



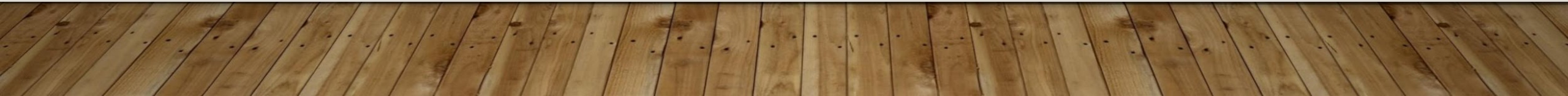
BEST TIPS FOR AWARD-WINNING REGAL ENTRIES

www.RegalAwardsDE.org

WELCOME!



www.RegalAwardsDE.org



TODAY'S PRESENTERS



Dottie Fawcett – Owner
Home Marketing Solutions, LLC



Jay Greene – President
Jay Greene Photography



Damien Golden – Owner & Creative Director
iKANDE

OVERVIEW OF TODAY'S SEMINAR

- What are the Regal Awards?

- Why enter the Regal Awards?

- How to enter and possibly win a Regal Award.

- Regal Award category list

- Best tips & practices to help your chances of winning.

- Important deadlines and dates.

- When/Where is the Regal Award ceremony?

- **BONUS:** Enter by Jan 12, 2024 and enjoy 20% Discount
TAKE ADVANTAGE!

WHAT ARE THE REGALS?

WHY ENTER TO POSSIBLY
WIN A REGAL AWARD?

TOP 4 REASONS TO ENTER & POSSIBLY WIN A REGAL AWARD...

1. If you win, it positions your company as an expert in your field.

2. It is a great way to show your support for your team, staff and the Home Builders Association of Delaware.

3. And if you win, you gain bragging rights among your industry peers. Friendly competition is always good, right!

4. PLUS – When you prepare a Regal Award entry, you are preparing content for your advertising and marketing!

BEFORE YOU ENTER



2024 ENTRY GUIDELINES

Thank you for reading and applying these Regal Award Entry Guidelines!
After review, if you have questions,
please contact
Dottie Fawcett
dotfaw@comcast.net or 610.740.4266

Visit **HBADe.org/regal-awards/**
& click **Regal Award Entry Categories & Guidelines PDF**. Pick the category(s) you'd like to enter. Then organize all your content, photos and/or art electronically to prepare for entering...

BEFORE

you actually start entering data online.

HOW TO ENTER



1. **Visit** RegalAwardsDE.org. It will forward you over to the Regal Award entry website <https://regalawardsde.awardsplatform.com/>
2. **If a first time** visitor, go ahead and fill in ALL info and click blue Continue button.
3. **Then each time** you come back to this page, you'll just log in.

Log in or register

Email



Continue

The Home Builders Association of Delaware Regal Awards

Start Your Regal Award Entry Here

For more than 30 years The Home Builders Association of Delaware has been celebrating the outstanding achievements in our state's home building industry through our Regal Awards. Criteria is based on design, craftsmanship and completeness of entry.

To get started with your entry, please complete the following:

- 1 Register an account.
- 2 Start your entry (save it in-progress).
- 3 Submit your entry to be judged.

General Pricing Information:

General Award Entry: \$105 per entry

Of the Year Entry: \$155 per entry

Regal Award Entry Account Confirmation

📧 **Regal Awards** <no-reply@app.awardforce.com>

To Dottie Fawcett

Reply Forward Delete ☰

Regal Awards account confirmation

Dear Dottie,

This email is to confirm that a Regal Award entry account has been created by you, please click the link below or copy and paste it into your browser. You will then be able to log in.

[Confirm account](#)

If this was not you, then please ignore and delete this email.

This is an automated message from Regal Awards. Please do not reply to this message.





An email has been sent to dotfaw@comcast.net for verification. You will need to click the verification link in the email.

If you don't see your email in a couple of minutes, please check your junk mail or spam folder.

[Resend verification email](#)

My submissions

Hello, Dottie Fawcett!

Start new submission





Get organised and manage entries

Hide

This view streamlines your entry management processes.

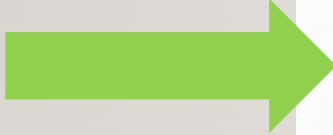
From here you can view the entries you have received, see their submission status, their category and so much more!

There is a lot to see and do here but the general rule is anything under the **Action** button applies to all selected entries, while the overflow menu (the three dots alongside each entry) applies to single entries only.

