



## **2010 McSam Finalists**

### **Best Builder Logo**

John Houston Custom Homes

Created by: Anderson Hanson Blanton

Sandlin Custom Homes

Grand Homes, Go Green

Created In House

### **Best Development Logo**

Tribeca Luxury Apartments

Created by: mondayMorning

Craig Ranch

Frisco Partners, Newman Village

### **Best Builder Brochure**

John Houston Custom Homes

Created by: Anderson Hanson Blanton

Sharif & Munir Custom Homes, Inc, Uncustomary Custom Homes II

Created In House

### **Best Developer Brochure**

Frisco Partners, Newman Village

Terra Land, Terra Bella

Created by: Anderson Hanson Blanton

Terra/Hat Creek Developers, Shady Oaks

Created by: Anderson Hanson Blanton

### **Best Direct Mail Piece or Program**

Sandlin Custom Homes, Sandlin Payment Push

Toll Brothers, Inc., Fly & Buy Program

Created In House

Castle Hills, Enchanted Hill Brochure

Created by: Bright & Co. Marketing

Regenesis Design Build, LLC, Luxury Home Renovation

Created In House

### **Best Magazine Ad for a Builder**

John Houston Custom Homes

Created by: Anderson Hanson Blanton

Sandlin Custom Homes

Created by: Anderson Hanson Blanton

Grand Homes, Fall in Love Again

Created In House

### **Best Magazine Ad for a Developer**

Craig Ranch

Created by: Anderson Hanson Blanton

Frisco Partners, Newman Village  
Matthews Southwest, The Tribute  
Created by: Anderson Hanson Blanton  
Castle Hills, Marcoa Ad  
Created by: Bright & Co. Marketing

**Best Website for a Builder**

John Houston Custom Homes, [www.JohnHoustonCustomHomes.com](http://www.JohnHoustonCustomHomes.com)  
Created by: Anderson Hanson Blanton  
Sandlin Custom Homes, [www.sandlinhomes.com](http://www.sandlinhomes.com)  
Created by: Anderson Hanson Blanton  
Grand Homes, [www.grandhomes.com](http://www.grandhomes.com)

**Best Website for a Developer**

Tribeca Luxury Apartments, [www.tribecaplano.com](http://www.tribecaplano.com)  
Created by: mundayMorning  
Republic Property Group, [www.LantanaTexas.com](http://www.LantanaTexas.com)  
Created by: Anderson Hanson Blanton  
Frisco Partners, [www.newmanvillage.com](http://www.newmanvillage.com)  
Prosper Awareness Campaign, [www.prosperinprosper.com](http://www.prosperinprosper.com)  
Created by: Anderson Hanson Blanton  
Matthews Southwest, [www.thetribute.com](http://www.thetribute.com)  
Created by: Anderson Hanson Blanton

**Best Website for an Associate**

New Home Guide, [www.newhomeguide.com](http://www.newhomeguide.com)  
Created In House  
mundayMorning, [www.mundaymorning.com](http://www.mundaymorning.com)  
Created In House  
Anderson Hanson Blanton, [www.andersonhansonblanton.com](http://www.andersonhansonblanton.com)  
Created In House  
John Lively & Associates, [www.livelydesigns.com](http://www.livelydesigns.com)

**Best Multimedia Piece**

Craig Ranch, Craig Ranch  
J. Carter Homes Custom Builders & Remodelers, Dexham Creek Ranch Estates  
Created by: BHI.Newhomesource.com  
Grand Homes, Cumberland Crossing "Make a Splash!"

**Best Social Media Program**

Grand Homes  
Created In House  
Republic Property Group, Lantana

**Best Overall Ad Campaign for a Builder**

John Houston Custom Homes  
Created by: Anderson Hanson Blanton  
K. Hovnanian Homes, 50th Anniversary  
Created In House

**Best Overall Ad Campaign for a Developer**

Frisco Partners, Newman Village

Prosper Awareness Campaign

Created by: Anderson Hanson Blanton

**Best Consumer Sales Promotion**

Republic Property Group, Lantana

Created by: Anderson Hanson Blanton

Matthews Southwest, The Tribute

Created by: Anderson Hanson Blanton

**Best Realtor® Promotion**

Toll Brothers, Inc., Realtor Program Rewards Package

Created In House

American Legend Homes, 4-5-6% Realtor Program

Created by: Bright & Co. Marketing

**Best Realtor® Event**

To Be Announced – 3/20/10

**Best Billboard**

Sandlin Custom Homes, Sandlin Branding Billboard

Created by: Anderson Hanson Blanton

Frisco Partners, Newman Village

Castle Hills, Phase 6 Billboard

Created by: Bright & Co. Marketing

**Best Overall Signage Program**

Frisco Partners, Newman Village

Hillwood Residential, Liberty

Created by: Anderson Hanson Blanton

Hunt Properties, Devonshire

Created by: Anderson Hanson Blanton

**Best Sales Office**

Frisco Partners, Newman Village

Terra/Hat Creek Developers, Shady Oaks

Created by: Anderson Hanson Blanton

**Best Design Center**

To Be Announced – 3/20/10

**Best Interior Merchandising – sales price under \$250,000**

Sandlin Custom Homes, Flagstone

Merchandised In House

Grand Homes, The Alexandira

Merchandised by: JE Design Group

**Best Interior Merchandising – sales price between \$300,000 & \$350,000**

Sandlin Custom Homes, Nottingham

Merchandised In House

Grand Homes, The Grand Lantana  
Merchandised by: JE Design Group  
Grand Homes, The Sorrellwood  
Merchandised by: JE Design Group  
Grand Homes, The Ellingsworth  
Merchandised by: JE Design Group  
Stillbrooke Homes, Milan

