



Winners from the 24th Annual Marketing And Merchandising Excellence Awards

Friday, May 13, 2011

Bridgewater Banquet & Conference Center

Honoring the top achievers in the new home industry from 2010

MARKETING, ADVERTISING & MERCHANDISING AWARDS

Most Unique Logo

- Builder/Remodeler: Castlestone Homes
- Realtor: Real Living HER
- Associate: JP Flooring Systems

Most Unique Green Logo

- Associate: Frog Hauling

Most Creative Website

- Builder/Remodeler: Romanelli & Hughes
- Realtor: McCorkle Real Estate & Real Living HER (*tie*)
- Associate: GreenScapes Landscape Company & Mullet Cabinet (*tie*)

Most reative Green Website

- Associate: Frog Hauling

Exceptional Virtual Tour

- Builder/Remodeler: Plaza Properties
- Realtor: Real Living HER
- Associate: America's Floor Source

Top Company or Product Brochure

- Builder/Remodeler: Gliatas Construction
- Realtor: Real Living HER
- Associate: America's Floor Source & Mullet Cabinet (*tie*)

Most Valuable Community Brochure

- Builder/Remodeler: McCorkle Real Estate
- Associate: Printing Arts Press

Exceptional Direct Mail Piece

- Builder/Remodeler: Epcon Communities
- Realtor: Re/Max Premier Choice - Ralph Renninger
- Associate: S.M.I.L.E. & Printing Arts Press (*tie*)

Best Newsletter/E-Newsletter

- Builder/Remodeler: M/I Homes - Sara Ortlip
- Realtor: Real Living HER & Re/Max Premiere Choice - Ralph Renninger (*tie*)
- Associate: Sevell + Sevell

Best Magazine

- Associate: Advantage Media

Most Successful Black & White Ad

- Realtor: Coldwell Banker King
- Associate: The Columbus Dispatch & RainSoft of Greater Columbus (*tie*)

Outstanding Color Ad

- Builder/Remodeler: Wayne Homes
- Realtor: McCorkle Real Estate
- Associate: America's Floor Source & Mullet Cabinet (*tie*)

Outstanding Color Newspaper Ad

- Realtor: Real Living HER - Jeanne Cousino

Best Billboard Design

- Builder/Remodeler: Plaza Properties
- Realtor: McCorkle Real Estate
- Associate: JP Flooring Systems

Exceptional Radio Ad

- Builder/Remodeler: Gliatas Construction
- Associate: Advantage Media & APCO (*tie*)

Most Creative TV Commercial

- Builder/Remodeler: Rockford Homes
- Realtor: Real Living HER
- Associate: Advantage Media

Best Blog Experience

- Associate: Sevell + Sevell

Most Valuable E-mail Campaign

- Builder/Remodeler: Plaza Properties
- Realtor: Coldwell Banker King Thompson
- Associate: The Columbus Dispatch

Exceptional Digital Media Campaign

- Builder/Remodeler: Westport Homes
- Realtor: Coldwell Banker King Thompson
- Associate: America's Floor Source

Most Valuable Multi-Media Campaign

- Builder/Remodeler: Epcon Communities
- Realtor: Real Living HER
- Associate: Advantage Media & The Columbus Dispatch (*tie*)

Best Realtor Relations Program

- Builder/Remodeler: M/I Homes - Sara Ortlip

Most Successful One Time Event/Special Promotion

- Builder/Remodeler: Dominion Homes
- Realtor: Coldwell Banker King Thompson
- Associate: America's Floor Source & Sevell + Sevell (*tie*)

Best Exhibit Booth/Trade Show Booth

- Associate: JP Flooring Systems & Mullet Cabinet (*tie*)

Exceptional Model Home or Development Sign Program

- Builder/Remodeler: Epcon Communities

Best Corporate Office Sign Program

- Associate: America's Floor Source

Best Clubhouse/Recreation Amenities of a New Home

- Priced \$250,000 to \$499,999: McCorkle Real Estate
- Priced \$500,000 and up: Plaza Properties

Most Distinctive Builder/Remodeler Sales Office

- Under 500 sq. ft: Rockford Homes
- Over 500 sq. ft: Plaza Properties

Best Associate Showroom

- Over 3,000 sq. ft: Grand DesignGroup
- Over 7,000 sq. ft: Marble and Granite Works

Most Artistic Landscape Design of a New Home

- Priced \$250,000 to \$499,999: GreenScapes Landscape Company
- Priced \$500,000 and up: GreenScapes Landscape Company

Best Model Home Interior Merchandising - Single Family New Home

- Priced up to \$249,999: Westport Homes
- Priced \$250,000 to \$499,999: Dominion Homes
- Priced \$500,000 and up: Compass Homes

Best Model Home Interior Merchandising - 2010 Parade House

- Priced under \$900,000: Dani Homes
- Priced over \$900,000: Weaver Custom Homes

Outstanding Model Home Interior Merchandising - Attached New Home

- Priced up to \$249,999: Epcon Communities
- Priced \$250,000 to \$499,999: Plaza Properties

Best of the Best Home Design - New Home

- Priced \$250,000 to \$499,999: Castlestone Homes
- Priced \$500,000 and up: Cua Builders

