



# MAME XXXI

## Winners and Finalist

Congratulations MAME XXXI Participants and Winners. With 469 attendees, 231 entries in 35 competitive categories and 166 sales people receiving awards for sales achievement, MAME XXXI was a significantly grander event than the 2015 show. And it is all due to the tremendous, enthusiastic participation of the HBACA's Builder and Associate members.

Thank you to the many builders, associates who entered on behalf of builders, sponsors, and all HBACA members who joined us for the big party Saturday May 21, at the JW Marriott Phoenix Desert Ridge.

### Grand Award



### Small Volume Builder Award



**CAMELOT HOMES**

Aspire Higher™

### Diamond Sponsor



### Platinum Sponsor



### Gold Sponsor



### Silver Sponsors



# MAME XXXI - Winners and Finalist

## Category 1 - Best Newspaper Ad

### Shea Homes - Luke Visions

Camelot Homes - Gold Mountain Preserve

Mattamy Homes - We're the Largest Builder You've Probably Never Heard of

## Category 2 - Best Magazine Ad

### Rosewood Homes - Sierra Highlands

Shea Homes - Where "Don't Even Think About It!" Happens

## Category 3 - Best Billboard

### Shea Homes - Live the Difference, Johnson Ranch

Mattamy Homes - We're the Largest Builder You've Probably Never Heard of

Robson Communities - Robson Ranch - Active Adults

## Category 4 - Best Ad Campaign by a Builder

### Toll Brothers - Luxury Home

AV Homes - The Great Move In

Shea Homes - Proud Partner of the AZ Cardinals

Taylor Morrison - Find Your Happy Place Faster

## Category 5 - Best Ad Campaign Master Planned Community

### Taylor Morrison - Treat Street, Adora Trails

Robson Communities - Robson Ranch Arizona

## Category 6 - Best Website by a Builder Closing Less Than 500 Homes Per Year

### Camelot Homes

Mattamy Homes

Robson Communities

Alair Homes

Landmark Homes USA

## Category 8 - Best Online Banner Ad

### Camelot Homes - Excellence by Design Since 1969

Mattamy Homes - Purchase Your Dream Home

Shea Homes - Live the Difference

## Category 10 - Best Television Ad

### Meritage Homes - Retire Like You Mean It

Robson Communities - Robson Resort Communities

## Category 11 - Best Radio Ad

### Lennar - Asante

Shea Homes - Live the Difference

## Category 12 - Best Social Media Campaign

### Rosewood Homes - Rosewood Village at The Foothills

Shea Homes - Proud Partner of the Arizona Cardinals

## Category 13 - Best Design Center by a Builder

### Camelot Homes

Mattamy Homes

Robson Communities - Robson Ranch Arizona | Submitted by: Creative License International

## Category 14 - Best Sales Office Under 500 Square Feet Within a Model Home

### Maracay Homes - Sendera Place | Submitted by: Creative License International

Meritage Homes - Bellisima

AV Homes - Stonebridge

## Category 15 - Best Sales Office 500 Square Feet or Larger Within a Model Home

### Mattamy Homes - Granite Ridge

Maracay Homes - Victory at Verrado | Submitted by: Creative License International

Maracay Homes - Layton Lakes | Submitted by: Creative License International

## Category 16 - Best Sales Pavilion

### AV Homes - Encore, Eastmark

Mattamy Homes - Palm Valley North

Landmark Homes USA - Aerium

## Category 17 - Best Interior Merchandising for Homes Under \$275,000

### Robson Communities - Robson Ranch Arizona, Pavona

Mattamy Homes - Crosspointe, Balboa

Mattamy Homes - Kenwood at Verrado, Concord

## Category 18 - Best Interior Merchandising for Homes From \$275,001 to \$350,000

### Rosewood Homes - Rosewood Village at The Foothills, Residence Two

Woodside Homes - Prominence, Delta

Rosewood Homes - Rosewood Village at The Foothills, Residence Three

Mattamy - Crosspointe, Monterey

## Category 19 - Best Interior Merchandising for Homes From \$350,001 to \$450,000

### Mattamy Homes - Palm Valley North, Montrose

Landmark Homes USA - Aerium, Unit A

Meritage Homes - Innovation Park at Eastmark, Thunder Basin Plus

Robson Communities - PebbleCreek, Tesoro

## Category 20 - Best Interior Merchandising for Homes From \$450,001 to \$650,000

### Mattamy Homes - Granite Ridge, Bridgestone

Mattamy Homes - Granite Ridge, Ellington

K. Hovnanian Homes - 240 Missouri, Melrose

Taylor Morrison - Sanctuary at Desert Ridge, Passage Collection, Adelaide

Camelot Homes - Gold Mountain Preserve, Plan SS-02

## Category 21 - Best Interior Merchandising for Homes Over \$650,000

### Rosewood Homes - Sierra Boulders, Residence Three

Camelot Homes - The Villas at DC Ranch, Plan 5

Toll Brothers - Treviso, Cadiz

Category 22 – Best Detached Product Design for Homes Under \$275,000

**Robson Communities - Robson Ranch Arizona, Altura**

Robson Communities – Robson Ranch Arizona, Pavona  
Mattamy Homes – Crosspointe, Balboa

