2017 WINNERS & FINALISTS

SAT., OCT. 7, 2017
MARRIOTT MARQUIS HOTEL
DOWNTOWN HOUSTON

GRAND AWARD

WINNERS & FINALISTS

VOLUME BUILDER
DARLING HOMES
FINALISTS:
Shea Homes
Taylor Morrison

CUSTOM BUILDER
ON POINT CUSTOM HOMES
FINALISTS:
BAS Concepts
Jauregui Architecture, Interiors & Construction

REMODELER
SNELLER CUSTOM HOMES & REMODELING
FINALIST:
Greymark Construction Company
Memory Builders

DEVELOPER
RISE COMMUNITIES
FINALISTS:
Hillwood Communities
Ashlar Development

PROMOTION
TAYLOR MORRISON
FINALISTS:
Land Tejas
On Target! Marketing & Advertising
Thank you to our 2017 Sponsors

EXCLUSIVE SPONSORS

THE ICON TEAM
KELLER WILLIAMS

Decor Sponsor

LAND ★ TEJAS
Est. 1997

MARTINI

Winners Guide

WENSTIN HOMES

Specialty Drink

HOWARD "HUGHES"
THE HOWARD HUGHES CORPORATION

OFFICIAL TOAST VALET

Bar

M/I HOMES
Move Up Since 1976

CENTERPIECE

TRENDMAKER HOMES

PHOTO BOOTH

METRO STUDY

DESSERT

Photography

Green Eco Builders

Formula 1 Pace Car

Photography

DIAMOND LEVEL

Anderson Hanson Blanton & Hillwood Communities
BAS Concepts
Cheery Creek Mortgage Co.
CHASE
ConnectOne Security

Darling Homes
DataSmart/Duncan Security
Drees Custom Homes
Greymark Construction Co.
IES Residential

GOLD LEVEL

Ashlar Development LLC
Boe Creative Services
Ferguson Bath, Kitchen & Lighting Gallery

Reverse Mortgage Funding
Robert L. Bradley & Associates

SILVER LEVEL

Shelby-Swift Real Estate
Re-Max Pioneers
Rise Communities
Rooftec
Shea Homes

IN-KIND SPONSORS

adMANgination  Real Estate & You Magazine

MP Studio Interiors

*As of print date.
Humanitarian of the Year - Business
THE WOODLANDS DEVELOPMENT COMPANY
FOR “ARBOR DAY 2016”

Rookie Onsite Sales Professional
of the Year - Volume Builder
Kenny Lavender
GE HAN  HO M E S
FINALS:
Kara Davis
Greeneco Builders
Kristin Macias
Toll Brothers

Design Center Associate of the Year
Shawna Beach
BEAZER HOMES
FINALS:
Kaylin Machupa - Newmark Homes
Christina Garza - Taylor Morrison

Marketing Professional of the Year - Volume Builder
Shannon League
JOHNSON DEVELOPMENT CORPORATION
FINALIST:
Kim Phillips
The Woodlands Development Company

Marketing Professional of the Year - Volume Builder
Keeley Motton
DARLING HOMES
FINALISTS:
Joyce Syed - Toll Bros.
Lana Herff - Westin Homes

Sales Manager of the Year
Volume Builder
Marianne Scarborough
TAYLOR MORRISON
FINALISTS:
Lisa Menegay
Westin Homes
Ellen Schreiber
Darling Homes

Online Sales Professional of the Year
Volume Builder
Carly Crawford
TAYLOR MORRISON
FINALISTS:
Paula Hickey
Beazer Homes
Tara Slusser
Darling Homes

RE A LTO R ® of the Year
A lex Rezende
RE /M A X PIO NE RS

RE A LTO R ® Team of the Year
Better Homes and Gardens - Gary Greene
The Lippincott Team
FINALS:
KELLER WILLIAMS - THE ICON TEAM
RE/MAX PROFESSIONAL GROUP - THE FLOY TEAM