Best of the Best Home Design - 2010 Parade House

- Priced \$900,000 and up: Weaver Custom Homes

Best of the Best Green Home Design by a Builder/Remodeler - New Home

- Priced \$500,000 to \$1 Million: DiYanni Custom Homes

Best of the Best Green Home Design by an Associate - New Home

- Priced \$500,000 to \$1 Million: Professional Design Services



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REALTOR SALES CITATIONS

\$1 Million

- Jeanne Cousino, Real Living HER
- Sharon Wholaver, The Yoder Barnhart Connection - Real Living HER
- Edward Parker, Coldwell Banker King Thompson

\$2 Million

- Connie Ballinger, Coldwell Banker King Thompson
- Nicole Yoder-Barnhart, The Yoder Barnhart Connection - Real Living HER
- \$3 Million
- Rick & Robin Lemmons, Coldwell Banker King Thompson
- Chip & Sue Parrish, Keller Williams Classic Properties

BUILDER SALES CITATIONS

Up to 99 Homes - \$2 Million

- Penny Smith, Epcon Communities
- Nancy Vasila, Epcon Communities

Up to 99 Homes - \$3 Million

- Amy Slane, Plaza Properties

Up to 99 Homes - \$4 Million

- Angela Brown, Epcon Communities
- Edd Dunlap, Compass Homes
- Jason Wright, Schottenstein Real Estate Group

Up to 99 Homes - \$5 Million

- Susan DePrisco, Epcon Communities

Up to 99 Homes - \$12 Million

- Kelly Sheffield, Schottenstein Real Estate Group

100-249 Homes - \$1 Million

- Karen Cook, Rockford Homes
- Mary Kusovski, Rockford Homes
- Linda Lynch, Fischer Homes

100-249 Homes - \$2 Million

- Marc Creach, Maronda Homes
- Justin Shear, Fischer Homes
- Scott Walters, Maronda Homes
- Jack Yancer, Maronda Homes

100-249 Homes - \$3 Million

- Vicki Dravenstott, Maronda Homes
- Brent Gregory, Maronda Homes
- Patty Hughes, Rockford Homes
- Ashley Ranson, Ryan Homes

100-249 Homes - \$4 Million

- Greg Szott, Westport Homes

100-249 Homes - \$5 Million

- Julie Lemke, Rockford Homes
- Andy Moulton, Ryan Homes
- Matt Starinsky, Ryan Homes
- Jon Woehrmyer, Fischer Homes

100-249 Homes - \$6 Million

- Troy Borden, Rockford Homes
- Sandra Mathies, Ryan Homes
- Kristy Reynolds, Westport Homes

100-249 Homes - \$7 Million

- Kevin Hart, Fischer Homes
- 100-249 Homes - \$9 Million
- Linda Parsons, Romanelli & Hughes

250 Homes or More - \$1 Million

- Ashley Beams, Dominion Homes
- Tonya Harding, Wayne Homes

250 Homes or More - \$2 Million

- Lana Mihailovich, Dominion Homes
- Sean Rauch, Dominion Homes
- Myndi Zipf, Dominion Homes

250 Homes or More - \$3 Million

- Mike Anderson, Dominion Homes
- Jay Freese, Dominion Homes
- Tania Leigh, M/I Homes
- Jack Mueller, Wayne Homes
- Danielle Patterson, Dominion Homes

250 Homes or More - \$4 Million

- Shawn Bauer, M/I Homes
- Caryn Rodeffer, M/I Homes
- Chris Smart, Dominion Homes

250 Homes or More - \$5 Million

- Kristin Collins, Dominion Homes
- Jessica Deubner, M/I Homes
- Chryssa Gartner, Dominion Homes
- Jim King, Dominion Homes
- Dana Levins, Dominion Homes
- Shawn Sheffield, M/I Homes

250 Homes or More - \$6 Million

- Joy Adkins, M/I Homes
- Bill Costello, Dominion Homes
- Drew Murphy, Dominion Homes

250 Homes or More - \$7 Million

- Phylliss Jensen, M/I Homes

250 Homes or More - \$9 Million

- Lisa Ferguson, M/I Homes

250 Homes or More - \$10 Million

- Robin Blake, M/I Homes

250 Homes or More - \$11 Million

- Angela Baines & Todd Strayer, M/I Homes

250 Homes or More - \$13 Million

- Alexis Skasko, M/I Homes

250 Homes or More - \$18 Million

- Deron Bender, M/I Homes
- Amy Hodgson, M/I Homes

250 Homes or More - \$22 Million

- Emilie Hebert, M/I Homes

LEADERSHIP AWARDS

Most Enthusiastic New BIA Member Company for 2010

- Builder/Remodeler: Bill Creekbaum, Castlestone Homes

Rookie of the Year

- Builder/Remodeler: Jon Woehrmyer, Fischer Homes (\$5 Million)

Leadership Awards

- Builder/Remodeler: Justin Shear, Fischer Homes (\$2 Million)
- Builder/Remodeler: Amy Slane, Plaza Properties (\$3 Million)
- Builder/Remodeler: Amy Hodgson, M/I Homes (\$18 Million)
- Builder/Remodeler: Emilie Hebert, M/I Homes (\$22 Million)

Marketing Director of the Year

- Builder/Remodeler: Brian Pol, Rockford Homes
- Realtor: Jim Stevenson, Real Living HER

Sales Manager of the Year

- Builder/Remodeler: Desiree Davis, M/I Homes
- Realtor: Butch Wahlsmith, Real Living HER

Grand Marketing Award

- Builder/Remodeler: Epcon Communities
- Realtor: Real Living HER
- Associate: Mullet Cabinet

