

# Celebrate Achievement!

## GCBA's 2020 PRISM Awards

**Benefits, Eligibility,  
Guidelines, Deadlines,  
Fees, Requirements  
and Criteria Sheets**

### ENTRY FEES

GCBA Members- \$145 per entry  
Non-GCBA Members - \$225 per entry  
Community of the Year Award - GCBA builder  
members only- \$495 per Community Entered

VISIT: [GCBAPRISMAWARDS.com](http://GCBAPRISMAWARDS.com)

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**GOLD COAST BUILDERS ASSOCIATION**

MEMBERS WORKING WITH MEMBERS

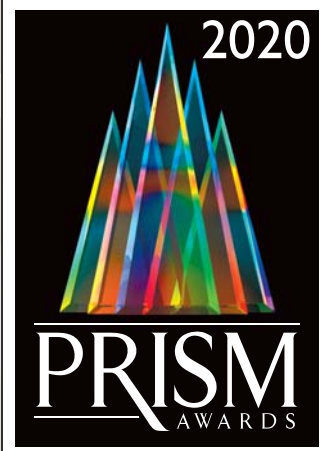
For more info contact: **KT Catlin** | Executive Officer  
[KT@gcbafloida.com](mailto:KT@gcbafloida.com) | [www.GCBAflorida.com](http://www.GCBAflorida.com) | (561) 288-6137

**FINAL  
ENTRY DEADLINE  
APRIL 22, 2020**

**SAVE THE DATE**  
PRISM 2020 Awards  
Saturday, August 29, 2020

**GOLD COAST  
BUILDERS ASSOCIATION**

**2020**





# GCBA's PRISM Awards 2020 Benefits, Eligibility, Guidelines, Deadlines, Fees and Requirements...

To enter visit: [www.GCBAPRISMAWARDS.com](http://www.GCBAPRISMAWARDS.com)

Contact GCBA with any questions: 561.228.6137

[kt@gcbafloida.com](mailto:kt@gcbafloida.com)

## What is GCBA's PRISM Awards?

PRISM stands for Professional Recognition in Sales and Marketing. GCBA's PRISM Awards are presented to marketing professionals, builders, developers, architects, interior designers, sales people and others who have demonstrated building industry excellence. The 2020 winners will be selected from among entrants by a panel of industry experts and honored at the awards event on Saturday, August 29, 2020.

## Benefits of Entering:

Being an award winner gives you increased public relations and marketing opportunities, and can be the basis of an effective marketing campaign built on important third-party testimony about the quality of your award-winning product. Your credibility, especially in the eyes of your buyers and other key market segments, is enhanced when your peers recognize you with an award. Most categories are broken down by price range rather than square footage, thus enhancing the opportunity to compete more effectively against entries within the same scope. A PRISM Award allows you to take pride in your product and showcase your talents.

## Eligibility

Projects must be located within the state of Florida. An entry cannot be more than three years old. Previous Gold winning entries cannot be re-submitted into the same category. If a completed project previously won an award in a Pre-Construction category, it may be entered into a New Construction category. Individual Achievement and Personal Sales Achievement will be judged for the time period of 01/01/18 to 12/31/19. Million Dollar Sales Achievement entrants must provide data based on CLOSED new homes sales during the time period of 01/01/18 to 12/31/19. If necessary, each category will be subdivided by information provided on the application for judging purposes as determined by the final entries submitted.

## Judging

Each entry is judged on its own merit by a panel of highly qualified impartial judges and monitored by the staff of GCBA and selected industry professionals hand picked to moderate. Judges are selected from among the most creative and successful individuals in the building industry, including development, architecture, land planning, interior design, marketing, and building trade professionals. Each group of categories is judged by peers in like fields. Judging is based on a point system that rates each entry on a specific set of criteria and on its own merit. This point system will help determine if the entry is eligible for Gold, Silver or no award to be granted. The judges' decisions are final and they

have the discretion to disqualify an entry that does not supply required materials and/or does not meet specified criteria. They may choose not to award a winning entry if no entry earns the minimum points required. The Best of Show Award is selected from the Design entries through a consensus of the judges and based on a point system.

## Publishing Rights & Return of Materials

GCBA may publish and/or reproduce entries in any NAHB, FHBA, or GCBA publication and/or product and grant permission for entries to be published, reproduced and included in any PR, related event or trade, consumer publication and/or product.

## PRISM 2020 Deadlines & Key Dates

- **Final Entry Applications Due:**  
Wednesday, April 22, 2020 by 5:00 PM
- **PRISM 2020 Awards Program:**  
Saturday, August 29, 2020

## Entry Fees

20 Maximum Entries Per Company Per Major Category Segment

**GCBA MEMBERS** - \$145 per entry

**NON-GCBA MEMBERS** - \$225 per entry

**Community of the Year Award - GCBA builder members only** - \$495 per Community Entered

## Entry Fee Refunds:

No refunds or exchanges on special pricing promotional entries. Regular priced entries submit your entry cancellations in writing to GCBA by 5:00 PM, Friday, April 10, 2020. Entry fees will not be transferred to other parts of GCBA's PRISM Awards or other GCBA events.

## Entry Guidelines

- It is recommended that you work closely with your builder, developer, architect, land planner, landscape architect, interior designer, and other members of the development team in putting your entry together.
- Your entry is judged based on the materials you submit. It is in your best interest to fully describe your entry and provide the best visuals available to demonstrate the unique qualities of your product.
- GCBA is not responsible for duplicate entries submitted by two different companies.
- It is the entrant's responsibility to communicate with any project team members about submitting a particular project.
- Reproducing another's work and presenting it as your own is considered a breach of GCBA's ethics and will be disqualified.
- All information submitted must be accurate. Any discrepancies among team member information, floor plans, etc. are the sole responsibility of the entrant.