Sales Professional of the Year
Volume Builder
Jessi Espiritu
CHESMAR HOMES
FINALISTS:
Adrian Alonzo
Taylor Morrison
Paul Evans
Newmark Homes

Rookie Onsite Sales Professional of the Year - Volume Builder
Kenny Lavender
GEHAN HOMES
FINALISTS:
Kara Davis
Greeneeco Builders
Kristin Macias
Toll Brothers

Mortgage Specialist of the Year
Amanda Shelton
BEAZER HOMES
FINALISTS:
Sarah Spadola
Legend/Princeton Classic Homes
Margie Trimble
Chesmar Homes

SMC Associate of the Year

SMC Board Member of the Year
Taylor Blissit
COVENTRY HOMES & PLANTATION HOMES

RE A LTO R ® of the Year
Alex Rezende
RE /M A X PIONE RS

Construction Superintendent of the Year - Custom Builder
Michael Castillo
BAS CONCEPTS
FINALIST:
Steven Spear - Sandcastle Homes

Construction Superintendent of the Year - Volume Builder
Ronnie Kohls
BEAZER HOMES
FINALISTS:
Mike Picone - Taylor Morrison
Dalton Rosser - Darling Homes

John Berry
BERRY POOLS
VOLUME BUILDERS

Volume Builder Specialty Product Design
Over $1 Million
FEDRICK, HARRIS by NEWMARK HOMES

Volume Builder Product Design
$600,000+
DARLING HOMES
FINALISTS:
Toll Brothers
Newmark Homes

Volume Builder Product Design
$500,000 to $600,000
TAYLOR MORRISON
FINALISTS:
Darling Homes
Shea Homes

Volume Builder Product Design
$400,000 to $500,000
DARLING HOMES
FINALISTS:
Shea Homes
Drees Custom Homes

Volume Builder Product Design
$350,000 to $400,000
BEAZER HOMES
FINALISTS:
Westin Homes
Shea Homes

Volume Builder Product Design
$300,000 to $350,000
WESTIN HOMES
FINALISTS:
Shea Homes
Newmark Homes

Volume Builder Product Design
$250,000 to $300,000
SHEA HOMES
FINALISTS:
Westin Homes
Shea Homes

Volume Builder Product Design
$200,000 to $250,000
TAYLOR MORRISON
FINALISTS:
Anglia Homes
Beazer Homes

Volume Builder - Kitchen
DARLING HOMES
FINALISTS:
Darling Homes
Beazer Homes

Volume Builder - Family Room
DARLING HOMES
FINALISTS:
M/I Homes
Westin Homes

Volume Builder - Bedroom
TAYLOR MORRISON
FINALISTS:
Darling Homes
M/I Homes

Volume Builder - Specialty Room
DARLING HOMES
FINALISTS:
Shea Homes
Westin Homes

Volume Builder - Bath
TOLL BROTHERS
FINALISTS:
Darling Homes
Westin Homes
2017 Houston’s Best Prism Awards

Volume Builder Specialty Home Front Elevation
Over $1 Million
FREDICK, HARRIS by NEWMARK HOMES
FINALIST: Fedrick, Harris by Newmark Homes
Darling Homes

Volume Builder Specialty Home Front Elevation
$750 to $1 Million
DARLING HOMES
FINALIST: Beazer Homes

Volume Builder Specialty Home Front Elevation
Up to $750
DARLING HOMES
FINALISTS: Shea Homes
Shea Homes

Volume Builder Garden Home/Patio Home of the Year
DARLING HOMES
FINALISTS: Shea Homes
Shea Homes

Design Center of the Year
Volume Builder
TOLL BROTHERS
FINALISTS: Sandcastle Homes
The Signorelli Company

Volume Builder Outdoor Living Space
TOLL BROTHERS
FINALISTS: Drees Custom Homes
Darling Homes

