

# MAME Award Winners 2010

## **Builder of the Year**

David Weekley Homes

## **Co-Broker Agents of the Year**

The Ward Team

Submitted by Ryland Homes

## **Developer of the Year**

Clear Springs Development

## **Marketing Professional of the Year**

Dana Guandolo, Eastwood Homes

## **Sales Manager of the Year**

Bryan DeGabrielle, Eastwood Homes

## **Rookie Salesperson of the Year**

Lindsay Masson, Ryland Homes

## **Lender of the Year**

Brian Crowder, RBC Bank  
Submitted by Classica Homes

## **Billboard**

Gold - Eastwood Homes

## **Brochure**

Gold - Mattamy Homes  
Silver - Ryland Homes

## **Community - Master Plan -**

Gold - Clear Springs Development - Baxter

## **Community - Single Builder Up to \$250K**

Gold - Eastwood Homes

## **Community - Single Builder \$251-\$500K -**

Gold - Cunnane Group

## **Community - Single Builder Over \$500 -**

Gold - Classica Homes  
Christenbury

## **Community Signage**

Gold - Mattamy Homes

## **Custom Home \$501-\$750K**

Gold - Stone Cliff Builders, LLC

## **Customer Service**

Gold - Standard Pacific Homes  
Silver - Mattamy Homes

## **Design Center**

Gold - Eastwood Homes

## **Direct Mail Promotion**

Gold - Standard Pacific Homes

## **Real Estate Broker Outreach**

Gold - Standard Pacific Homes  
Silver - Eastwood Homes

## **Urban Product Design**

Gold - Bonterra Builders  
Steele Gardens

## **Logo Design**

Gold - Bonterra Builders  
Silver - Classica Homes

## **Marketing Campaign**

Gold - Standard Pacific Homes  
Silver - Eastwood Homes

## **Model Home Interior Merchandising - Single Family - \$151-\$200K**

Gold - Mattamy Homes - Hubbard Falls

## **Model Home Interior Merchandising - Multi-Family - \$201-\$275K**

Gold - Standard Pacific Homes  
MultiFamily - Highlands at Glenmore

## **Model Home Interior Merchandising - Single Family \$201-\$275K**

Gold - Standard Pacific Homes - Beckett  
Silver - Mattamy Homes - Mountain Laurel

## **Model Interior Merchandising Single Family - \$276-\$350K -**

Gold - Ryland Homes at The Palisades  
Silver - Bonterra Builders - Millbridge

## **Model Interior Merchandising Single Family - \$351-\$450K**

Gold - Cunnane Group - Ardrey Commons

## **Model Interior Merchandising Single Family - \$551-\$750K**

Gold - Classica Homes - Robbins Park

## **New Home Publication**

Gold - New Home Guide

## **Newsletter**

Gold - Ryland Homes

## **Print Ad - Color Ad Magazine**

Gold - Eastwood Homes  
Silver - Mattamy Homes

## **Product Design (Floorplan) \$151-\$200K - Single Family**

Gold - Essex Homes, Inc. - Sandhill  
Silver - Mattamy Homes - The Lily

## **Product Design (Floorplan) \$201-\$275K - Single Family**

Gold/Tie  
Bonterra Builders - Callaway I  
Mattamy Homes - Orchid

## **Product Design (Floorplan) \$276-\$350K - Single Family**

Gold - Ryland Homes - Hastings  
Silver - Bonterra Builders - Somerset

## **Product Design (Floorplan) \$351-\$450K - Single Family**

Gold - David Weekley Homes  
Breeland  
Silver/Tie  
Standard Pacific Homes - Amelia  
Cunnane Group - Rea

## **Promotional Event**

Gold - Ryland Homes

## **Public Service Event**

Gold - David Weekley Homes  
Silver - Eastwood Homes

## **Sales Center**

Gold - Mattamy Homes  
Silver - Ryland Homes

## **Use of Social Media**

Gold - Standard Pacific Homes

## **Use of Technology**

Gold - New Home Guide

## **Website - Regional Builder**

Gold - Kingswood Custom Homes

## **Website - National Builder**

Gold - Ryland Homes

## **Sales Achievement Awards**

## **Internet Specialist**

Leslie Loveless, Standard Pacific Homes  
Dollar Amount - \$16,273,790  
Volume - 79 Units

## **Highest Dollar Amount by a Builder Representative**

Jamie Bradley, MI Homes  
\$10,909,128

## **Highest Volume by a Builder Representative**

Hayley Myers-Brown, Eastwood Homes  
41 Units