Handy hint: You can rearrange the columns in this view by dragging and dropping them AND you can choose which columns appear in the table by clicking the cog icon.

For more detailed help, click the **Need help?** tab on the right-hand side of the page.

Need help?



Manage submissions

Active season (2024) ▾

Current ▾

Advanced

Export ▾

Broadcast

Action ▾

Edit form

Start submission

Displaying 1 - 4 of 4



ID

Submission

Season

Status

Entrant

Parent category

Category

Updated



More about the application form builder

Hide

This is where you can view and edit the entry form your entrants will submit to your program. Our powerful form builder enables you to interact with elements of your form in real-time and offers everything you need to create a great entry experience.

Watch the video to get a quick overview of an entry form and how it works.



Configuration mode OFF

Need help?

Manage submissions → Submission form → Start submission

All questions must be answered, unless marked optional.

Entry Details

Criteria

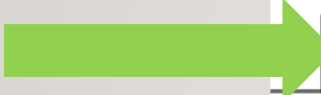
Images

Sponsorship Opportunities



My submissions → Submission form → Start submission

All questions must be answered, unless marked optional.



Entry Details

Criteria

Images

Sponsorship Opportunities

Category

Best Design

Must submit on Call to Entry Submission List.

- 3-6 Images HI RES (approx.: 8"x10" 300DPI, JPEG)
- Floor plans, JPEG only, PDFs NOT accepted
- 2-3 Sentence Entry Summary/ Marketing Statement
- Home/Model cost as Shown
- Model Base Price required
- Exact square footage of model
- Community name, community address, community phone number, and web URL that would be listed in Regal Book.

Best Kitchen Design - Remodeler

Entry Details

Criteria

Images

Sponsorship Opportunities

Provide information you deem necessary to best present your entry to judges in the box. BE SURE TO ANSWER THE QUESTIONS!



Marketing - Target Market, Message & Results (optional)

0 / 150 words

ANSWER THE QUESTIONS

- Who are you trying to reach with what message?
- How is the message relevant to your target market?
- What is the call to action, is it clear?
- Were there measurable results and were they positive? Increased sales, foot traffic, website hits, etc.

Marketing - Visual Appeal (optional)

0 / 150 words

ANSWER THE QUESTIONS

- How do the overall aesthetics lend to the flow of the piece?
- How does the visual appeal match the target audience and intended message?

Marketing - Market Comparison & Creativity

0 / 150 words

ANSWER THE QUESTIONS

- How does this entry stand up to the competition?
- Comparative to other pieces in the market, is there anything fresh, new or out of the box?
- Is there anything particular you want to point out to the judges?

Need help? 🙋

Entry Details

Criteria

Images

Sponsorship Opportunities

consideration.



Drag your files here
or

Select attachments

0/25 attachments (minimum 1 required)

Save + next

Save + close

Preview

Submit submission

Need help?

PHOTOGRAPHY REQUIREMENTS

REQUIRED PHOTOGRAPHS/FILES

Exterior Merchandising:

- Community/Home Front Entry
- Community/Home Exterior
- Rear
- Landscape Plan recommended if applicable

Interior Merchandising:

- Kitchen
- Dining
- Master Bedroom
- Bathroom

TIP:

Remember to follow what is requested in the “**Regal Entry Categories & Guidelines pdf**”

PHOTOGRAPHS & FILE SUBMISSIONS...

are used in the Regal Book - a professional publication. Image quality is very important and is a reflection of HBADE and your company.

All photographs must be at least 7" x 10" or 10" x 7", 300 DPI, Hi Resolution & JPEG Format Only.



START WITH WHY

WHY ENTER A REGAL AWARD?

WHY ENTER A REGAL AWARD?

WIN AWARD!

WHY ENTER A REGAL AWARD?

CREATE MARKETING MATERIAL

WHY ENTER A REGAL AWARD?

ATTRACT BUYERS!

HOW DO I ATTRACT BUYERS?

CREATE COMPELLING MARKETING MATERIALS

WHAT GOES INTO COMPELLING MARKETING MATERIALS?

ATTRACTIVE PHOTOGRAPHS

AND

RELATED TEXT







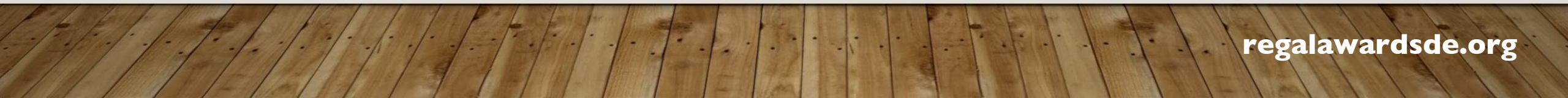


















TIP

BEFORE AND AFTER PHOTOGRAPHS

Do not need to be made from the exact same vantage point.

