



2018 MAME Award Winners

March 1, 2019

The Major Achievements in Marketing Excellence awards, presented by the Home Building Association of Richmond, recognize major achievement in builder marketing excellence, celebrating the innovation, creativity and endurance of our passion in the Greater Richmond area.

More than 150 entries were judged by third party panels at the Fredericksburg Area Builders Association (FABA) over a 10 hour review and scoring process. The MAME recipients were awarded their recognition at the *MAME Awards* celebration on Friday, March 1, 2019 at the Hilton in Short Pump.

The Winners:

1A. Best Print Advertisement Company	Schell Brothers
1B. Best Print Advertisement Community	RounTrey
2. Best Video / DVD Promotion	Perkinson Homes
3A. Best Website Company	Eastwood Homes
3B. Best Website Community	Hallsley
4. Best Digital Advertisement	Perkinson Homes
5A. Best Social Media Company	Eagle Construction of VA
5B. Best Social Media Community	Hallsley
6A. Best Special Promotion Consumer / Public	Chickahominy Falls
6B. Best Special Promotion Brokerage / Agent	Eagle Construction of VA
7A. Best Advertising Campaign Company	Eastwood Homes
7B. Best Advertising Campaign Community	The Villas at Ashlake
8. Best Community Spirit	Baldwin Creek Custom Homes
10. Best Community Brochure	Magnolia Green
11. Best Community Amenity	Hallsley
12A. Best Marketed Community (Development of 100 or Less)	Rochambeau Estates – NK Homes
12B. Best Marketed Community (Development of 101 – 500)	Chickahominy Falls
12C. Best Marketed Community (Development of 501+)	Harpers Mill
13A. Community of the Year (Development of 100 or Less)	Ridgefield Green – HHHunt
13B. Community of the Year (Development of 101 – 500)	GreenGate – Eagle Construction
13C. Community of the Year (Development of 501+)	Hallsley
14. Developer of the Year	East West Communities
15. Best Design Center	HHHunt Homes
16A1. Best Model Home Townhome / Condominium (Under \$350,000)	HHHunt Homes - Valhalla Waverly
16A2. Best Model Home Townhome / Condominium (\$350,001 - \$500,000)	Villas at Ashlake - Ducal
16A3. Best Model Home Townhome / Condominium (\$500,001 - \$700,000)	StyleCraft – Saunders Station

- 16B2. Best Model Homs Single Family Detached (\$350,001 - \$500,000)
- 16B3. Best Model Homs Single Family Detached (\$500,001 - \$700,000)
- 16B4. Best Model Homs Single Family Detached (\$700,001 - \$900,000)
- 16B5. Best Model Homs Single Family Detached (\$900,001+)
- 17A. Marketing Excellence by a Builder (Builds 1 – 50 Homes Annually)
- 17B. Marketing Excellence by a Builder (Builds 51 – 100 Homes Annually)
- 17C. Marketing Excellence by a Builder (Builds 101+ Homes Annually)
- 18A. Builder of the Year (Builds 1 – 25 Homes Annually)
- 18B. Builder of the Year (Builds 26 – 75 Homes Annually)
- 18C. Builder of the Year (Builds 76 – 150 Homes Annually)
- 18D. Builder of the Year (Builds 150+ Homes Annually)
- 19. Marketing Executive of the Year
- 20. Sales Manager of the Year
- 21. Rookie of the Year
- 22. Lender of the Year

- Eastwood Homes - Roanoke
- LeGault Homes – Harper Leigh
- Schell Brothers – The Kingfisher
- Schell Brothers - The Waterford
- Schell Brothers
- Eastwood Homes
- Eagle Construction of VA
- Biringer Builders
- Schell Brothers
- CraftMaster Homes
- Main Street Homes
- Tonya Morrow – Liz Moore
- Tonya Morrow – Liz Moore
- Kaylie Austin – Schell Brothers
- Jeff Baldwin – C&F Mortgage

Sales Volume Winners:

Bronze

Taylor	Robertson	HHHunt Homes
Brooks	Snead	RCI Builders
Kaitlyn	Gwaltney	RCI Builders
Emma	Gladstone	RCI Builders
Missy	Hunt	Central Virginia Realty nad LeGault Homes
Lisa	Stone	Long & Foster Real Estate
Mike	McAnally	Central Virginia Realty and LeGault Homes
Robin	Madron	Long & Foster Real Estate
Ashley	Saunders	Central Virginia Realty and LeGault Homes
Traci	Junkans	Boone Homes
Jamie	Younger	Long & Foster Real Estate
Catherine	Stanley	Liz Moore & Associates
Jaime	Eidson	The Yeatman Group
Sarah	Wall	RCI Builders
Jason	Collier	RCI Builders
Tommy	Sibiga	RCI Builders
Matt	Spitler	The Yeatman Group

Silver

Marty	Meade	StyleCraft Homes
Vicky	Gates	HHHunt Homes
Liz	Allen	The Yeatman Group
Kim	Nuckols	Central Virginia Realty and LeGault Homes
Leigh	Monette	Schell Brothers
Richard	Hanson	RCI Builders
Tiffany	Ott	The Yeatman Group
Cheryl	Hartje	HHHunt Homes
Grayson	Pettit	Eagle Construction of VA

Megan	Phipps	Eagle Construction of VA
Tammy	Glenn	Berkshire Hathaway
Michelle	Puletti	Eastwood Homes
Amy	Beswick	StyleCraft Homes
Sue	Walsh	Main Street Homes
Whitney	Linkenauer	HHHunt Homes
Amanda	Parsons	Eastwood Homes
Stephanie	Harding	The Yeatman Group
Cathy	Newton	Eastwood Homes

Gold

Tiffany	Rowe	Main Street Homes
Jennifer	Jinnette	Schell Brothers
John	Howsmon	Eastwood Homes
Erin	Hungerford	Long & Foster Real Estate
Sara	Crum	RCI Builders
Stephanie	Muire	Main Street Homes
Charis	Nordberg	Main Street Homes
Lindsay	Gay	StyleCraft Homes
Ashley	Harris	HHHunt Homes
Jason	Burrows	Main Street Homes
Allison	Stephenson	Main Street Homes
Greg	Clark	Eastwood Homes
Lauren	Renschler	The Yeatman Group
Kim	Hardy	StyleCraft Homes
Amanda	Byrd	HHHunt Homes
Vicki	Trevillian	Eagle Construction of VA
Caitlin	Yeatman	The Yeatman Group
Dorothy	Willis	StyleCraft Homes
Grayson	Hill	Gumenick Properties
Sean	Tierney	Main Street Homes
Nikki	Axman	The Yeatman Group
Donna	Pettit	HHHunt Homes
Tammi	Taylor	Boone Homes
Melanie	Herring	Eastwood Homes
Hien	Vo	HHHunt Homes
Jessie	May	Eagle Construction of VA

Platinum

Ryan	Phelps	Main Street Homes
Brian	Hunt	HHHunt Homes
Alana	Buzby	HHHunt Homes
Jennifer	Carlton	Eagle Construction of VA
Missy	Yearly	Central Virginia Realty and LeGault Homes
Jeri	Copeland	HHHunt Homes
Samantha	Landolt	HHHunt Homes

Carrie	Grow	HHHunt Homes
Maryann	Moulton	Gumenick Properties
Michael	McLane	Main Street Homes
Julie	Crabtree	Liz Moore & Associates
Lisa	Spinelli	Main Street Homes
Lisa	Khoury	HHHunt Homes
Bo	Shelton	Eagle Construction of VA
Josh	Williams	Gumenick Properties
Kaylie	Austin	Schell Brothers
Lori	Melton	Cornerstone Homes
Lee	Wake	Main Street Homes
Marsha	Pillow	Boone Homes
Tiffanie	Lohr	Eagle Construction of VA
Kyle	Yeatman	The Yeatman Group

Congratulations on your hard work over 2018. Here's to another successful year of new construction sales!

The MAME Awards are a program of the Sales and Marketing Council. To learn more about the Sales and Marketing Council, contact Jeana Schiffres at jschiffres@hbar.org.

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