**Best Interior Merchandising – sales price between \$350,000 & \$400,000**

John Houston Custom Homes  
K. Hovnanian Homes, Bellagio  
Grand Homes, The Hallmark  
Merchandised by: JE Design Group  
Stillbrooke Homes, Casafina

**Best Interior Merchandising – sales price between \$400,000 & \$500,000**

Toll Brothers, Inc., Balmoral  
Grand Homes, The Grand Avery  
Merchandised by: JE Design Group  
Grand Homes, The Cumberland  
Merchandised by: Astleford Interiors  
Grand Homes, The Grand Ashford  
Merchandised by: JE Design Group

**Best Interior Merchandising – sales price between \$500,000 & \$750,000**

Toll Brothers, Inc., Montfort  
Grand Homes, Hampton  
Merchandised by: JE Design Group

**Best Architectural Design – sales price under \$250,000**

K. Hovnanian Homes, Garrison VII  
Designed In House  
Sandlin Custom Homes, Flagstone  
Designed In House  
Grand Homes, The Alexandria  
Designed by: John Lively and Associates

**Best Architectural Design – sales price between \$300,000 & \$350,000**

Sandlin Custom Homes, Nottingham  
Designed In House  
Grand Homes, The Grand Lantana  
Designed by: John Lively and Associates  
Grand Homes, The Sorrellwood  
Designed by: John Lively and Associates  
Grand Homes, The Ellingsworth  
Designed by: John Lively and Associates  
Stillbrooke Homes, Milan

**Best Architectural Design – sales price between \$350,000 & \$400,000**

K. Hovnanian Homes, Bellagio  
John Houston Custom Homes  
Grand Homes, The Hallmark

Designed by: John Lively and Associates

**Best Architectural Design – sales price between \$400,000 & \$500,000**

K. Hovnanian Homes, Monterey VI  
Toll Brothers, Inc., Balmoral  
Designed In House  
Grand Homes, The Grand Avery  
Designed by: John Lively and Associates  
Grand Homes, The Grand Ashford  
Designed by: John Lively and Associates  
Stillbrooke Homes, Bandera

**Best Architectural Design – sales price between \$500,000 & \$750,000**

Toll Brothers, Inc., Montfort  
Designed In House  
Grand Homes, Hampton  
Designed by: John Lively and Associates

**Custom Home of the Year**

John Lively & Associates, Flatrock Creek Ranch House  
Bud Bartley Homes, Bud Bartley Homes Model

**Luxury Home of the Year**

Ventura Custom Homes, Beverly Drive  
Sharif & Munir Custom Homes, Inc., Kelsey

**Associate of the Year**

Lisa M. Jolley, New Home Guide  
Ana Blanton, Anderson Hanson Blanton

**Realtor of the Year**

Danielle Boling, Network Real Estate Partners  
Pam Matlock, Tom Grisak Estate Home Realtors

**Best Sales Professional – average sales price under \$200,000**

Celeste Cuomo, K. Hovnanian Homes  
Corey Miller, K. Hovnanian Homes  
Bill Skiles, Sandlin Custom Homes  
Eugene Lennoz, Sandlin Custom Homes

**Best Sales Professional – average sales price between \$200,000 & \$300,000**

Kim Stewart, K. Hovnanian Homes  
Rob Poole, John Houston Custom Homes  
Helen Bond, K. Hovnanian Homes  
Catherine Surface, Sandlin Custom Homes  
Karen Roseboro, Grand Homes

**Best Sales Professional – average sales price over \$300,000**

Valente Martinez, Grand Homes  
Stacey Simpson, Toll Brothers, Inc.

**Sales Manager of the Year**

Alan Sladek, Sandlin Custom Homes  
Ralph Williams, Grand Homes

**Multifamily Rental Community of the Year**

KWA Construction, LP, Churchill Estates at Lake Highlands  
Humphreys & Partners Architects, LP, The Monterey  
Freedom Furniture & Design, Allegro Addison Circle  
Womack+Hampton Architects, LLC, Lofts on Canal Side

**Best Marketed Community**

To Be Announced – 3/20/10

**Community of the Year**

Craig Ranch  
Hillwood Residential, Heritage  
Palsul Developments, Cantera  
Frisco Partners, Newman Village

**Builder of the Year**

John Houston Custom Homes  
Sandlin Custom Homes  
Grand Homes  
Toll Brothers, Inc.  
K. Hovnanian Homes