They need to relate to one another.



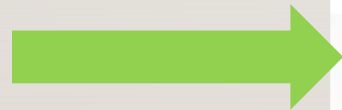
TIP

When it comes to photography, not all photos are equal! Most smart phones have great photographing capabilities, and they work well for **before** photos. For your **after** photos however, seriously consider hiring a professional.

Your brand depends on it.



SAMPLE PREVIOUS REGAL AWARD ENTRY & WINNER: SEA LIGHT DESIGN-BUILD • BEST KITCHEN DESIGN for a REMODELER



A screenshot of the HBADE (Home Builders Association of Delaware) website. At the top is the HBADE logo with a house icon. Below it is a dropdown menu for "Important Regal Awards Information". The main content area includes sections for "Important Regal Awards Information", "Important Dates", and "Support". A blue button labeled "Start submission" is highlighted with a green arrow. Below the button is a "My submissions" section with filters for "Active season (2024)" and "Current", and a search bar. The text below the search bar states "There are currently no submissions, or none matching your search criteria."

My submissions → Submission form → Start submission

All questions must be answered, unless marked optional.

Entry Details

Criteria

Images

Sponsorship Opportunities

Category

Best Design

Must submit on Call to Entry Submission List.

- 3-6 Images HI RES (approx.: 8"x10" 300DPI, JPEG)
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Best Kitchen Design - Remodeler

My submissions → Submission form → Edit submission

All questions must be answered, unless marked optional.

Entry Details

Criteria

Images

Sponsorship Opportunities

Category

Best Design

Best Kitchen Design - Remodeler

 [Download blank submission PDF for reference](#)

Submission name

Most Enviably Kitchen Design

Design - Submission
Details

62 / 300 words

By striving to be the preferred Design-Build custom home builder and remodeling company in the Delaware beach resort community, Sea Light Design-Build consistently exceeds customer expectations while continuing to enhance their knowledge through each and every project.

Must submit on Call to
Entry Submission List:

- 2-3 Sentence Entry Summary/ Marketing Statement
- Home/Model cost as Shown
- Model Base Price required
- Exact square footage of model
- Community name, community address, community phone number, and web URL that would be listed in Regal Book.

Save + next

Save + close

Preview

TIP

Answer the category questions completely!

Within your electronic document, such as a Word doc, enter each category question completely, along with your answers, and then copy/paste your answer online.



My submissions → Submission form → Edit submission

All questions must be answered, unless marked optional.



- Criteria
- Images
- Sponsorship Opportunities

Design - Craftsmanship

99 / 150 words

It took a highly skilled carpentry and trim team to implement numerous details to satisfy this homeowner's discerning taste and need to turn a traditional home into a modern oasis. The kitchen remodel was part of a whole home project. The renovation allowed for a larger kitchen with updated appliances, features and creative storage. Some cabinetry by Luke Stauffer Custom Amish Cabinets, Cambria Stone countertops, Andersen Windows, Emtek door hardware, yellow pine flooring, Hinkley electric fixtures, Monogram top tier stove, pot filler, sleek Sharp built-in spacious microwave drawer and more were added. These customers were elated with the outcome.

- Was there excellence in skilled labor?
- Was there attention to detail?
- Anything notable judges should take into consideration?

Design - Overall Design Excellence

90 / 150 words

Not only was the area of the kitchen improved, but also additional counter space and creative use of space instituted. By reviewing the before and after kitchen floor plans, one can see how the additional space was created. Keeping a portion of the house livable for the owner's while the renovation was underway was a large obstacle. Creative rerouting of plumbing and other mechanicals was tricky, but this highly skilled renovation team overcame these challenges and found the right solutions so the homeowner's had use of their home when needed.

- How does the visual appeal match the target audience and intended message?
- Does the functionality and flow match the target audience?
- Were there any challenges? How were they addressed?

Design - Market Comparison

68 / 150 words

Modern, sleek drawers and shelves mimic various colors from the flooring and also offer the homeowners ample storage space. Even all sides of the spacious island have tucked away storage. Contemporary, custom Amish cabinets continue the smooth overall design throughout the kitchen. Updated appliances, strategically placed, like the Sharp built-in spacious microwave (under countertop), put everything at the owner's fingertips while keeping desired countertop space available for use.

