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# INDUSTRY AWARDS JULY 27 2017

# WINNERS LIST



## MARKETING AWARDS

BEST LOGO DESIGN - ASSOCIATE

**INDIGO ARCHITECTURE, INC.**

*Spiro & Associates*

BEST LOGO DESIGN - BUILDER

**FREY & SON HOMES, INC.**

*Spiro & Associates*

BEST LOGO DESIGN - DEVELOPER

**CAUSEWAY KEY**

*Spiro & Associates*

BEST BROCHURE - ASSOCIATE

**MOHAWK BUILDER**

*Mohawk*

BEST BROCHURE - BUILDER

**FREY & SON HOMES, INC.**

*Spiro & Associates*

BEST BROCHURE - DEVELOPER

**MARKLAND**

*Hines*

BEST DIRECT MAIL PIECE - ASSOCIATE

**TECHNOMARINE GROUP**

*Cotton & Company*

BEST DIRECT MAIL PIECE - BUILDER

**THE MACFARLANE GROUP HOLIDAY CARD**

*Spiro & Associates*

BEST DIRECT MAIL PIECE - DEVELOPER

**THE RITZ-CARLTON RESIDENCES, SARASOTA**

*United Landmark Associates*

BEST NEWSPAPER AD OR INSERT - BUILDER

**KOLTER URBAN**

*Cotton & Company*

BEST NEWSPAPER AD OR INSERT - DEVELOPER

**TRAILMARK**

*GreenPointe Communities, LLC*

BEST MAGAZINE AD - BUILDER

**KOOGLER HOMES INC. BLUEFIN BAY**

*Spiro & Associates*

BEST MAGAZINE AD - ASSOCIATE

**CATCH THE VISION BOOK**

*Spiro & Associates*

BEST MAGAZINE AD - DEVELOPER

**ONE**

*B-Squared Advertising*

# MARKETING AWARDS *continued*

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BEST E-NEWSLETTER

**ONE**

*B-Squared Advertising*

BEST CORPORATE VIDEO - ASSOCIATE

**MOHAWK GIVES YOU MORE**

*Mohawk*

BEST CORPORATE VIDEO - BUILDER

**FREY & SON HOMES, INC.**

*Spiro & Associates*

BEST CORPORATE VIDEO - DEVELOPER

**AVE MARIA**

*B-Squared Advertising*

BEST YOUTUBE-TYPE VIDEO - BUILDER

**FREY & SON HOMES, INC.**

*Spiro & Associates*

BEST YOUTUBE-TYPE VIDEO - DEVELOPER

**CAMPO FELICE RETIREMENT LIVING YOU TUBE VIDEO**

*Spiro & Associates*

BEST RADIO COMMERCIAL

**ACTION AUTOMATIC DOOR & GATE**

*Spiro & Associates*

BEST TELEVISION COMMERCIAL - BUILDER

**FREY & SON HOMES, INC.**

*Spiro & Associates*

BEST TELEVISION COMMERCIAL - ASSOCIATE

**JOHN R. WOOD PROPERTIES "SELLERS" :15**

*Wilson Creative Group*

BEST TELEVISION COMMERCIAL - DEVELOPER

**GRANDVIEW AT BAY BEACH**

*Push.*

BEST ONLINE MARKETING CAMPAIGN - ASSOCIATE

**CORPORATE EBLAST PROMOTION**

*B-Squared Advertising*

BEST ONLINE MARKETING CAMPAIGN - BUILDER

**SAM RODGERS HOMES**

*CEA Marketing*

BEST ONLINE MARKETING CAMPAIGN - DEVELOPER

**EPPERSON**

*CEA Marketing*

BEST WEBSITE - BUILDER

**KARGAR HOMES**

*Zgraph Design & Marketing*

BEST WEBSITE - DEVELOPER

**CAMPO FELICE RETIREMENT LIVING**

*Spiro & Associates*

BEST WEBSITE - ASSOCIATE

**GMA ARCHITECTS & PLANNERS**

*Spiro & Associates*

BEST BILLBOARD

**TRAILMARK**

*GreenPointe Communities, LLC*

BEST PROMOTION TO THE REAL ESTATE COMMUNITY

**ONE**

*B-Squared Advertising*

BEST CONSUMER PROMOTION

**WATERLEAF SUMMER BLOCK PARTY**

*CEA Marketing*

BEST SPECIAL EVENT/CHARITY

**EAT. CLAY. LOVE. EVENT**

*Spiro & Associates*