## Entry Requirements:

**VERY IMPORTANT:** Do not showcase the name of the project or the name of the builder, developer, architect, designer, land planner, or any other team member in the entry application or materials uploaded – it will be disqualified.

- **Entry Application.** One Entry per application and entry category. Facts must be fully completed with specific details and information pertaining to the entry in order to be judged. Not fully completing the fact section will result in disqualification.
- **Marketing Statement.** Not to exceed 500-750 words, amplify the entry's unique features, unusual constraints, market served, and market acceptance. **DO NOT** include the name of the project or name of any member on the project team or the entry will be disqualified, except for those listed under Marketing and Advertising.
- **Photos, Images, Plans.** Images are required in a digital format (pdf or jpg's) that are at least 600 wide at 72 DPI for monitor viewing. Pixilated and blurry photos and images will be disqualified. Pictures and Images must be named according to what the photo/ image represents (i.e., kitchen, master bath, elevation drawing foyer, floor plan 1st floor... and so on)
- **TIP - All entries other than Individual Achievement and Marketing may require a floor plan.** Judges need to visualize the space even for interior design entries.
- **Additional Material.** Based on entry requirements, more materials may be required to best judge certain categories. Information would be provided on a per case basis. Read requirements carefully.

**NOTE: Entries that fail to meet specified requirements, including detailed requested information, and entries that fail to include the appropriate materials and minimum quantities will be DISQUALIFIED prior to the official judging with NO REFUND.**

**For Sponsorship & Advertising Opportunities, Event Information and more visit :**  
[www.GCBAPRISMAWARDS.com](http://www.GCBAPRISMAWARDS.com)

**Gold Coast Building Association**  
2101 Vista Parkway, Suite 149,  
West Palm Beach, FL 33411  
561.228.6137 • [www.GCBAFloida.com](http://www.GCBAFloida.com)



# Individual Achievement

## Criteria Questions - GCBA's PRISM Awards 2020

Saturday, August 29, 2020

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or email [kt@gcbafloida.com](mailto:kt@gcbafloida.com)

### Online Entering Introduction:

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To enter, sponsor or to buy tickets visit [www.gcbaprismawards.com](http://www.gcbaprismawards.com).

**When entering, make sure to fill out all category questions below or type N/A if not applicable. Only GCBA members may enter Individual Achievement Categories.**

### Individual Achievement Entry numbers 0a through 4b:

- 0a) Mortgage Lender of the Year
- 0b) Title Company Professional of the Year
- 0c) Customer Service/Warranty Manager of the Year
- 0e) Sales Person of the Year
- 0d) Sales Team of the Year
- 1a) Rookie Sales Person of the Year ~ Non-Builder
- 1b) Rookie Sales Person of the Year ~ Builder
- 2a) Sales Team of the Year ~ Non-Builder
- 2b) Sales Team of the Year ~ Builder
- 3a) Sales Director of the Year ~ Non-Builder
- 3b) Sales Director of the Year ~ Builder.
- 4a) Realtor of the Year ~ Local Transactions
- 4b) Realtor of the Year ~ International Transactions

### Following are the questions and items you will be asked for categories 0a through 4b criteria questions

- Sales Techniques and Ability
- Prospecting Techniques and Broker Relations
- Sales Philosophy
- Individual Sales Goals
- Achievement and Significant Contribution to the Building Industry
- Marketing Statement ~ Amplify unusual constraints, market served and market acceptance
- You will be asked to upload one 1 Image\* for this entry
- **VIP TIP** - Before you click "Continue" review your answers in their entirety. Unanswered questions may result in disqualification.

### Individual Achievement Entry numbers 5 through 7b:

- 5) Brokerage of the Year ~ New Home Sales
- 6) On-Site Salesperson of the Year ~ Builder Only
- 7a) Million Dollar Sales Achievement ~ Individual
- 7b) Million Dollar Sales Achievement ~ Team Sales

### Following are the criteria questions you will be asked for categories 5 through 7b

- Sales Techniques and Ability
- Prospecting Techniques and Broker Relations
- Sales Philosophy
- Individual Sales Goals
- Achievement and Significant Contribution to the Building Industry
- Total Dollar Volume of new home sales closed from 01/01/18 to 12/31/19.
- Marketing Plan for 2018/2019

- Marketing Statement ~ Amplify unusual constraints, market served and market acceptance
- You will be asked to upload up to 1 Image\* for this entry
- **VIP TIP** - Before you click "Continue" review your answers in its entirety. Unanswered questions may result in disqualification.

### Individual Achievement Entry 8a:

- 8a) Marketing Director of the Year ~ Non-Builder

### To follow are the questions and items you will be asked for this category

- Marketing Plan for 2018/2019
- Overall Marketing Strategy
- To include Creative & Innovative Marketing Ideas
- Personal and Professional Goals
- Achievement and Significant Contribution to the Building Industry
- Number of Employees Directed
- Marketing Statement ~ Amplify unusual constraints, market served and market acceptance
- You will be asked to upload 1 Image\* for this entry
- **VIP TIP** - Before you click "Continue" review your answers in its entirety. Unanswered questions may result in disqualification.

