



MAME XXXII

32nd Annual Awards

presented by



MAME XXXII - **Winners** and Finalists

Grand Award



Robson Resort
COMMUNITIES

Small Volume Builder of the Year



ROSEWOOD HOMES
Enduring Beauty. Timeless Style.®

Advertising

Category 1 - Best Newspaper Ad

Mattamy Homes - We're the Largest Builder You've Probably Never Heard Of
Robson Communities - Live Life Inspired
Taylor Morrison - Montaverde - Luxury Living at Its Finest

Category 2 - Best Magazine Ad

Robson Communities - Live Life Inspired
Rosewood Homes - Sierra Highlands
Taylor Morrison - Copper Sky and Andaluza

Category 3 - Best Billboard

Lennar Homes - Next Gen
Mattamy Homes - Behind Every Great Community

Category 4 - Best Ad Campaign by a Builder

Mattamy Homes - Choose Your Own Bonus Package
Shea Homes - Vantage Luxury Living
Robson Communities - Live Life Inspired

Category 5 - Best Ad Campaign by a Master Planned Community

Taylor Morrison - Adora Trails - Treat Street (Honorary)

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

Mattamy Homes
Woodside Homes
Robson Communities

Category 7 - Best Website by a Builder Closing 500 or More Homes Per year

Lennar Homes
K. Hovnanian Homes

Category 8 - Best Online Banner Ad

Mattamy Homes - Choose Your Own Bonus Package
Shea Homes - Sun & Shine
Rosewood Homes - Rosewood Canyon Estates

Category 9 - Best Virtual Tour (Physical or Digital)

Shea Homes - 24 North
Pulte Group - Del Webb - Refuge
Taylor Morrison - Copper Sky - Tesoro

Category 10 - Best Television Ad

Robson Communities - (Honorary)

Category 11 - Best Radio Ad

Shea Homes - Heroes
Taylor Morrison - Eastmark Endeavor

Category 12 - Best Social Media Campaign

Shea Homes - #SheaPetFest
Lennar Homes - Next Gen
Mattamy Homes - First Pitch Contest

Sales Offices & Design Centers

Category 13 - Best Design Center by a Builder

Mattamy Homes
Woodside Homes

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

Shea Homes - 24 North
Elliott Homes - Granite Vista (Submitted by Creative License International)

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

Mattamy Homes - Rhythm

Richmond American Homes - Maderas Estates
Rosewood Homes - Sierra Highlands

Category 16 - Best Sales Pavilion

Maracay Homes - Meadows

Mattamy Homes - Palm Valley North
Toll Brothers - Whitewing

Interior Design and Outdoor Merchandising

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

Shea Homes - Carino Villas - Flat Thirteen13

Woodside Homes - Foundation at the Meadows - Dove
Mattamy Homes - Crosspointe - Balboa

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

Mattamy Homes - Rhythm - Loft Three

Shea Homes - 24 North - Capella
Woodside Homes - Pillar at the Meadows - Gila
Shea Homes - Vantage - Flat Sixteen40

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

Mattamy Homes - Rhythm - Residence Four

Rosewood Homes - Rosewood Canyon Estates - Residence Two
Taylor Morrison - Sanctuary at Desert Ridge Discovery Collection - Iris

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

Maracay Homes - Estates at the Meadows - Palo Verde

K. Hovnanian Homes - Gallery - Mondrian
Robson Communities - Pebble Creek - Bacara

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

Rosewood Homes - Sierra Boulders - Residence Three

Rosewood Homes - Sierra Highlands - Residence Three
Toll Brothers - Turquesa - Vacaro

Category 30 - Best Outdoor Merchandising for Homes Under \$450,000

Robson Communities - Pebble Creek - Avalon

Lennar Homes - Encore at Victory at Verrado - Crest
Shea Homes - Ambition at Eastmark - Passion