Green Building - Single Family Home
BEAZER HOMES

Volume Builder Model Home Park Design of the Year
TAYLOR MORRISON for Bonterra at Cross Creek Ranch
FINALISTS: Shea Homes for Harmony
Beazer Homes for Young Ranch

Volume Builder Interior Merchandising for a Model Home: $600,000+
TOLL BROTHERS
FINALISTS: Darling Homes
Newmark Homes

Volume Builder Interior Merchandising for a Model Home: $500,000 to $600,000
DARLING HOMES
FINALISTS: M/I Homes
Taylor Morrison

Volume Builder Interior Merchandising for a Model Home: $400,000 to $500,000
SHEA HOMES
FINALISTS: Shea Homes
Shea Homes

Volume Builder Interior Merchandising for a Model Home: $350,000 to $400,000
SHEA HOMES
FINALISTS: Shea Homes
Newmark Homes

Volume Builder Interior Merchandising for a Model Home: $200,000 to $250,000
CHESMAR HOMES
FINALISTS: Taylor Morrison
Legend Homes

Volume Builder Interior Merchandising for a Model Home: Under $200,000
GREENECO BUILDERS

Volume Builder Interior Merchandising for a Model Home: $300,000 to $350,000
WESTIN HOMES
FINALISTS: Shea Homes
Taylor Morrison

Volume Builder Interior Merchandising for a Model Home: $250,000 to $300,000
GEHAN HOMES
FINALISTS: Shea Homes
Taylor Morrison

Volume Builder Interior Merchandising for a Model Home: $200,000 to $250,000
CHESMAR HOMES
FINALISTS: Taylor Morrison
Legend Homes

Volume Builder Interior Merchandising for a Model Home: Under $200,000
GREENECO BUILDERS
DEVELOPERS

Master Planned Community of the Year
JOHNN SON DEVELOPMENT CORPORATION
for Sienna Plantation

COMMUNITY OF THE YEAR
RISE COMMUNITIES
for Meridiana

FINALS T:
Howard Hughes Corporation for Bridgeland
Johnson Development Corp. for Riverstone

COMMUNITY OF THE YEAR
RISE COMMUNITIES
for Meridiana

FINALS T:
Land Tejas for Miramesa

COMMUNITY OF THE YEAR
RISE COMMUNITIES
for Meridiana

FINALS T:
Land Tejas for Miramesa
Friendswood Development Company for Tavola

COMMUNITY OF THE YEAR
RISE COMMUNITIES
for Meridiana

FINALS T:
Land Tejas for Miramesa

COMMUNITY OF THE YEAR
RISE COMMUNITIES
for Meridiana

FINALS T:
Hillwood Communities submitted by Anderson-Hanson-Blanton for Pomona

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for Meridiana

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COMMUNITY OF THE YEAR
RISE COMMUNITIES
for Meridiana

FINALS T:
Hillwood Communities submitted by Anderson-Hanson-Blanton for Pomona
PROMOTIONS

Billboard of the Year - Branding - Developer
HILLWOOD COMMUNITIES FOR POMONA
submitted by Anderson-Hanson-Blanton

FINALISTS:
Johnson Development Corp. for Sienna Plantation
Land Tejas for Wedgewood Forest

Billboard of the Year - Event - Developer
THE HOWARD HUGHES CORPORATION FOR BRIDGELAND
10th Anniversary

FINALISTS:
Johnson Development Corp. for Woodforest - Craft Fest
Land Tejas for Miramesa - Hocus Pocus

Marketing Campaign of the Year - Developer
LAND TEJAS FOR LAGO MAR

FINALISTS:
The Howard Hughes Corporation - Bridgeland
Land Tejas for Miramesa

Marketing Campaign of the Year - Volume Builder
TAYLOR MORRISON

FINALISTS:
Darling Homes for “Home Sweet Home”
Taylor Morrison for “TrustUS”