### Individual Achievement Entry 8b:

- 8b) Marketing Director of the Year ~ Builder

### To follow are the questions and items you will be asked for this category

- Marketing Plan for 2018/2019
- Overall Marketing Strategy
- Include Creative & Innovative Marketing Ideas
- Personal and Professional Goals
- Achievement and Significant Contribution to the Building Industry
- Number of employees directed
- Type of Communities Built
- Number of Communities Managed
- Number of Future Projects
- Total Dollar Volume of new home sales closed in timeframe
- Number of homes closed during timeframe
- Marketing Statement ~ Amplify unusual constraints, market served and market acceptance
- You will be asked to upload 1 Image\* for this entry
- **VIP TIP** - Before you click "Continue" review your answers in their entirety. Unanswered questions may result in disqualification.

\*Image to be submitted in a digital format (pdf, jpg, gif or bmp) that is at least 600 wide at 72 DPI for monitor viewing. Pixilated and blurry photos and images will be disqualified. Pictures and Images must be named according what the photo/ image represents. Upload Limit: Maximum 1MB per file size limit.

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# Marketing and Advertising

## Criteria Questions - GCBA's PRISM Awards 2020

### Saturday, August 29, 2020

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#### Entry Requirements:

VERY IMPORTANT: Do not deliberately showcase the name of the project or the name of the builder, developer, architect, designer, land planner, or any other team member in the entry application – it will be disqualified. Be sure to review the "Entry Guidelines" posted on the PRISM website for complete rules, benefits and entry requirements.

**When entering, make sure to fill out all category questions below or type N/A if not applicable.**

#### Marketing & Advertising entry numbers 9 through 30:

- 9) Logo Design
- 10) Rebrand
- 11) Brochure
- 12) Direct Mail Piece
- 13) E-mail Campaign
- 14) Interactive Presentation
- 15) Multimedia Promotion
- 16) Website under \$5,000
- 17) Website over \$5,000
- 18) Photography
- 19) Trade Show
- 20) Signage
- 21) Overall Marketing Campaign
- 22) Print
- 23) Radio
- 24) Online Media
- 25) TV
- 26) Outdoor Advertising
- 27) Special Promotion
- 30) Overall Advertising Campaign

Following are the questions and items you will be asked for categories 9 through 30 criteria questions:

- Select Your Subcategory if you are entering Non-Builder project or a Builder project such as community logo, builder peice and so forth. Builder entries and non-builder entries will be judged seperately.
- Total Budget
- Cost to Produce
- Cost of Print Materials and Quantity
- Cost of Mail Pieces and Quantity
- Nature of marketing Promotion/Advertising Campaign
- Was the end result objective met?
- Target Market
- Special Features
- Unique Challenges
- Marketing Statement ~ Amplify the entry's unusual constraints, market served and market acceptance

#### FOR ALL ENTRIES:

Upload up to 6 Photos, Images, Plans - Can upload multiple page PDF's. Please keep under 1 MB each upload

\*Image to be submitted in a digital format (pdf, jpg, gif or bmp) that is at least 600 wide at 72 DPI for monitor viewing. Pixilated and blurry photos and images will be disqualified. Pictures and Images must be named according what the photo/ image represents. Upload Limit: Maximum 1MB per file size limit.

**VIP TIP** - Before you click "Continue" review your answers in their entirety. Unanswered questions may result in disqualification.



# New Construction

## Criteria Questions - GCBA's PRISM Awards 2020

### Saturday, August 29, 2020

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#### Entry Requirements:

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**When entering, make sure to fill out all category questions below or type N/A if not applicable.**

#### 31) Single Family Attached

#### 32) Single Family Detached

#### 33) Condominium

#### 34) Multi-Family

#### 35) Mixed Use Project & Live/Work

- Choose a subcategory for all the above
  - A. Pre Construction Architecture
  - B. Architecture/Overall
  - C. Landscape Architecture
  - D. Pool
  - E. Outdoor Living Area
  - F. Overall Exterior Design
  - G. Mixed Use Project
  - H. Live & Work
- Select the cost range of structure and or design value from the sub category below (exclude land):
  1. Under \$50,000
  2. \$50,001 to \$125,000
  3. \$125,001 to \$325,000
  4. \$325,001 to \$500,000
  5. \$500,001 to \$750,000
  6. \$750,001 to \$1,000,000
  7. \$1,000,001 to \$2,000,000
  8. \$2,000,001 to \$3,000,000
  9. \$3,000,001 +
- Total Budget \$
- Total Square Feet\* ~ See page 2 column 3 for entry requirements

- Size of Lot in Acres
- Number of Stories
- Cost per Square Foot \$
- Cost to Build (including Lot) \$
- Base Price (including Lot) \$
- List Price (including Lot) \$
- General Environment ~ (for example: near ocean, on ocean, far inland, west of I-95, in Intracoastal)
- Please List Softscape, Hardscape Materials Used
- Materials/Technology Used ~ Technology materials used in design, and tell why they were used.
- Design Concept
- Special Features
- Unique Challenges
- Marketing Statement ~ Amplify the entry's unusual constraints, market served and market acceptance

