

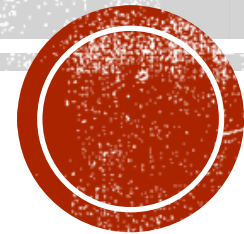
WHY AWARDS MATTER

Texas Association of Builders – Star Awards

Online entry opens December 2, 2021

Early bird deadline, January 21, 2022 (Entry fee \$125)

Entry deadline February 4, 2022 (Entry fee \$175)





MARKETING 101

- Low cost of entry for a high return

Promote participation

- Finalists announced beginning of June
 - Blog about it
 - Post on Facebook
 - Add finalist logo to website
 - Link to press release
 - Company/project are mentioned
 - All finalist catalogs handed out during the awards presentation
- Star Awards Winners
(Announced during the awards presentation at the Sunbelt Builders Show™ in August)
 - Receive award on stage
 - Post pictures of receiving the awards on Facebook, blogs or website
 - Link to winner press release where your company/project are mentioned



CLIENT RELATIONS

- Potential clients traditionally compare companies
 - Awards can set your company apart from the competitors
- Bragging rights
 - For your company's winning project
- Word of mouth referrals
 - Purchase an additional trophy to present to homeowner whose project received the award
 - What better way to get future clients, from the bragging rights of previous clients
- Winning breeds confidence!

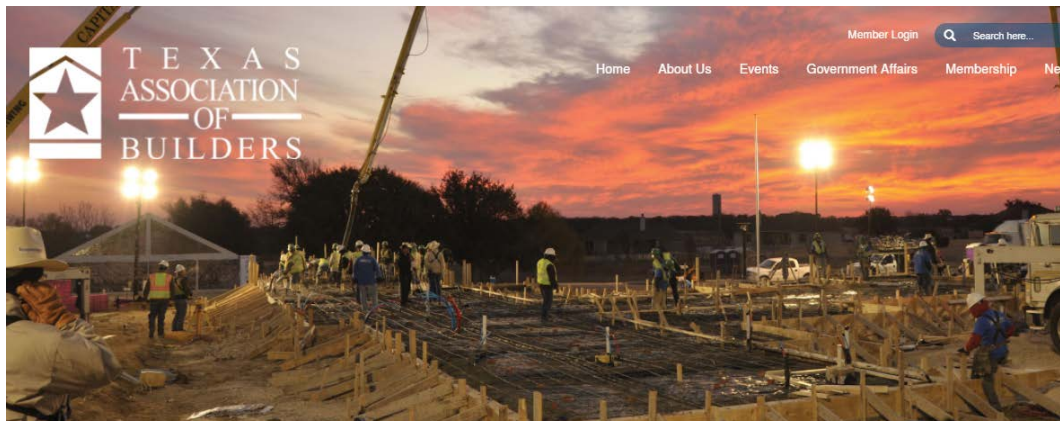


EMPLOYEE RELATIONS

- Recognize employees that worked on the project
- Order a duplicate awards to give to the project lead
 - Promotes pride in workmanship
 - Winning breeds confidence!



CONVERSATION / CONTINUITY



NEWS

- ★ Photo Galleries
- ★ Press Releases
 - What's New
 - Archive News
- ★ Social Media
- ★ TAB Communications
- ★ E-Communications

2021 TAB STAR AWARDS WINNERS ANNOUNCED

Eight Grand Awards & 173 Elite Trophies were Handed Out.

AUSTIN, Texas – The Texas Association of Builders (TAB) announced the 2021 Star Awards winners in conjunction with the 20th Sunbelt Builders Show™ at Hilton Anatole Dallas. There were a record setting 720 entries that resulted in eight Grand Awards and 173 elite trophies being handed out by co-emcees Jenny Anchondo, TV news journalist/Second Shot Podcast host and Media Personality Amy Vanderroef.

The Star Awards have been given annually to recognize excellence in all areas of the residential construction industry. These awards are highly coveted within the industry. Our great State should be proud of its builders, remodelers, architects, designers, developers, and sales, marketing, and construction professionals. Projects and nominations were submitted by 120 companies from 60 cities across Texas.

In 1992, TAB launched the Star Awards – the only statewide tribute to excellence in the homebuilding industry.

Click PDF to view 2021 Star Awards Winners. <https://bit.ly/2021StarAwardsWinners>

- Increasing brand recognition - when you market awards it creates a positive buzz
- Puts your company name in the media – press releases, blogs, social media
- When you have a shelf full of awards it creates a history and the perception of stability
- Strong work morale – A Star Award is great validation for the team's hard work
- Attract future employees



Recognition

Show Homes

Awards

Associations

Clients



**IF YOU
DON'T
ENTER YOU
CAN'T WIN!**



PHOTOGRAPHER TIPS



EXAMPLES OF BLOGS FEATURING STAR AWARDS RECIPIENTS

- Check out On Point Custom Homes' blog [here](#) (or) "New Awards From the Texas Association of Builders", read about OnPoint Custom Homes [here](#)!
- Click [here](#) to view Business Wire's blog. (or) "SmartTouch® Interactive Wins Eight Star Awards at the Texas Association of Builders 25th Anniversary Ceremony," explore SmartTouch®'s wins [here](#)!
- Click [here](#) to view Benzinga's blog. (or) "Scott Felder Homes Snags 14th Texas Top Builder Accolade, Third In 2018," look over Scott Felder Homes 2018 Star Awards [here](#)!
- Click [here](#) to view Greater Houston Builders Association's blog. (or) "GHBA Congratulates Local TAB Star Award Winners," view GHBA's blog [here](#)!
- "2018 Texas Custom Builder of the Year," check out RisherMartin Fine Homes' win [here](#)!





2022 Star Awards

ENTRIES OPEN DEC. 2

Important Deadlines

Early Bird: January 22 | Final: February 4

Submit online at TABStarAwards.com