Category 31 - Best Outdoor Merchandising for Homes \$450,000 and Over

Toll Brothers - Turquesa - Vacaro

Rosewood Homes - Sierra Boulders - Residence Three
Rosewood Homes - Sierra Highlands - Residence Three
Maracay Homes - Estates at the Meadows - Palo Verde

Product Design

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

Lennar Homes - Discovery at the Parks - The Freedom

Mattamy Homes - Crosspointe - Balboa
KB Home - Homestead - Plan 2347

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

Shea Homes - 24 North - Capella

Shea Homes - Ambition at Eastmark - Hope
Taylor Morrison - Eastmark Endeavor - Sterling

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

Robson Communities - Pebble Creek - Avalon

Rosewood Homes - Rosewood Canyon Estates - Residence One
Rosewood Homes - Rosewood Canyon Estates - Residence Two

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

Taylor Morrison - Trovita Norte - Telluride

Mattamy Homes - Granite Ridge - Locksley
Mattamy Homes - Granite Ridge - Bridgestone

Category 26 - Best Detached Product Design for Homes Over \$650,000

Rosewood Homes - Sierra Highlands - Residence Three

Rosewood Homes - Sierra Highlands - Residence Four
Taylor Morrison - Copper Sky - Festino

Category 27 - Best Attached Product Design

Robson Communities - Pebble Creek - Lago

K. Hovnanian Homes - Summit at Pinnacle Peak Patio - Meridian

Robson Communities - Pebble Creek - Viva

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

Robson Communities - Robson Ranch - Pavona (Honorary)

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

Robson Communities - Pebble Creek - Bacara

Lennar Homes - Encore at Victory at Verrado - The Pinnacle

Robson Communities - Pebble Creek - Fresco

Custom Home

Category 32 - Custom Home of the Year Under \$3,000,000

Cullum Homes - Mountainside Retreat

RS Homes - Private Residence at Desert Mountain

Category 33 - Custom Home of the Year Over \$3,000,000

Calvis Wyant Luxury Homes - European Rural Estate

Calvis Wyant Luxury Homes - Modern European

RS Homes - Silverleaf Custom Residence

Cullum Homes - Cholla

Rising Star

Category 34 - Rising Star of the Year

Steve Rider

K. Hovnanian Homes - Four Seasons at the Manor

Lennar homes - Asante

Rosewood Homes - Sierra Highlands

Sales Professionals

Category 35 - Rookie Salesperson of the Year

Whitney Gilbertson - Robson Communities

Damon Steverson - Taylor Morrison

John Ashton - Pulte Group

Category 36 - Salesperson of the Year with a Company Closing Less Than 250 Homes

Leela Smith - Toll Brothers

Fredda Swetloff - Rosewood Homes

Steve Beaver - Robson Communities

Category 37 - Salesperson of the Year with a Company Closing 250 or More Homes

CC Zink - Lennar Homes

Martina Villela Ramirez - Woodside Homes

Leslie Fisher - Pulte Group

Justin Susnik - Shea Homes

Sharon Lord - Maracay Homes

Jon Cowell - Mattamy Homes

Don Nicolay - K. Hovnanian Homes

Category 38 - Internet Salesperson of the Year

Vito Simplicio - Woodside Homes

Shannon Balderas - K. Hovnanian Homes

Pam Colgan - Robson Communities

Irene Pietrack - Taylor Morrison

Pam Meyer - Maracay Homes

Melissa Miller - Toll Brothers

Category 39 - Sales Manager of the Year

Dana Spencer - Woodside Homes

Scott Abel - K. Hovnanian Homes

Taylor Mize - Pulte Group

Brandon Cleveland - Taylor Morrison

Craig Tucker - Maracay Homes

Category 40 - Marketing Manager/Director of the Year

Nicole Stanton - Mattamy Homes

Keri Couples - AV Homes

Deanna Cameron - Taylor Morrison

Stephanie Derendal - Woodside Homes

Alina Hushka - Robson Communities

Ashley Schlosser - K. Hovnanian Homes

Learn more about the MAME Awards:

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Home Builders Association of Central Arizona