#### 36) Sales/Leasing Centers

- Choose a subcategory for this entry
  - A. Architecture
  - B. Landscape Architecture
- Select the cost range of structure and or design value from the sub category below (exclude land):
  1. Under \$50,000
  2. \$50,001 to \$125,000
  3. \$125,001 to \$325,000
  4. \$325,001 to \$500,000
  5. \$500,001 to \$750,000
  6. \$750,001 to \$1,000,000
  7. \$1,000,001 to \$2,000,000
  8. \$2,000,001 to \$3,000,000
  9. \$3,000,001 +
- Total Budget \$
- Total Square Feet\* ~ See page 2 column 3 for entry requirements
- Size of Lot in Acres
- Number of Stories
- Cost per Square Foot \$
- Cost to Build (including Lot) \$
- Base Price (including Lot) \$
- List Price (including Lot) \$
- General Environment ~ (for example: near ocean, on ocean, far inland, west of I-95, in Intracoastal)
- Please List Softscape, Hardscape Materials Used
- Materials/Technology Used ~ Technology materials used in design, and tell why they were used.
- Design Concept
- Special Features
- Unique Challenges
- Marketing Statement ~ Amplify the entry's unusual constraints, market served and market acceptance

unusual constraints, market served and market acceptance

#### 37) Recreation Amenities / Clubhouse

- Choose a subcategory for this entry
  - A. Overall Facilities
  - B. Pre Construction Architecture
  - C. Architecture
  - D. Land Planning
  - E. Landscape Architecture
  - F. Dining
  - G. Spa & Fitness Area
  - H. Specialty Service Area
  - I. Media Center
  - J. Pool
- Select the cost range of structure and or design value from the sub category below (exclude land):
  1. Under \$50,000
  2. \$50,001 to \$125,000
  3. \$125,001 to \$325,000
  4. \$325,001 to \$500,000
  5. \$500,001 to \$750,000
  6. \$750,001 to \$1,000,000
  7. \$1,000,001 to \$2,000,000
  8. \$2,000,001 to \$3,000,000
  9. \$3,000,001 +
- Total Budget \$
- Total Square Feet\* ~ See page 2 column 3 for entry requirements
- Size of Lot in Acres
- Number of Stories
- Cost per Square Foot \$
- Cost to Build (including Lot) \$
- Base Price (including Lot) \$
- List Price (including Lot) \$
- General Environment ~ (for example: near ocean, on ocean, far inland, west of I-95, on Intracoastal)
- Please List Softscape, Hardscape Materials Used
- Materials/Technology Used ~ Technology materials used in design, and tell why they were used.
- Design Concept
- Special Features
- Unique Challenges
- Marketing Statement ~ Amplify the entry's unusual constraints, market served and market acceptance

#### 38) Entryways

- Choose a subcategory for this entry
  - A. Building Entryway
  - B. Community Entryway



# New Construction

## Criteria Questions - GCBA's PRISM Awards 2020

### Saturday, February 29, 2020

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Contact GCBA with any questions: 561.228.6137

or email [kt@gcbafloida.com](mailto:kt@gcbafloida.com)

• Select the cost range of structure and or design value from the sub category below (exclude land):

1. Under \$50,000
2. \$50,001 to \$125,000
3. \$125,001 to \$325,000
4. \$325,001 to \$500,000
5. \$500,001 to \$750,000
6. \$750,001 to \$1,000,000
7. \$1,000,001 to \$2,000,000
8. \$2,000,001 to \$3,000,000
9. \$3,000,001 +

• Total Budget \$

• Total Square Feet\* ~ See column 3 to the right of this column for entry requirements

• Size of Lot in Acres

• Number of Stories

• Cost per Square Foot \$

• Cost to Build (including Lot) \$

• Base Price (including Lot) \$

• List Price (including Lot) \$

• General Environment ~ (for example: near ocean, on ocean, far inland, west of I-95, in Intracoastal)

• Please List Softscape, Hardscape Materials Used

• Materials/Technology Used ~ Technology materials used in design, and tell why they were used.

• Design Concept

• Special Features

• Unique Challenges

• Marketing Statement ~ Amplify the entry's unusual constraints, market served and market acceptance

### 39) Commercial

• Choose a subcategory for this entry

- A. Architecture
- B. Retail (malls and shops)
- C. Office
- D. Industrial
- E. Restaurant
- F. Hotel
- G. Medical (hospitals, surgery centers)
- H. Assisted Living / Life Care Communities
- I. Public Use (schools, libraries, gyms, etc.)

• Select the cost range of structure and or design value from the sub category below (exclude land):

1. Under \$50,000
2. \$50,001 to \$125,000
3. \$125,001 to \$325,000
4. \$325,001 to \$500,000
5. \$500,001 to \$750,000
6. \$750,001 to \$1,000,000

7. \$1,000,001 to \$2,000,000

8. \$2,000,001 to \$3,000,000

9. \$3,000,001 +

• Total Budget \$

• Total Square Feet\* ~ See column 3 to the right of this column for entry requirements

• Size of Lot in Acres

• Number of Stories

• Cost per Square Foot \$

• Cost to Build (including Lot) \$

• Base Price (including Lot) \$

• List Price (including Lot) \$

• General Environment ~ (for example: near ocean, on ocean, far inland, west of I-95, in Intracoastal)

• Please List Softscape, Hardscape Materials Used

• Materials/Technology Used ~ Technology materials used in design, and tell why they were used.