Category 23 – Best Detached Product Design for Homes From \$275,001 to \$350,000

**Robson Communities - PebbleCreek, Sera**

Meritage Homes – Cadiz at Sedella, Broadmoor Plus  
Mattamy Homes – Marley Park Estates, Hanover

Category 24 – Best Detached Product Design for Homes From \$350,001 to \$450,000

**Robson Communities - PebbleCreek, Sonata**

Robson Communities – PebbleCreek, Tesoro  
Mattamy Homes – Palm Valley North, Castleton

Category 25 – Best Detached Product Design for Homes From \$450,001 to \$650,000

**Camelot Homes - Gold Mountain Preserve, Plan SS-02**

Toll Brothers – Calliandra Estates, Aracena  
Meritage Homes – Easton Green at Eastmark, Bismarck  
Mandalay Homes – Vision Hill, Harmony

Category 26 – Best Detached Product Design for Homes over \$650,000

**Camelot Homes - Bocara, Plan 55-22**

**Toll Brothers - Talon Ranch, Trovilla**

Toll Brothers – Treviso, Cadiz  
Camelot Homes – Bocara, Plan 55-19

Category 27 – Best Attached Product Design

**Camelot Homes - The Villas at DC Ranch, Plan 5**

Mandalay Homes – Rimrock at Pronghorn Ranch, Carefree  
Landmark Homes USA – Aerium, Unit C

Category 28 – Best Detached Active Adult Product Design Under \$275,000

**Robson Communities - Robson Ranch Arizona, Altura**

Robson Communities – Robson Ranch Arizona, Pavona  
AV Homes – Encore, Charleston

Category 29 – Best Detached Active Adult Product Design \$275,000 and Over

**Robson Communities - Robson Ranch Arizona, Verso**

Robson Communities – PebbleCreek, Tesoro  
Maracay Homes – Victory at Verrado – Freedom Collection, Entertainer I  
Submitted by: KTG Group, Architects & Planners

Category 31 – Custom Home of the Year Over \$2,500,000

**Luster Custom homes - Connors Residence**

Calvis Wyant Luxury Homes

Category 32 – Rising Star of the Year

**Rosewood Homes - Rosewood Village at The Foothills, Conceptual Site Plan**

Contingency Masters/New – Home Ambassador Program  
Shea Homes – Study of the Health of Arizona Housing

Category 33 – Rookie Salesperson of the Year

**AV Homes - Patrick McCabe**

Woodside Home – Julie Everhart  
K. Hovnanian Homes – Kelsey Schilens  
Mattamy Homes – Tisha Ferguson  
Beazer Homes – Janel Tichy  
Shea Homes – Mike Coffey  
Robson Communities – Mary Brennan

Category 34 – Salesperson of the Year with a Company Closing less Than 250 Homes a Year

**Toll Brothers - Leela Smith**

Robson Communities – Cheryl Johnson  
Woodside Homes – Megan Perry  
Camelot Homes – Patti Strait

Category 35 – Salesperson of the Year with a Company Closing 250 or More Homes a Year

**Pulte Group - Ken Plonski**

AV Homes – Eric Borge  
K. Hovnanian Homes – Matthew Torel  
Shea Homes – Glen Oltmanns  
Beazer Homes – Kathleen Lanci  
Lennar – CC Zink  
Mattamy Homes – Lorena Urtiz

Category 36 – Internet Salesperson of the Year

**Robson Communities - Pamela Colgan**

Lennar – Christian Edwards  
Mattamy Homes – Jeremy Bridwell

Category 37 – Sales Manager of the Year

**Woodside Home - Dana Spencer**

Lennar – Mike Dowell  
AV Homes – Steve Snoddy  
Robson Communities – Jeremy Smith  
Meritage Homes – Jamie McAndrew  
Pulte Group – Taylor Mize

Category 38 – Marketing Manager/Director of the Year

**Mattamy Homes - Nicole Stanton**

Meritage Homes – Katie Smith  
Woodside Home – Stephanie Derendal