**

1. Project/Team Information Form
2. Photo Release Form
3. Custom/Spec Home Release Form
4. Floor Plan

**INTERIOR DESIGN & INTERIOR MERCHANDISING**

Interior Design Judging Criteria: Projects will be judged based on Design Preparation, Quality Of Design, Specification & Procurement, Project Administration and Documentation. All release forms, Photo, Custom/Spec along with Project/Team forms must be completed and included.

**Interior Design Requirements:**

- Upload minimum of 6 photos, images, and plans. Ensure your photos are high quality and represent the full scope of your entry.
- Multiple page PDFs for floor plans and drawings can be uploaded.
- Image to be submitted in a digital format (PDF, JPEG, GIF, or BMP) that is at least 600 pixels wide at 72 DPI for monitor viewing.
- Short statement describing project, technology used, goals and project challenges and successes. VIP TIP: This is your chance to talk about what is not obvious including unique or high-quality materials.

**Judging Criteria:**

1. Project statement
2. Special Features
3. Design elements
4. Overall concept specifications
5. Overall Budget

**The following categories require:**

1. Project/Team Information Form
2. Photo Release Form
3. Custom/Spec Home Release Form
4. Floor Plan
5. Images: Up to 12 images that represent the space.

### **Interior Design Categories additional submission requirements:**

- Overall budget & addendums. Budget including change orders, Fees, Designer, Sub-contractors, etc. Did the project come in on/over or under budget? Contributing factors.
- Do not submit pricing sheets.

### **CRAFTSMANSHIP / SPECIALTY DETAILING CATEGORIES**

\*\*Interior detailing is the use of specialty items such as trim, molding, stone, brick, drywall, etc. during the construction of the home. It is attached to the house and influenced by the interior design direction. It may also be described as architectural details.

#### **Judging Criteria:**

1. Project statement
2. Impact Statement
3. Target Market
4. Special Features and Unique Challenges
5. Construction completed as designed.
6. Overall Budget

#### **The following categories require:**

1. Project/Team Information Form
2. Photo Release Form
3. Custom/Spec Home Release Form
4. Floor Plan
5. Images: Up to 12 images that represent the space

### **ARCHITECTURAL DESIGN**

Architectural Design Judging Criteria: Projects will be judged based on Design Preparation, Quality Of Design, Environmental Consciousness, Sustainability, and WELL, Building Specification & Procurement, Project Administration and Documentation.

#### **Judging Criteria:**

1. Project statement
2. Goals
3. Client Project requirements
4. Overall concept specifications
5. Project Budget / timeframe
6. Quality of architectural drawings

#### **Architectural Design Requirements:**

- Upload minimum of 6 photos, images & plans. Ensure your photos are high quality and represent the full scope of your entry.
- Multiple page PDFs for floor plans and drawings can be uploaded.

- Image to be submitted in a digital format (PDF, JPEG, GIF, or BMP) that is at least 600 pixels wide at 72 DPI for monitor viewing.
- Short statement describing project, technology used, goals and project challenges and successes. VIP TIP: This is your chance to talk about what is not obvious including unique or high-quality materials.

**The following categories require:**

1. Project/Team Information Form
2. Photo Release Form
3. Floor Plan
4. Images: Up to 12 images that represent the space.

Architectural Design additional submission requirements:

- Exterior Renderings or photos.

**ENGINEERING**

Site Design & Development Judging Criteria: Projects will be judged based on Design Preparation, Quality Of Design, Environmental Consciousness, Sustainability, and WELL, Building, Specification & Procurement, Project Administration and Documentation.

**Judging Criteria:**

1. Project statement
2. Goals
3. Complexity of scope
4. Appropriate building orientation – submit site plan
5. Overall Concept
6. Budget and Specifications
7. Quality of engineering drawings

**Site Design & Development Requirements:**

- Upload minimum of 6 photos, images, and plans. Ensure your photos are high-quality and represent the full scope of your entry. VIP TIP: Color renderings, plant lists and photo of materials help the judges!
- Multiple page PDFs for plans and drawings can be uploaded. Include detail & specifications.
- Image to be submitted in a digital format (PDF, JPEG, GIF, or BMP) that is at least 600 pixels wide at 72 DPI for monitor viewing.
- Detailed statement describing project, technology used, goals and project challenges and successes. VIP TIP: This is your chance to talk about what is not obvious including unique or high-quality materials. Include timeline, entitlement & permit challenges.
- General Environment ~ (for example: near ocean, on ocean, far inland, west of I-95, on Intracoastal) Submit statement with survey or google earth with site identified.
- Landscaping categories must include percentage of native plants. Did you preserve natural features? Did you save trees & wetlands? Or did you create wetlands, recreational parks, walking trails?
- No document or file can exceed 10 MB in size

**The following categories require:**

1. Project/Team Information Form
2. Photo Release Form
3. Site Plans

**MARKETING & ADVERTISING**

Marketing and Advertising Judging Criteria: Projects will be judged based on Message, Quality Of Design, Quantifiable Success.

**Judging Criteria:**

1. Project statement
2. Project Expectations - results
3. Call to action messaging
4. Budget
5. Appropriate Use of Design
6. Branding Consistency
7. Design Concept

**Marketing & Advertising Requirements:**

- Photos / PDFs of submission. Links to any Digital Marketing. Ensure your photos are high quality and represent the full scope of your entry. VIP TIP: Include screen shots that highlight things you do not want judges to miss when reviewing digital items especially on websites!
- Multiple page PDFs can be uploaded.
- Image to be submitted in a digital format (PDF, JPEG) that is at least 600 pixels wide at 72 DPI for monitor viewing and Must Include Before and After pictures. Any television or radio ads should be provided as .mp3 audio files or .MOV/.MP4 video files.
- Short statement describing scope of work, technology used, goals and project challenges and successes. VIP TIP: This is your chance to talk about what is not obvious including unique or high-quality materials.
- No document or file can exceed 10 MB in size.

**Each entry will require:**

1. Sales and Marketing Project Form
2. Digital files of marketing piece
  1. Print materials should include all aspects of interior / exterior of piece as applicable.
  2. Advertisement files should also include what publication the advertisement appeared in.
  3. Video files are preferred to be a YouTube or Vimeo link. Other file types accepted include .MOV or .MP4, only.

**Each Technology entry will require:**

1. Sales and Marketing Project Form
2. Link to campaign or website
3. 6-8 images that represent this entry

## **PROFESSIONAL ACHIEVEMENT**

Professional Achievement Judging Criteria: Submissions will be judged based on Professional, Personal and Community Achievements.

### **Judging Criteria:**

1. Demonstrates professional growth
2. Contributed overall success of the company
3. Overcame Personal Challenges
4. Achievement and Contribution to the Building Industry

### **Professional Achievement Requirements:**

- Professional photo of individual and/or teams.
- Statement of Achievement. VIP TIP: You can submit yourself but, do not forget to have your supervisor write a recommendation.
- For Sales Achievement Awards a list of closed transaction should be included with total sales volume noted.
- No document or file can exceed 10 MB in size.

### **The following categories require:**

1. Professional of the Year Form
2. Photo Release Form

### **PRISM Chair**

Maya Simhon- Chocron

Broker Owner | Realtor

### **Exclusive Florida Real Estate**

561-855-3431

[maya@exclusivefl.com](mailto:maya@exclusivefl.com)

### **PRISM Co-Chair**

Stefanie Mogull

Vice President

### **13th Floor Homes**

954-656-6223

[stefanie@13thfloorhomes.com](mailto:stefanie@13thfloorhomes.com)