• Design Concept

• Special Features

• Unique Challenges

• Marketing Statement ~ Amplify the entry's unusual constraints, market served and market acceptance

### 40) Technology

• Choose a subcategory for this entry

- A. Sound/Theater Systems
- B. Integrated Home Systems
- C. Security Systems

• Select the cost range of structure and or design value from the sub category below (exclude land):

1. Under \$50,000
2. \$50,001 to \$125,000
3. \$125,001 to \$325,000
4. \$325,001 to \$500,000
5. \$500,001 to \$750,000
6. \$750,001 to \$1,000,000
7. \$1,000,001 to \$2,000,000
8. \$2,000,001 to \$3,000,000
9. \$3,000,001 +

• Total Budget \$

• Total Square Feet\* ~ See below for entry requirements

• Size of Lot in Acres

• Number of Stories

• Cost per Square Foot \$

• Cost to Build (including Lot) \$

• Base Price (including Lot) \$

• List Price (including Lot) \$

• General Environment ~ (for example: near ocean, on ocean, far inland, west of I-95, in Intracoastal)

• Please List Softscape, Hardscape Materials Used

• Materials/Technology Used ~ Technology materials used in design, and tell why they were used.

• Design Concept

• Special Features

• Unique Challenges

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Upload up to 6 Photos, Images, Plans - Can upload multiple page PDF's for Plans and drawings. Please keep under 1 MB each upload

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**VIP TIP** - Before you click "Continue" review your answers in their entirety. Unanswered questions may result in disqualification.

**Total Square Feet\*** ~ For purposes of this competition square footage refers to the gross living area or commercial working space measured to the outside of all exterior walls. For multi-family residences and work & live square footage refers to the gross living or working area measured to the centerline of common walls, excluding garages and outdoor spaces such as covered porches, patios, and entryways.

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# Interior Design

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**When entering, make sure to fill out all category questions below or type N/A if not applicable.**

Below you will find 2 set of entry questions, that will relate to a Residential or a Commercial entry.

#### Residential Interior Design

Interior Design/Merchandising – Remodel or New Construction – any type of dwelling – private residence or model home

- 41) Overall Interior Design for a residential space
- 42) Kitchen
- 43) Bath/Master
- 44) Bath/Powder or Guest
- 45) Bedroom/Master
- 46) Bedroom/Other
- 47) Living Room
- 48) Dining Room
- 49) Great Room
- 50) Family Room
- 51) Office/Study/Library
- 52) Media/Theater Room
- 53) Outdoor Living Area
- 54) Sales/Leasing Center
- 55) Recreation/Clubhouse

- Select the cost range of structure and or design value from the sub category below (exclude land):
  - A. Under \$50,000

- B. \$50,001 to \$125,000
  - C. \$125,001 to \$325,000
  - D. \$325,001 to \$500,000
  - E. \$500,001 to \$750,000
  - F. \$750,001 to \$1,000,000
  - G. \$1,000,001 to \$2,000,000
  - H. \$2,000,001 to \$3,000,000
  - I. \$3,000,001 +
- Total Budget \$
  - Total Square Feet\* ~ See column 3
  - Client/Project Requirements
  - Was any material/merchandise recycled from another project? If so what items?
  - Describe how design meet/exceeded client expectations
  - Environmental Sensitivity ~ Describe how this design is sensitive to the environment.
  - General Environment ~ (for example: near ocean, on ocean, far inland, west of I-95, in Intracoastal)
  - List Materials/Technology Used in design, and tell why they were used.
  - Design Concept
  - Special Features
  - Unique Challenges
  - Marketing Statement ~ Amplify the entry's unusual constraints, market served and market acceptance

#### Commercial Interior Design

Interior Design/Merchandising – Remodel or New Construction – any type of structure

- 56) Overall Interior Design Commercial Space
- 57) Retail (malls and shops)
- 58) Office
- 59) Industrial
- 60) Restaurant
- 61) Hotel
- 62) Medical (hospitals, surgery centers)
- 63) Assisted Living/Life Care Communities
- 64) Public Use (schools, libraries, gyms etc.)

- Select the cost range of structure and or design value from the sub category below (exclude land):
  - A. Under \$50,000
  - B. \$50,001 to \$125,000
  - C. \$125,001 to \$325,000
  - D. \$325,001 to \$500,000
  - E. \$500,001 to \$750,000
  - F. \$750,001 to \$1,000,000
  - G. \$1,000,001 to \$2,000,000
  - H. \$2,000,001 to \$3,000,000
  - I. \$3,000,001 +

- Total Budget \$
- Total Square Feet\* ~ See below
- Client/Project Requirements
- Was any material/merchandise recycled from another project? If so what items?
- Describe how design meets/exceeds client expectations
- Environmental Sensitivity ~ Describe how this design is sensitive to the environment.
- General Environment ~ (for example: near ocean, on ocean, far inland, west of I-95, in Intracoastal)
- List Materials/Technology used in design, and tell why they were used.
- Design Concept
- Special Features
- Unique Challenges
- Marketing Statement ~ Amplify the entry's unusual constraints, market served and market acceptance

#### FOR ALL ENTRIES:

Upload up to 6 Photos, Images, Plans - Can upload multiple page PDF's for Plans and drawings. Please keep under 1 MB each upload

\*Image to be submitted in a digital format (pdf, jpg, gif or bmp) that is at least 600 wide at 72 DPI for monitor viewing. Pixilated and blurry photos and images will be disqualified. Pictures and Images must be named according what the photo/ image represents. Upload Limit: Maximum 1MB per file size limit.

**VIP TIP** - Before you click "Continue" review your answers in their entirety. Unanswered questions may result in disqualification.

**Total Square Feet\*** ~ For purposes of this competition square footage refers to the gross living area or commercial working space measured to the outside of all exterior walls. For multi-family residences and work & live square footage refers to the gross living or working area measured to the centerline of common walls, excluding garages and outdoor spaces such as covered porches, patios, and entryways.



