



Bringing Remarkable Home  
Epcon National Conference 2023

## 2022 Epcon Communities Awards: Call for Nominations

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*All nominations must be submitted to [Caitlin Schrimpf](#) by **January 31, 2023**. Select each award to download and complete the nomination form.*

### COMMUNITY AWARDS

#### [Best Community Amenity](#)

This award recognizes the community with the best amenity that enhances the lifestyle of the residents. This could include the clubhouse, cabana, pool, walking trails, open space, etc. Candidates who would like to enter their community must submit a minimum of 4 photos of the amenity.

#### [Best Philanthropic Outreach Event](#)

Epcon Communities believes in giving back to the communities in which we are located. This award recognizes a philanthropic event held during the 2022 calendar year. Criteria is based on number of people in attendance, media attention, and total dollars raised.

#### [Best Model Presentation](#)

A well-merchandised model is a huge asset to selling homes. Candidates who would like to enter their model must submit a photo of each room in the house. Criteria for selecting the Best Model will include appropriate merchandising for our customer base, entire home decorated and merchandised, and use of color to add warmth or accentuate a home feature. In order to be selected, the model should best represent the Epcon brand.

#### [Best Design Studio](#)

Your Design Studio and Selections Process is an integral component of the remarkable experience your customers receive and must evolve frequently as trends shift and product availability changes. This award recognizes exceptional Design Studio locations that give buyers clarity in what they are purchasing, confidence in their personalization choices, and enhances their overall impression of your company.

### [Best Community Event](#)

Nothing causes the lifestyle component of what we sell to snowball better than a great schedule of planned events during the life cycle of a project. Execution is key, of course, with all of the moving parts and the need to generate great turnout. This award recognizes the best promotional event held in the past year in terms of engagement, turnout, results, and feedback from residents and prospects.

### [Best Community Feature](#)

The Entry Monument, Common Area Landscaping, and Water Features of your projects provide buyers with a first impression of your attention to detail as a builder and can often make them fall in love with the neighborhood before setting foot inside the model home or clubhouse. This award recognizes exceptional neighborhood features outside of amenities that enhance the “lifestyle” component of our remarkable experience.

### [Best Marketing Campaign](#)

Before you can give a prospect the opportunity to fall in love with your community, work with your exceptional team members or even consider your company, you need to generate excitement and interest through an effective marketing campaign. This award recognizes the very best marketing initiative from 2022 – whether it be social, digital, print, direct mail, or an email drip – that achieved better than expected results in terms of engagement, qualified leads, and appointments.

## **LEADERSHIP AWARDS**

### [Excellence in Leadership Award](#)

This award is intended to recognize any associate within your team outside of Sales and Construction that demonstrates an exceptional level of leadership skills within your organization. Nominate the leader within your company or region who is all-in on your processes and mission, motivates the rest of the organization to operate at their best, and takes strong ownership of the results he or she produces and inspires within the company.

### [MVP](#)

Some of the most valuable team members in our network are the ones who embrace personal development, growth, and work to foster communication and collaboration across the company. This award recognizes one individual who makes the entire company better by embracing those opportunities. Nominate the individual on your team that your company just can't live without.

### [Rockstar](#)

In a time where so many associates tend to look ahead to the next role they may have at your company, it's easy to overlook the ones who are truly dedicated to their roles for the long-term and dedicate themselves to excelling in it. This award recognizes one individual who provides your company with consistency, an exceptional work ethic, and reliability in a key role. Nominate the individual on your team who is your go-to person when you need something done and want it done in an extraordinary way.

### Customer Care Award

Providing a remarkable experience to customers is a competitive advantage in the marketplace. Our buyers interact with Sales Consultants and Project Managers on a regular basis, yet also work with individuals outside of Sales and Construction that have the opportunity to provide remarkable care. This award recognizes one individual who has a heart for exceeding buyers' expectations in areas such as Administration, Closing Coordination, HOA management, and Warranty. Who is the person on your team outside of Field Operations that buyers just love to hear from?

### Marketing Professional of the Year

Many of us have heard the old adage, "Nothing happens until a Sales is made." However, no sale can be made without implementing an effective marketing plan that is executed in an impactful way. That critical step is sometimes overlooked, particularly in homebuilding, and the consequences of going to market without a cohesive plan for generating awareness and interest can be devastating. This award recognizes one Marketing Professional within our network who is proactive, collaborates well with Sales, sticks to the budget, and ultimately gathers the best leads into your prospect funnel for the sales team to convert into customers.

## CONSTRUCTION AWARDS

### Construction Volume for Project Managers

The management of a build process involves extensive coordination of people and materials. There are dozens of inspections, hundreds of people and thousands of parts involved in the construction of each home.

This award is to recognize the individuals who have successfully managed this process with high volume. **Eligibility is based on the number of homes that have been built and closed by a Project Manager in 2022.**

This award is not restricted to just one community; the Project Manager could be at multiple communities

*President's Club:* 37+ homes closed in 2022.

*Gold Recognition:* 31-36 homes closed in 2022.

*Silver Recognition:* 24-30 homes closed in 2022.

### [The Tabb Smith Construction Professional of the Year Award](#)

This award is given in honor of Tabb Smith, a franchisee of Villa Development in Yorktown, VA, who passed away in 2003.

This award recognizes a superintendent, project manager, or production manager who has excelled in their role to effectively manage the building process to deliver high quality homes all while delivering One Remarkable Experience to our buyers.

This award looks at the individual's ability to direct and control the construction operations of the project. In addition to their primary job functions of keeping on schedule, this individual has maintained a positive team relationship with the sales team and their professionalism and worth ethic have been instrumental in the success of the project. Other areas that are looked at include volume of completed homes built in the 2022 calendar year, and number of days under construction.

## **SALES AWARDS**

### [Highest Dollar: Closing Volume](#)

This award recognizes the sales consultant who reached the highest total dollar value on homes **closed** in 2022. Closings must be reported through Epcon's Closing Reporting process to be eligible.

### [Sales Consultant of the Year](#)

This Award recognizes the sales consultant with the **most homes closed** during 2022. Their community must be in good standing. Closings must be reported through Epcon's Closings Reporting process to be eligible.

### [Rookie Sales Consultant of the Year](#)

This award recognizes the Sales Consultant with the **most firm contracts written in 2022**. This award is only open to team members who joined and began selling in 2022.

### [Online Sales Consultant of the Year](#)

Today's OSC's are on the front line of the modern new home sales process and set the tone for a potential buyer's experience with your company. These consultants often juggle many inquiries, questions, and can spend hours nurturing a lead to the point of an appointment conversion. This award recognizes one OSC in our network who goes above and beyond to educate and empathize with overwhelmed shoppers who need clarity, certainty, and comfort before taking the leap of engaging with the sales consultants in the field.

**ADDITIONAL SALES AWARDS** – *No nomination submission is required for these awards as eligibility is based on sales data reported via EpconConnect.*

**Sales Volume**

*President's Club:* Sales consultant must write a minimum of 36 firm contracts in 2022.

*Gold Sales Recognition:* Sales consultant must write 30-35 firm contracts in 2022.

*Silver Sales Recognition:* Sales consultant must write 25-29 firm contracts in 2022.

**Most Firm Contracts Written:** Sales consultant with the most firm contracts written in 2022.

**Highest Dollar – Firm Contracts:** Sales consultant with the highest total dollar value on firm contacts in 2022.