

REGAL Categories & Criteria

- **Attorney Member of the Year**
 - Any person who has been successful in ethical customer/client services and performs her or his job above expectation and who demonstrates community support and involvement. Candidate must be a member in good standing of the BIA of Central SC or Sales & Marketing Council.

- **Best Advertising Video**
 - A video to introduce and promote a new home company, builder, community, master plan development, promotion campaign or event.

- **Best Charitable Event**
 - The best local charitable event shall be any event (A) Eligible to receive tax-deductible contributions in accordance with Code section 170 of the Internal Revenue Code and (B) Hosted by a non-profit organization, or a designated representative thereof, for the primary purpose of making grants and/or contributions to local charitable causes to improve our local community and/or to empower local citizens.

- **Best High Performance Home**
 - The best use of high performance home features by design, inside and outside features, functionality and aesthetics that has "green market" appeal and is "green market" driven. Must be completed in 2019 and available for sale in 2020.

- **Best Interior Merchandising**
 - Any model home completed/adapted in 2019, Current Sales Price of Model (As of 12/31/20), designed and/or decorated to feature a home's assets and/or benefits to the buyer. Function as well as aesthetics and amenities will be considered.

- **Best Mobile Website**
 - Any mobile website specifically designed for optimum performance when viewed on a small mobile device such as a cell phone, iPad or tablet that markets a new home builder, community, developer, Individual or Associate member company.

- Best Landscape Design
 - Any Landscape Design and Installation, completed in 2020, designed to feature a home's assets and/or benefits to the buyer. Difficulty of Design as well as aesthetics and amenities will be considered.

- Best Outdoor Living Space
 - Any outdoor living space/area or Parade of Homes outdoor living space, completed in 2020, designed to feature a home's assets and/or benefits to the buyer. Function as well as aesthetics and amenities will be considered.

- Best Overall Advertising Campaign
 - A sustained advertising campaign to introduce and promote a new home company, builder, community, master plan development, promotion campaign/event or Associate member company.

- Best Product Design
 - Any model home completed/adapted in 2020 - Best home design inside, outside, functionality and aesthetically that has market appeal and is market driven.

- Best Radio Commercial
 - A radio commercial to introduce and promote a new home company, builder, community, master plan development, promotion campaign or event by an Associate member company.

- Best Special Promotion
 - The best special promotion, pre-sale event, grand opening or consumer/realtor incentive programs designed to promote a new home company, builder, community, master plan development or Associate Member promotion.

- Best Use of Social Media
 - Aesthetic appeal, informative content, engagement with and number of followers/fans, etc (Can be entered as an individual, Associate, Builder, or Developer)

- Best Website
 - Any original website designed to market a new home builder, community, developer, and Individual or Associate Member Company.

- Closing Coordinator of the Year

- Any person who has displayed ethical behavior, good custom relations and quality workmanship. Must be an SMC/BIA member and must be involved in the closing of new homes for at least 6 months.
- Community of the Year
 - Presented to the community or master plan development exemplifying a coordinated sales and marketing effort to the Greater Columbia Area.
- Internet Leads Specialist of the Year
 - Any person who has displayed ethical behavior, good customer relations, quality workmanship, and has excelled in sales and marketing efforts of his product and/or company. Must be a SMC/BIA member and must have been actively involved in website/internet lead generation and lead conversion for the sale of new homes during 2020 for at least 6 months. Candidate's primary responsibility is to manage the internet leads generated by their company's website or other social media sources. Job description/responsibilities must be submitted.
- Marketing Professional of the Year
 - Any person who has displayed ethical behavior, leadership, good customer relations, quality workmanship, management capabilities and has excelled in sales and marketing efforts of his product and/or company. Must be a SMC/BIA member and must have been actively involved in marketing during 2020. Candidate must be a marketing professional whose primary responsibility is marketing homes. Marketing budget and job description/responsibilities must be submitted. Candidate must be a member in good standing of the BIA of Central SC or Sales & Marketing Council. Candidate must be a member in good standing of the BIA of Central SC or Sales & Marketing Council.
- Mortgage Member of the year
 - Any person who has been successful in ethical customer/client services and performs her or his job above expectation and who demonstrates community support and involvement. Candidate must be a member in good standing of the BIA of Central SC or Sales & Marketing Council. Prospecting for business techniques, contributions to real estate industry, buyer customer follow-up, SMC involvement, BIA involvement, personal and professional goals.
 - -Important Note-This Award is intended for any professional in the mortgage industry, not limited to a lender, this can include support staff in the mortgage industry. You must enter or be entered by someone for this award. Recommendation Letters included with the submission are highly suggested/expected.
- SMC REGAL Circle Mortgage Manager Awards

- A sales manager, sales supervisor, or marketing manager with sales management responsibilities is given credit for the total volume of new home closed achieved by his or her staff. To qualify under these categories, a sales manager must have reached or exceeded the following annual sales volumes during the 12 month period between January 1, 2020 and December 31, 2020.
- Phoenix Award
 - Presented to the community or master plan development that has been in existence for a minimum of three years. Submit examples of all works engaged in the marketing effort as well as a video of the site project, no longer than five minutes. Submit the total number of residential lots/homes available for sale beginning in the years 2018, 2019, 2020 and the total number of lots and or new homes closed in 2018, 2019, and 2020.
- SMC REGAL Circle Mortgage Lender Rookie of the year
 - Must hold Mortgage License (NMLS) at least 6 months during 2020, however not more than 24 months (licensed less than 2 years). Based upon the volume of new home loan volume credit claimed.
- Sales Support Specialist of the year
 - Any person who has displayed ethical behavior, good customer relations, quality workmanship, and has excelled in sales and marketing efforts of his product and/or company Must be a SMC/BIA member and must have been actively involved in marketing new homes during 2020 for at least 6 months. Candidate must be a sales support specialist whose primary responsibility is to assist the sale of new homes on site. Job description/responsibility must be submitted.
- SMC REGAL Circle Agent Awards
 - At least \$1,000,000 in Sales
- SMC REGAL Circle Mortgage Lender Awards
 - At least \$1,000,000 in closed new purchase home loans to enter Regal Circle.
 - Entering Regal Circle automatically qualifies you for Mortgage Member of the Year by average unit and volume. Presented to the Mortgage Lender from the SMC REGAL Circle with the highest dollar volume of New Home Loans credit claimed. No additional entry application or fee is needed. This award will be presented in 7 different categories determined by the average loan volume produced per unit. The formula to determine the entry category is as follows: Total New Home Loan Volume divided by the number of new home loans closed during 2020. The Resulting price per unit will be the determinant of the category submitted. Loan Volume per unit categories will be awarded depending upon submissions that calendar year.

- Category Levels by average production are:
 - Under \$150K
 - \$150K-\$200K
 - \$200K-\$250K
 - \$250K-\$300K
 - \$300K-\$400K
 - \$400K-\$500K
 - Greater than \$500K

- SMC REGAL Circle Sales Executive Rookie of the Year
 - Must hold Salesman I license at least 6 months during 2020. Based upon the volume of new homes sales credit claimed.

- SMC REGAL Circle Sales Manager Awards
 - A sales manager, sales supervisor, or marketing manager with sales management responsibilities is given credit for the total volume of new home sales achieved by his or her staff. To qualify under these categories, a sales manager must have reached or exceeded the following annual sales volumes during the 12 month period between January 1, 2020 and December 31, 2020.