# Remodeling

## Criteria Questions - GCBA's PRISM Awards 2020

### Saturday, August 29, 2020

To enter visit: [www.GCBAPRISMAWARDS.com](http://www.GCBAPRISMAWARDS.com)

Contact GCBA with any questions: 561.228.6137

or email [kt@gcbafloida.com](mailto:kt@gcbafloida.com)

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To enter, sponsor or to buy tickets visit [www.gcbaprismawards.com](http://www.gcbaprismawards.com).

#### Entry Requirements:

VERY IMPORTANT: Do not deliberately showcase the name of the project or the name of the builder, developer, architect, designer, land planner, or any other team member in the entry application – it will be disqualified. Be sure to review the "Entry Guidelines" posted on the PRISM website for complete rules, benefits and entry requirements.

**When entering, make sure to fill out all category questions below or type N/A if not applicable.**

#### Remodeling entry numbers 65 through 67:

##### 65. Residential Remodeling

- A. Architecture
- B. Overall Knockdown/  
Renovation

For 65 option B Please choose **only one** of the following **subcategories**:

1. Major (More than 50% of existing structure)
  2. Minor (Less than 50% of existing structure)
- C. Master Suite
  - D. Kitchen
  - E. Bath
  - F. Specialty Room (office, play, loft, other area)
  - G. Outdoor Living Area
  - H. Overall Exterior Design
  - I. Aging In Place Home Modification
  - J. Clubhouse
  - K. Entryway
  - L. Pool
  - M. Other

##### 66. Commercial Remodeling

- A. Architecture
- B. Overall Knockdown/  
Renovation

For 66 option B Please choose only one of the following **subcategory**:

1. Major (More than 50% of existing structure)
  2. Minor (Less than 50% of existing structure)
- C. Space Planning
  - D. Overall Interior Design
  - E. Conference Room
  - F. Common Area
  - G. Office Suites
  - H. Sales/ Leasing Center
  - I. Recreational/ Amenities/  
Clubhouse
  - J. Other

Please select the **overall retail value** of the dwelling from the sub categories below for entry **65 and 66** above:

- A. Under \$50,000
- B. \$50,001 to \$125,000
- C. \$125,001 to \$325,000
- D. \$325,001 to \$500,000
- E. \$500,001 to \$750,000
- F. \$750,001 to \$1,000,000
- G. \$1,000,001 to \$2,000,000
- H. \$2,000,001 to 3,000,000
- I. \$3,000,001 +

##### 67. Craftsmanship

- A. Woodwork/ Millwork Trim
- B. Metalwork
- C. Tile, Marble, Stone & Wood Applications
- D. Stairs & Railings
- E. Glass & Mirrors
- F. Precast Products
- G. Decorative Painting
- H. Windows & Doors

Please choose **only one** of the following subcategories:

1. Exterior
2. Interior

**To follow are the questions and items you will be asked for categories 65 through 67 criteria questions:**  
What is the overall cost range of structure and or design you are entering:

- A. Under \$50,000

- B. \$50,001 to \$125,000
- C. \$125,001 to \$325,000
- D. \$325,001 to \$500,000
- E. \$500,001 to \$750,000
- F. \$750,001 to \$1,000,000
- G. \$1,000,001 to \$2,000,000
- H. \$2,000,001 to \$3,000,000
- I. \$3,000,001 +

- Total Budget \$
- Assessed Value Before
- Assessed Value After
- Total Square Feet ~ See below
- Client/Project Requirements
- Hardscape and/or softscape materials used - List any hardscape and/ or softscape materials used and why they were used.
- Describe how design met/exceeded client expectations
- Environmental Sensitivity ~ Describe how this design is sensitive to the environment.
- General Environment ~ (for example: near ocean, on ocean, far inland, west of I-95, on Intracoastal)
- Materials/Technology Used in design, and tell why they were used.
- Design Concept
- Special Features
- Unique Challenges
- Marketing Statement ~ Amplify the entry's unusual constraints, market served and market acceptance

#### FOR ALL ENTRIES:

Upload up to 6 Photos, Images, Plans - Can upload multiple page PDF's for Plans and drawings. Please keep under 1 MB each upload

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**VIP TIP** - Before you click "Continue" review your answers in their entirety. Unanswered questions may result in disqualification.

**Total Square Feet\*** ~ For purposes of this competition square footage refers to the gross living area or commercial working space measured to the outside of all exterior walls. For multi-family residences and work & live square footage refers to the gross living or working area measured to the centerline of common walls, excluding garages and outdoor spaces such as covered porches, patios, and entryways.





# Building Green

## Criteria Questions - GCBA's PRISM Awards 2020

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#### Entry Requirements:

VERY IMPORTANT: Do not deliberately showcase the name of the project or the name of the builder, developer, architect, designer, land planner, or any other team member in the entry application – it will be disqualified. Be sure to review the "Entry Guidelines" posted on the PRISM website for complete rules, benefits and entry requirements.

**When entering, make sure to fill out all category questions below or type N/A if not applicable.**

#### 68) Green Home of the Year

The PRISM for "Green Home of the Year Award" is given to an officially certified NGBS, LEED or FGBC home.