Marketing Campaign of the Year - Remodeler
GREYMARK CONSTRUCTION

FINALISTS:
THE HOWARD HUGHES CORPORATION - Bridgeland

Billboard of the Year - Volume Builder
TAYLOR MORRISON

FINALIST:
M/I Homes
**2017 Houston’s Best Prism Awards**

**Direct Mail Piece of the Year**

- **Business to Consumer**
  - **Volume Builder**
    - **Regent Home Builders** for “Goodie Box” Campaign
  - **Custom Builder**
    - **Newmark Homes** for Realtor/Developer Smart Cookie Campaign
  - **Custom Builder**
    - **On Point Custom Homes, LP** for “Blogger Photo Series”

- **Volume Builder**
  - **Regent Home Builders**
  - **Newmark Homes**
  - **CAMBRIA**

- **Developer**
  - **Land Tejas** for Lago Mar “Take the Breeze with You” Realtor Campaign

- **Associate**
  - **Cambria** for “Steven Tyler Style”

**Internet Marketing Campaign of the Year**

- **Trend Development** submitted by On-Target! Marketing & Advertising for Lago Mar “Take the Breeze with You” Realtor Campaign
- **Ryko Development** submitted by On-Target! Marketing & Advertising for Lago Mar “Take the Breeze with You” Realtor Campaign
- **On Target! Marketing & Advertising**
- **On Target! Marketing & Advertising**
- **Trend Development**
- **Ryko Development**
- **On Target! Marketing & Advertising**

**Internet Marketing Associate**

- **Costello**
- **Costello**
- **Costello**
- **Costello**

**Internet Marketing Volume Builder**

- **Newmark Homes**
- **Newmark Homes**
- **Newmark Homes**
- **Newmark Homes**

**Volume Builder**

- **Newmark Homes**
- **Newmark Homes**
- **Newmark Homes**
- **Newmark Homes**

**Custom Builder**

- **On Point Custom Homes, LP**
- **On Point Custom Homes, LP**
- **On Point Custom Homes, LP**
- **On Point Custom Homes, LP**

**Developer**

- **Land Tejas**
- **Land Tejas**
- **Land Tejas**

**Associate**

- **Cambria**

**Business to Business - Developer**

- **Land Tejas** for Lago Mar “Take the Breeze with You” Realtor Campaign

**Business to Business - Volume Builder**

- **Westin Homes** for “Goodie Box” Campaign

**Finalists:**

- **Highland Homes** submitted by Baker One, for Realtor VIP Rodeo Houston Campaign
- **Newmark Homes** for Realtor/Developer Smart Cookie Campaign
- **Empire Continental Land, submitted by Baker One for Dellrose “Fall Homecoming” Realtor Campaign
- **Rosehill Reserve, submitted by On-Target! Marketing & Advertising for “Reserve Your Happy Place” Realtor Campaign

**Finalists:**

- **Johnson Development Corp. for Harmony “Barefoot Bands in the Park”**
- **Johnson Development Corp. for Harmony “Candy Crawl Model Home Tour”**

**Finalists:**

- **Trend Development**
- **Ryko Development**

**Finalists:**

- **On Target! Marketing & Advertising**
- **On Target! Marketing & Advertising**
- **On Target! Marketing & Advertising**
- **On Target! Marketing & Advertising**

**Finalists:**

- **On Target! Marketing & Advertising**
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**Finalists:**

- **On Target! Marketing & Advertising**
- **On Target! Marketing & Advertising**
- **On Target! Marketing & Advertising**
- **On Target! Marketing & Advertising**
PROMOTIONS

Print Ad of the Year
Developer
THE WOODLANDS DEVELOPMENT COMPANY
for THE WOODLANDS - Liberty Branch
“Star-Spangled Summer”

FINALISTS:
Johnson Development Corp.
for Woodforest “Where Life Grows”

Johnson Development Corporation
for Harvest Green “Put Down Some Roots”

Print Ad of the Year
Volume Builder
NEWMARK HOMES
for “Cash is King”

FINALISTS:
Taylor Morrison for “Greater Than”
Taylor Morrison for “TrustUS”

Print Ad of the Year
Remodeler
GREYMARK CONSTRUCTION COMPANY
for “Dream With Your Eyes Wide Open”

FINALIST:
Costello Engineering
submitted by On-Target! Marketing & Advertising
for “Principled. Practical. Proven.”