BEST SPECIAL EVENT/CHARITY

**OPERATION FINALLY HOME**

*Connerton & Lennar Homes*

BEST OVERALL ADVERTISING OR MARKETING PROGRAM - BUILDER

**FREY & SON HOMES, INC.**

*Spiro & Associates*

BEST OVERALL ADVERTISING OR MARKETING PROGRAM - DEVELOPER

**AQUA AT PELICAN ISLE**

*Wilson Creative Group*

## DESIGN/MODEL MERCHANDISING AWARDS

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BEST SALES OFFICE INFORMATION CENTER

**5000 NORTH OCEAN**

*Cotton & Company*

BEST INTERIOR MERCHANDISING OF A MODEL HOME

- AVERAGE SALES PRICE \$150,001 - \$300,000

**OSPREY MODEL AT YELLOW BLUFF**

*Merchandising Plus, Inc.*

BEST INTERIOR MERCHANDISING OF A MODEL HOME

- AVERAGE SALES PRICE \$300,001 - \$500,000

**SMYRNA**

*Kay Green Design, Inc.*

BEST INTERIOR MERCHANDISING OF A MODEL HOME

- AVERAGE SALES PRICE \$500,001 - \$1,000,000

**BROOKHAVEN**

*Kay Green Design, Inc.*

BEST INTERIOR MERCHANDISING OF A MODEL HOME

AVERAGE SALES PRICE \$1 MILLION TO \$3 MILLION

**VICTORIA**

*Kay Green Design, Inc.*

BEST INTERIOR MERCHANDISING OF A MODEL HOME

AVERAGE SALES PRICE \$3 MILLION TO \$5 MILLION

**3050 CRAYTON ROAD**

*Stock Signature Homes*

BEST INTERIOR MERCHANDISING OF A MODEL HOME

AVERAGE SALES PRICE OVER \$5 MILLION

**AQUALANE**

*Stock Signature Homes*

## COMMUNITY AWARDS

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BEST MASTER-PLANNED COMMUNITY OF THE YEAR

**MARKLAND**

*Hines*

BEST MIXED-USE COMMUNITY OF THE YEAR

**ASTURIA**

*Hines*

## SALES & MARKETING COUNCIL AWARDS

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2017 BEST SALES & MARKETING COUNCIL

**OVER 200 MEMBERS**

*Tampa Bay Builders Association*

2017 BEST SALES & MARKETING COUNCIL

**OVER 200 MEMBERS**

*Northeast Florida Builders Association*

## INDIVIDUAL ACHIEVEMENT AWARDS

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JOHN P. HALL AWARD

**RITA WILLIAMS - MERCHANDISING PLUS, INC.**

MARKETING DIRECTOR OF THE YEAR

**REBEKAH MACFARLANE BARNEY**

*Spiro & Associates*

SALES MANAGER OF THE YEAR

**MICHAEL POLLY**

*Spiro & Associates*

SALES PERSON OF THE YEAR

**COLE SLATE**

*Cole Slate LLC*

## APPRECIATION AWARD

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DALE ROBERTS, DALE E. ROBERTS & ASSOCIATES, LLC

2017 Chairman of the Florida Sales & Marketing Council  
In appreciation of your leadership and service.

## MILLION DOLLAR SALES ACHIEVER

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MILLION DOLLAR SALE ACHIEVER

**ANGELA CABLE - Medallion Home**

MILLION DOLLAR SALE ACHIEVER

**JENNY BORSCHER - KB Home**



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## CONCIERGE DIRECT SPONSOR

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MerchandisingPlus   
*Rita Williams*

## WHITE GLOVE SPONSORS

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THE WALL STREET JOURNAL.

## PATRONS OF EXCEL

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