- Select the cost range of structure and or design value from the sub category below:
  - A. Under \$50,000
  - B. \$50,001 to \$125,000
  - C. \$125,001 to \$325,000
  - D. \$325,001 to \$500,000
  - E. \$500,001 to \$750,000
  - F. \$750,001 to \$1,000,000
  - G. \$1,000,001 to \$2,000,000
  - H. \$2,000,001 to \$3,000,000
  - I. \$3,000,001 +
- EPI Rating
- Total Budget \$
- Choose Sale or Rent
- Total Base Price, List Price and or Rental Rate
- Number of Stories
- Total Square Feet ~ See column 3 for details
- Energy-Saving Features of Home. Describe energy saving features of the home. (both indoor and outdoor)
- Creative/Innovative and/or Energy –Efficient Ideas Implemented
- Unique Challenges

- Marketing Statement ~ Amplify the entry's unusual constraints, market served and market acceptance

#### 69) Innovative green Design

- Choose a subcategory for this entry
  - J. Energy Efficient
  - K. Materials & Resources
  - L. Indoor Environment Quality
  - M. Site
  - N. Indoor Water Efficiency
  - O. Outdoor Water Efficiency
- Choose a subcategory for this entry
  - Residential
  - Commercial
- Select the cost range of structure and or design value from the sub category below:
  - A. Under \$50,000
  - B. \$50,001 to \$125,000
  - C. \$125,001 to \$325,000
  - D. \$325,001 to \$500,000
  - E. \$500,001 to \$750,000
  - F. \$750,001 to \$1,000,000
  - G. \$1,000,001 to \$2,000,000
  - H. \$2,000,001 to \$3,000,000
  - I. \$3,000,001 +
- EPI Rating
- Total Budget \$
- Choose Sale or Rent
- Total Base Price, List Price and or Rental Rate
- Number of Stories
- Total Square Feet ~ See column 3 for details
- Energy-Saving Features of Home. Describe energy saving features of the home. (both indoor and outdoor)
- Creative/Innovative and/or Energy –Efficient Ideas Implemented
- Unique Challenges
- Marketing Statement ~ Amplify the entry's unusual constraints, market served and market acceptance

#### 70) Innovation in Green Building

The PRISM "Innovation in Green Building Award" is for a Specific home or Home builder who uses innovative technologies and strategies in at least three of the following areas: Energy Efficiency, Materials and Resources, Indoor Environmental Quality, Site, Water Efficiency.

- Choose a subcategory for this entry
  - Residential
  - Commercial
- Select the cost range of structure and or

design value from the sub category below:

- A. Under \$50,000
- B. \$50,001 to \$125,000
- C. \$125,001 to \$325,000
- D. \$325,001 to \$500,000
- E. \$500,001 to \$750,000
- F. \$750,001 to \$1,000,000
- G. \$1,000,001 to \$2,000,000
- H. \$2,000,001 to \$3,000,000
- I. \$3,000,001 +

- EPI Rating
- Total Budget \$
- Choose Sale or Rent
- Total Base Price, List Price and or Rental Rate
- Number of Stories
- Total Square Feet ~ See below
- Energy-Saving Features of Home. Describe energy saving features of the home. (both indoor and outdoor)
- Creative/Innovative and/or Energy –Efficient Ideas Implemented
- Unique Challenges
- Marketing Statement ~ Amplify the entry's unusual constraints, market served and market acceptance

#### FOR ALL ENTRIES:

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**VIP TIP** - Before you click "Continue" review your answers in their entirety. Unanswered questions may result in disqualification.

**Total Square Feet\*** ~ For purposes of this competition square footage refers to the gross living area or commercial working space measured to the outside of all exterior walls. For multi-family residences and work & live square footage refers to the gross living or working area measured to the centerline of common walls, excluding garages and outdoor spaces such as covered porches, patios, and entryways.



# FPL BuildSmart Energy Efficiency

## Criteria Questions - GCBA's PRISM Awards 2020

Saturday, August 29, 2020

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### Entry Requirements:

VERY IMPORTANT: Do not deliberately showcase the name of the project or the name of the builder, developer, architect, designer, land planner, or any other team member in the entry application – it will be disqualified. Be sure to review the “Entry Guidelines” posted on the PRISM website for complete rules, benefits and entry requirements.

**When entering, make sure to fill out all category questions below or type N/A if not applicable.**

### Florida Power & Light BuildSmart® Energy Efficiency

#### 71) Energy Efficient Home

- Choose a subcategory for this entry
  - A. 1000 sq. ft – 2500 sq. ft.
  - B. 2501 sq. ft – 3500 sq. ft.
  - C. 3501 sq. ft and over
- Total Budget \$
- EPI Rating
- Choose Sale or Rent
- Number of Stories
- Energy-Saving Features of Home ~ Describe energy saving features of the home (both indoor and outdoor).
- Creative/Innovative and/or Energy –Efficient Ideas Implemented
- Unique Challenges
- Marketing Statement ~ Amplify the entry’s unusual constraints, market served and market acceptance
- Upload up to 6 Photos, Image ~ Images are required in a digital format (pdf, jpg, gif or bmp) that is at least 600 wide at 72 DPI for monitor viewing. Pixilated and blurry photos and images will be disqualified. Pictures and Images must be named according what the photo/ image represents (i.e., kitchen, master bath, elevation drawing foyer, floor plan 1ft floor... and so on) Upload Limit: Maximum 1MP per file size limit.

