

Wilmington • Cape Fear



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MAX! Awards Showcase Best in Marketing Achievement

WILMINGTON, N.C. – The Wilmington-Cape Fear Home Builders Association announced today the results of the MAX! Awards (Marketing Achievement Excellence). The industry-wide regional search sought the best in media, marketing and advertising tools promoting new home sales in 2008. Categories included advertising, logo design, multi-media, merchandising, individual sales and more.

Award-winning entries were selected by a panel of professionals who specialize in a wide array of disciplines related to new home construction and sales. The judges traveled from Virginia, South Carolina and regions of North Carolina outside the judging area to ensure objective review of the entries.

Category Name	Winner
Builder Print Advertising	Plantation Building Corporation
New Home Community Print Advertising	Brookside Homes, LLC
Direct Marketing Piece	Plantation Building Corporation - Weldon
Individual / Team / Company Logo Design	Intracoastal Realty New Homes
New Home Community Logo Design	Plantation Building Corporation – Tanyard Parish
Advertising Campaign / Promotion	Stevens Fine Homes
Realtor Promotion of the Year	Crown Pointe
Outdoor Advertising	Stevens Fine Homes
Television Commercial	Heritage Buildings, Inc. – Summerwoods
Best Website	Signature Homes of Wilmington
Sales Model / Sales Center Merchandising-Attached Home < 1500sf	Plantation Building Corporation – New York Hatters
Sales Model / Sales Center Merchandising-Attached Home < 2200sf	Brookside Homes, LLC
Sales Model / Sales Center Merchandising-Detached Home > 2200sf	Seagrove at Carolina Beach
New Home Community Features/ Best Community Features	Signature Homes of Wilmington
New Home Community Features/ Best Community Recreation Complex	March Oaks
Rookie Salesperson of the Year	Kasey Valente
Salesperson of the Year	Jimmy Hopkins
Sales Team of the Year	Buddy Blake Team
Sales Manager of the Year	Melisa Gallison
Marketer of the Year	Andrea West
Special Projects	Intracoastal Realty New Homes – New York Hatters

Winners were announced by special guest presenter Rhonda Bellamy of WAAV radio at a formal gala held at the Landfall Country Club Thursday night. The gala showcased the winners' achievements and offered networking opportunities for builders, marketing professionals, realtors and other industry leaders in attendance. Sponsors for this year's Max! Awards included Wachovia, Intracoastal Realty New Homes and Condominiums, Watermark Mortgage Group, Brookside Homes, Mark Johnson Custom Homes, Brunswick Forest, National City Mortgage Prudential Burroughs & Chapin Realty and Walter Jackson Mortgage. Photos of the banquet were graciously taken by the Star News.

The Wilmington – Cape Fear Home Builders Association is a 1,100 member-firm trade association that provides services to its more than 9,500 individual members which enhance their success and stability. The largest trade association in eastern North Carolina, the Association serves as the voice of the building and development industries that strives to advance professionalism and promote community involvement. WCFHBA is recognized as a positive influential force for responsible growth by protecting property rights and the privilege of homeownership.

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