

2026 PRISM AWARDS CATEGORIES

Marketing - \$130 each

1. Print Media Campaign (Company, Product, Community)
2. Website Design (Builder, Associate, Community)
3. Digital Media Campaign (Radio, TV, YouTube, etc.)
4. Social Media (Builder, Associate, Community)
 - a. Rising Presence Award ****NEW****
 - b. Audience Reach Award ****NEW****
 - c. Audience Engagement Award ****NEW****
5. Sales Center Experience ****NEW****
6. Best Company Rebrand ****NEW****
7. Best Outdoor Advertising ****NEW****

Judging Criteria (cat. 1-7): Judged on creativity, graphics, concept, overall design, branding, continuity and execution, message, effectiveness in reaching the target market, audience engagement, and overall impact.

Product - \$225 each

8. Model Homes, tiered by price
 - a. Model Row
 - b. Model Home/Spec Home
 - c. Townhomes
9. Retail Showroom and Design/Sales & Information Center
10. Best Interior Design ****NEW****

Judging Criteria (cat. 8-10): Function, Ability to visually convey information, communication of builder, effectiveness towards target market, use of merchandising to reach the target market.

11. Remodeled Home or Space, tiered by price
 - a. Remodeled Home
 - b. Historic Renovation
 - c. Kitchen Remodel
 - d. Bathroom Remodel
 - e. Pool/Outdoor Living Space

Judging Criteria (cat. 11) : Overall Design, Overall Look and Setting, Use of Space, Functionality, Aesthetics, Special Design Features, Construction Techniques/Materials, Curb Appeal Where Applicable

12. New Spaces, tiered by price
 - a. New Kitchen
 - b. New Bathroom
 - c. Pool/Outdoor Living Space
 - d. New Addition

Judging Criteria (cat. 12): Overall Design, Overall Look and Setting, Creativity in Use of Materials, Use of Contours and Natural Areas Where Applicable, Use of Color

13. Community
 - a. Less than 100 lots.
 - b. 100-250 lots
 - c. 251 lots and over
 - d. Affordable/Workforce Housing
 - e. 55+ Community

Judging Criteria (cat. 13): Community Entrance, Community Amenities, Curb Appeal, Marketing Plan, Overall Community Design

14. Single Family Home, tiered by price
 - a. Single Family Home - Detached
 - b. Single Family Home - Attached
 - c. Sustainable Home

Judging Criteria (cat. 14): Curb Appeal, Functionality of the Floor Plan, Exterior & Interior Design, Use of Interior Space, Special Design Features, and Construction Techniques/Materials

Personal Achievement - \$130 each

15. Sales Person of the Year ****NEW****
16. Sales Manager of the Year
17. Sales Team of the Year ****NEW****
18. Internet Sales Consultant of the Year
19. Million Dollar Circle (\$5 million +)
20. Million Dollar Circle Rising Star Award (less than 2 years of selling) ****NEW****
21. Builder of the Year ****NEW****
22. Construction Manager of the Year ****NEW****
23. Project Manager of the Year ****NEW****
24. Site Superintendent of the Year ****NEW****
25. Purchasing Manager of the Year
26. Warranty Professional of the Year ****NEW****
27. Marketing Professional of the Year
28. Community Outreach/Service
29. Building Designer of the Year
30. Interior Design Professional of the Year ****NEW****
31. Staging Professional of the Year ****NEW****
32. Selections Coordinator of the Year ****NEW****
33. Customer Service of the Year
34. Customer Experience Award ****NEW****
35. Trade Partner of the Year
36. Lender of the Year
37. Rookie of the Year (Within 1 year of industry experience) ****NEW****