#### 72) Energy Efficient BuildSmart Community

- Total Budget \$
- Total Square Feet ~ For purposes of this competition square footage refers to the gross living area or commercial working space measured to the outside of all exterior walls. For multi-family residences and work & live square footage refers to the gross living or working area measured to the centerline of common walls, excluding garages and outdoor spaces such as covered porches, patios, and entryways.
- EPI Rating/Ratio
- Choose Sale or Rent
- Number of Stories
- Energy-Saving Features of Home ~ Describe energy saving features of the home. (both indoor and outdoor)
- Creative/Innovative and/or Energy –Efficient Ideas Implemented
- Unique Challenges
- Marketing Statement ~ Amplify the entry’s unusual constraints, market served and market acceptance
- Upload up to 6 Photos, Images, Plans Images are required in a digital format (pdf, jpg, gif or bmp) that is at least 600 wide at 72 DPI for monitor viewing. Pixilated and blurry photos and images will be disqualified. Pictures and Images must be named according what the photo/ image represents. Upload Limit: Maximum 1MB per file size limit.

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# FPU "Energy for Life"

## Criteria Questions - GCBA's PRISM Awards 2020

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**When entering, make sure to fill out all category questions below or type N/A if not applicable.**

#### Florida Public Utilities "Energy for Life"

Florida Public Utilities energy efficient home design integrates clean burning natural gas as a vital energy source and provides "Energy for Life"

#### 73) Energy for Life Home

- Choose a subcategory for this entry
  - A. Custom Home
  - B. Development Home - a home in a planned community

#### 74) Energy for Life Development

Below are the criteria questions for both entries 73 and 74:

- Gas Appliances/Products
- Target Market
- Special Features Using Gas
- Unique Challenges related to use of gas within community
- Creative/Innovative and/or Energy-Efficient Ideas Implemented
- List Energy Saving Materials ~ List energy saving materials, appliances, equipment, and/or fixtures for indoor and outdoor spaces
- Marketing Statement ~ Amplify the entry's unusual constraints, market served and market acceptance
- Upload up to 6 Photos, Images, Plans Images are required in a digital format (pdf, jpg, gif or bmp) that is at least 600 wide at 72 DPI for monitor viewing. Pixelated and blurry photos and images will be disqualified. Pictures and Images must be named according what the photo/ image represents. Upload Limit: Maximum 1MP per file size limit.

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# BEST Community of the Year

## Criteria Questions - GCBA's PRISM Awards 2020

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#### Entry Requirements:

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**When entering, make sure to fill out all category questions below or type N/A if not applicable.**

#### 75) BEST Community of the Year Award

The Community of the year award is one of the most prestigious awards that can be awarded to a builder member, designed to recognize the best community in the 2020 PRISM AWARDS. You will have a choice of 5 of the following 8 categories to qualify to enter: Community Logo, Community Print Collateral, Community Website, Model Home Interior Design, Sales Center, Overall Architecture Design, Entryway, Clubhouse.

After completing your entry, email the complete site plan of the community as a PDF to [info@gcbafloida.com](mailto:info@gcbafloida.com) **\$495 per community entered.**

- Total Budget \$
- Total Project Size in Acres
- How many units
- Type
  - Homes
  - Community
  - High-rise Community
  - Condominium Development
  - Multi-use Project/Community
- Design Concept
- Special Features
- Unique Challenges
- Marketing Statement ~ Amplify the entry's unusual constraints, market served and market acceptance
- Choose up to 5 of the following entry categories
  - A. Community Logo
  - B. Community Print Collateral
  - C. Community Website
  - D. Model Home Interior Design
  - E. Sales Center
  - F. Overall Architecture Design
  - G. Entryway
  - H. Clubhouse
  - I. Site Plan
- Upload up to 10 Photos, Images, Plans of each of the categories selected for this entry – at least 1 for each entry category you are selecting above.

\*Image to be submitted in a digital format (pdf, jpg, gif or bmp) that is at least 600 wide at 72 DPI for monitor viewing. Pixilated and blurry photos and images will be disqualified. Pictures and Images must be named according what the photo/ image represents.

Upload Limit: Maximum 1MB per file size limit.

**VIP TIP** - Before you click "Continue" review your answers in its entirety. Unanswered questions may result in disqualification.



# Craftsmanship

## Criteria Questions - GCBA's PRISM Awards 2020

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#### Entry Requirements:

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**When entering, make sure to fill out all category questions below or type N/A if not applicable.**

Craftsmanship entry numbers 76 through 80 :

- 76) Commercial Exterior
- 77) Commercial Interior
- 78) Residential Exterior
- 79) Residential Interior
- 80) Entryway

To follow are the questions and items you will be asked for categories 76 through 80 criteria questions:

- What is the overall cost range of structure and or design you are entering:
  - A. Under \$50,000
  - B. \$50,001 to \$125,000
  - C. \$125,001 to \$325,000
  - D. \$325,001 to \$500,000
  - E. \$500,001 to \$750,000
  - F. \$750,001 to \$1,000,000
  - G. \$1,000,001 to \$2,000,000
  - H. \$2,000,001 to \$3,000,000
  - I. \$3,000,001 +

- List scope of work being judged
- Number of Stories
- Materials Cost \$
- Materials Used/ officially certified NGBS, LEED or FGBC ~ materials used in design and why they were used, was this project NGBS, LEED or FGBC Certified and why?
- General Environment ~ (for example: near ocean, on ocean, far inland, west of I-95, Interior water feature...)
- Design Concept
- Special Features
- Unique Challenges
- Marketing Statement ~ Amplify the entry's unusual constraints, market served and market acceptance

#### FOR ALL ENTRIES:

Upload up to 6 Photos, Images, Plans - Can upload multiple page PDF's for Plans and drawings. Please keep under 1 MB each upload

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**VIP TIP** - Before you click "Continue" review your answers in their entirety. Unanswered questions may result in disqualification.

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