

Awards of Excellence Submission Example

Category: Best Single Family (\$400,001 - \$450,000)

Project Name: XXXX

Builder: XXXX

Location: XXXX

Sale Price: \$439,900

Description:

Exterior & Interior Design:

The XXXX exemplifies thoughtful, timeless design at an accessible price point. The exterior features a blend of stone and cement siding, arched front entry, and an attached two-car garage.

Inside, the home boasts a bright, open-concept layout. Tall 9' ceilings and expansive windows invite natural light throughout. Durable vinyl plank flooring spans the main living areas, while soft-neutral tones and modern trim elevate the interior palette. The kitchen, a central gathering space, includes shaker-style cabinetry, quartz countertops, subway tile backsplash, and stainless-steel appliances.

Special Features:

- Energy-efficient construction with smart thermostat, LED lighting, and low-E windows
- Primary suite includes a walk-in closet and ensuite with dual sinks and a frameless glass shower
- Covered rear patio for year-round outdoor living
- Mudroom/laundry combo with built-in bench and storage

Floor Plan & Functionality:

The layout prioritizes convenience and flow. The kitchen seamlessly connects to the dining and living spaces, ideal for entertaining or daily family living. Ample storage, a walk-in pantry, and a separate laundry room add everyday practicality.

Target Audience:

Designed for first-time homebuyers, downsizing retirees, and young families, The XXX offers affordability without compromise. Located in a master-planned community with parks, trails, and a new elementary school, it appeals to buyers seeking value, design, and location.

Creativity and Innovations:

The XXX maximizes style and efficiency within budget constraints. Creative use of square footage ensures each room serves a purpose. The open layout gives the illusion of a larger footprint, while smart zoning of public and private spaces enhances livability.

Innovative features include:

- Seamless indoor-outdoor transition via sliding doors and covered patio
- Integration of “design-forward” touches like matte black fixtures and modern lighting packages

This home challenges the idea that affordability must sacrifice aesthetics or comfort, proving high design is possible on a modest budget.

The XXX represents a new standard in attainable housing. It pairs function with beauty, affordability with innovation, and exceeds the expectations of its market segment. This home delivers exceptional value to both the buyer and the community and is a compelling candidate for this award.

Evaluation and Success Metrics:

The XXX has achieved exceptional performance since its release:

- **Sales Velocity:** Sold out within 6 weeks of release; 12 homes closed in Phase 1
- **Customer Satisfaction:** Received 97% satisfaction in post-purchase surveys
- **Energy Efficiency:** Index rating of 58, outperforming similar homes in its class
- **Cost Management:** Delivered under budget while maintaining design standards

The feedback consistently praises its livability, layout, and design quality.