- How does this entry stand up to the competition?
- Compared to other products in the market is there anything fresh and new or out of the box?

Design - Market Comparison

Modern, sleek drawers and shelves mimic various colors from the homeowners ample storage space. Even all sides of the away storage. Contemporary, custom Amish cabinets continue design throughout the kitchen. Updated appliances, strategic built-in spacious microwave (under countertop), put everything while keeping desired countertop space available for use.



Save + next

Save + close

Preview

My submissions → Submission form → Edit submission


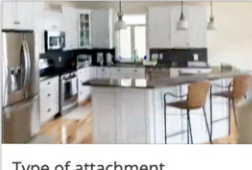
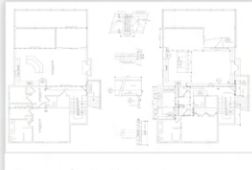





All questions must be answered, unless marked optional.



- Images
- Sponsorship Opportunities

Attachments information

Please upload hi-res images (approximately 8" x 10", 300DPI, JPEG) including your design drawings. A minimum of 1 image is required for submission consideration.

 <p>Type of attachment Photo</p> <p>SLDB-Best-Kitchen-Re... (5.72 MB download)</p>	 <p>Type of attachment Photo</p> <p>SLDB-Best-Kitchen-Re... (1.44 MB download)</p>	 <p>Type of attachment Photo</p> <p>SLDB-Best-Kitchen-Re... (1.52 MB download)</p>	 <p>Type of attachment Photo</p> <p>SLDB-Best-Kitchen Fl... (5.29 MB download)</p>
 <p>Type of attachment Photo</p> <p>SLDB-Best-Kitchen-Re... (1.14 MB download)</p>	 <p>Type of attachment Photo</p> <p>SLDB-Best-Kitchen-Re... (5.09 MB download)</p>	 <p>Type of attachment Photo</p> <p>SeaLight 37641 Pine ... (5.88 MB download)</p>	 <p>Type of attachment Photo</p> <p>SeaLight 37641 Pine ... (6.36 MB download)</p>

13/25 attachments (minimum 1 required)

- Save + next
- Save + close
- Preview

My submissions → Start submission

All questions must be answered, unless marked optional.

Start here

Criteria

Images

Category

Million Dollar Club



Sub

Million Dollar Club - Bronze (sales total \$1,000,000 - \$1,999,999)

Million Dollar Club - Diamond (sales total \$15,000,000 and over)

Million Dollar Club - Gold (Sales total \$5,000,000 - \$9,999,999)

Million Dollar Club - Platinum (sales total \$10,000,000 - \$14,999,999)

Million Dollar Club - Silver (sales total \$2,000,000 - \$4,999,999)

Save + next

Cancel

INDIVIDUAL
ACHIEVEMENT

MARNIE OURSLER



Thanks for submitting your Regal Awards entry

Your submission for the Regal Awards has been received. We'll keep you informed of the progress of your entry via email notifications and broadcasts so please make sure you're subscribed to receive these in your user profile. You may update your entry as needed until the end of the submission deadline.

[Return to my submissions](#)

My submissions

Active season (2021) ▾



Current ▾

 Advanced

Start submission

Copy Delete Download

Displaying 1 - 1 of 1

<input type="checkbox"/>		Submission	Chapter	Category	Status	Updated	
<input type="checkbox"/>	⋮	 me	Regal Awards	Million Dollar Club - Bronze (sales total \$1,000,000 - \$1,999,999)	Submitted	1 minute ago	

IMPORTANT DEADLINES & DATES



CALL FOR REGAL ENTRIES NOW OPEN!

- **20% OFF Early Bird Discount Entry Deadline** ~ Fri., Jan. 12th, 2024
- **Final Regal Entry Deadline** ~ Fri., Feb. 16th, 2024
- **Sponsorships, Regal Book Ads & Listings Deadline** ~ Mon., Mar. 4th, 2024



- **32nd Annual Regal Awards Ceremony**
Lighthouse Cove Event Center
Hyatt Place Dewey Beach
1301 Coastal Highway, Dewey Beach, DE
~ Fri., May 10th, 2024



BEST OF LUCK!

Remember, **20% OFF Early Bird Discount Entry Deadline** is Friday, Jan. 12th, 2024 – so TAKE ADVANTAGE of the savings.



If you have further questions contact Dottie Fawcett
email: dotfaw@comcast.net or phone 610-740-4266



If you have photography questions contact Jay Greene
email: jg@jaygreenephoto.com or phone 302-593-0448

QUESTIONS?



www.RegalAwardsDE.org