Event of the Year - Developer
JOHNSON DEVELOPMENT CORP.
FOR CROSS CREEK RANCH
“SCARECROW FESTIVAL”

FINALISTS:
Johnson Development Corp.
for Harvest Green “Harvest Fest”

Johnson Development Corp.
for Harmony “Barefoot Bands in the Park”

Event of the Year - Builder
TAYLOR MORRISON
for Bonterra at Woodforest Clubhouse Grand Opening

FINALIST:
Taylor Morrison
for Bonterra at Cross Creek Ranch Grand Opening

Event of the Year - Community
Developer
JOHNSON DEVELOPMENT CORP.
for Woodforest Craft Fest

FINALISTS:
Friendswood Development for Tavola Reindeer Run
Roseville Reserve, submitted by On-Target! Marketing & Advertising

Sales Brochure of the Year
Developer
RISE COMMUNITIES
for Meridiana

FINALISTS:
Land Tejas for Lago Mar
Hillwood Communities
for Pomona
submitted by Anderson-Hanson-Blanton
2017 HOUSTON’S BEST PRISM AWARDS

Sales Brochure of the Year
Associate
EHRA
Submitted by Boe Creative Services for “Engineering the Future Since 1936”

FINALISTS:
Cambria for “Reasons”
On-Target! Marketing & Advertising for “Cliché”

Sales Brochure of the Year
Remodeler
GREYMARK CONSTRUCTION COMPANY
Design Build Brochure

Sales Brochure of the Year
Volume Builder
PRINCETON CLASSIC HOMES
Submitted by Boe Creative Services

FINALSISTS:
Westin Homes
Legend Homes
Submitted by Boe Creative Services

Television/Video Promo of the Year - Builder
TAYLOR MORRISON
for “Nervous Nina”

FINALISTS:
Taylor Morrison for “The Cover Up”
Highland Homes submitted by Baker One for “The Best is Yet to Come”
Realtor Incentive

Television/Video Promo of the Year - Custom Builder
ON POINT CUSTOM HOMES
for Design-Build Timeline

Television/Video Promo of the Year - Customer
ON-TARGET! MARKETING & ADVERTISING
for Trend Development - Long Meadow Farms

Television/Video Promo of the Year - Developer
THE SIGNORELLI COMPANY for Valley Ranch

FINALISTS:
The Howard Hughes Corporation for Bridgeland
Holcomb Properties for Imperial Oaks “Action Packed Community” submitted by On-Target! Marketing & Advertising

Radio Commercial of the Year - Developer
RYKO DEVELOPMENT
for Lakes of Bella Terra “Everybody Wins” submitted by On-Target! Marketing & Advertising

FINALISTS:
Johnson Development Corp. for Woodforest “Craft Fest”
Hillwood Communities for Pomona “Perfectly Pomona” submitted by Anderson-Hanson-Blanton

Website of the Year
Developer
EMPIRE CONTINENTAL LAND
submitted by Baker One for delroseliving.com

FINALISTS:
Land Tejas for lagomarintexascity.com
Ashlar Development for thegrovestx.com

Website of the Year - Remodeler
CREEKSTONE OUTDOOR LIVING
for creeksoneoutdoors.com

FINALIST:
GREYMARK CONSTRUCTION COMPANY
for greymarkconstruction.com

Website of the Year - Volume Builder
WESTIN HOMES
for westin-homes.com

FINALISTS:
Princeton Classic Homes, submitted by Boe Creative Services for princetonclassichomes.com
The Signorelli Company for firstamericanchomes.com