

2007 SAM AWARDS

#	CATEGORY TITLE			
1	<u>Sales Professional Awards</u>		WINNER	FINALIST
1-1	Sales Professional/s average sales price \$500,000 and under.	Heather Bliss, Debbie Dennison, Ericka Romo- Promenade, William Lyon Homes	Dan Stevens, Rob Linker, Patricia Sugiyama-La Boheme, The Ryness Company	Marti Lipovsky, Emily Greene, Sonya Tara-Central Park, The Ryness Company
1-2	Sales Professional/s average sales price \$500,001 to \$700,000.	Glenda Macready, Oscar Ortega- Chaparral Ridge, Shea Homes	Kelly Katona- Montevina at Morgan Hill, McMillin Homes	Arely Valenzuela, Andrea Salcido Avendano- Terracotta @ McMillin Lomas Verdes, McMillin Homes
1-3	Sales Professional/s average sales price \$700,001 and Over.	Brigitte Davidian, Maria Reams- Ravinia at Calavera Hills, McMillin Homes	Mary Ellen Robinson, Trisha Humphrey-Carriage Run, Pardee Homes	David Gillum, Nicole Pearson- Scripps Preserve at The Estates at Stonebridge, Davidson Communities
1-5	Urban Sales Professionals; any price range.	Barbara Wagar- Metrome, Barratt American	Laura Smithey, Ron Papai, Debbie McGhee-Gaslamp Square and Cortez Blu, The Ryness Company	Donna Lutz, Anne McBee, Elizabeth Lutz-Vantage Pointe, The Ryness Company
2	<u>Residential Design</u>		WINNER	FINALIST
2A-1	Best attached housing product \$500,000 and under.	City Square- Plan 1, Barratt American and KTG Group, Inc.	Aragon- Plan 3, Barratt American and Starck Architecture & Planning	City Square- Plan 2, Barratt American and KTG Group, Inc.
2A-2	Best attached housing product \$500,001 and over.	City Square- Plan 3, Barratt American and KTG Group, Inc.	Sunset Cove- Plan 3, San Elijo, William Lyon Homes and KTG Group, Inc.	Aragon- Plan 6, Barratt American and Starck Architecture & Planning
2A-3	Best detached housing product, \$500,000 and under.	Ironwood @ Morningstar Ranch- Residence 2, Brookfield Homes and Dahlin Group Architecture Planning	Ironwood @ Morningstar Ranch- Residence 1, Brookfield Homes and Dahlin Group Architecture Planning	Ironwood @ Morningstar Ranch- Residence 3, Brookfield Homes and Dahlin Group Architecture Planning
2A-4	Best detached housing product with a price range \$500,001 - \$700,000.	Ironwood @ Morningstar Ranch- Residence 5, Brookfield Homes and Dahlin Group Architecture Planning	Acacia @ Morningstar Ranch- Residence 1, Brookfield Homes and Dahlin Group Architecture Planning	Highpoint at Lake Hills Reserve- Plan 2, Brehm Communities and Case Group Architects
2A-5	Best detached housing product with a price range \$700,001 - \$900,000	Dolcetto- Plan 2, KB Home	SilverSage at Lake Hills Reserve- Plan 3, Brehm Communities and Starck Architecture & Planning	Dolcetto- Plan 4, KB Home
2A-6	Best detached housing product with a price range \$900,001 - \$1,500,000	Buckingham- The Stratford, KB Home	Messina- Plan 2, Shea Homes and Woodley Architecture Group	Scripps Preserve at The Estates at Stonebridge- Plan 1, Davidson Communities and Case Group Architects
2A-7	Best detached housing product with a price range \$1.5 million and over.	Claybourne at the Lakes- Residence 2, Lennar Homes and Bassenian/Lagoni Architects	Malabar Ranch- California Bungalow (2C), Beucler Signature Homes	Claybourne at the Lakes- Residence 3, Lennar Homes and Bassenian/Lagoni Architects
2B-1	Best residential urban design	M2i, CityMark Development	Park Terrace, Intracorp Companies and KMA Architecture & Engineering	Fahrenheit, CityMark Development

2007 SAM AWARDS

3	<u>Merchandising: Model Home Interior Design</u>	WINNER	FINALIST	FINALIST
3A-1	Best model home interior design for an attached home with an average sales price \$500,000 and under.	Aragon- Plan 1, Barratt American and Ami Samuel Interiors	City Square- Plan 2, Barratt American and Creative Design Consultants	Parc @ 54- Plan 1, KB Home and Kuarto Design
3A-2	Best model home interior design for an attached home with an average sales price \$500,001 and over.	Solara Lofts- Unit K, Skandia Real Estate and Catalina Design Group	Aragon- Plan 2, Barratt American and Klang & Associates	Seahaus- Cottages, Barratt American and Klang & Associates
3A-3	Best model home interior design for a detached home with an average sales price \$500,000 and under.	Terracotta- Plan 1- Florentine, McMillin Homes and Klang & Associates	Woodmoor- Plan 4, Brehm Communities and Ryan Young Interiors	Ironwood @ Morningstar Ranch- Plan 1- Ralph's Ranch House, Brookfield Homes and Design Line Interiors, Inc.
3A-4	Best model home interior design for a detached home with an average sales price \$500,001 to \$700,000.	Acacia @ Morningstar Ranch- Plan 1- Tuscan Escape, Brookfield Homes and Design Line Interiors, Inc.	Stratford at Township Place- Plan 3, Brehm Communities and Ryan Young Interiors	Stratford at Township Place- Plan 5, Brehm Communities and Ryan Young Interiors
3A-5	Best model home interior design for a detached home with an average sales price \$700,001 to \$900,000.	SilverSage at Lake Hills Reserve- Plan 3, Brehm Communities and Ryan Young Interiors	Kensington @ Del Sur- Plan 1, Davidson Communities and Design Line Interiors, Inc.	Kensington @ Del Sur- Plan 3, Davidson Communities and Design Line Interiors, Inc.
3A-6	Best model home interior design for a detached home with an average sales price \$900,001 - \$1,500,000.	Rimrock Summit- Evening Star- Residence 3, MasterCraft Homes Group LLC and Blackbird Interiors	Messina- Plan 1, Shea Homes and CH Design Group	Bella Lago- Residence 3, K. Hovnanian Homes and Savannah Design Group
3A-7	Best model home interior design for a detached home with average sales price \$1,500,001 and over.	Claybourne at the Lakes- Plan 1A, Lennar Homes and Pacific Dimensions, Inc.	Corona View- Mayfair Federal, Toll Brothers and Ryan Young Interiors	Claybourne at the Lakes- Plan 3B, Lennar Homes- San Diego Division and Pacific Dimensions, Inc.
3B	<u>Merchandising: Sales Office</u>	WINNER	FINALIST	FINALIST
3B-1	Best sales office 500 or less square feet (traditional two-car garage).	SilverSage at Lake Hills Reserve, Brehm Communities and Motivational Systems, Inc.	Ironwood at Morningstar Ranch, Brookfield Homes and Motivational Systems, Inc.	
3B-2	Best sales office over 500 square feet. (traditional three-car garage).	Scripps Preserve at the Estates at Stonebridge, Davidson Communities, Designline Interiors, Martin Stevers Design and Freeby Studios	City Square, Barratt American and Creative Design Consultants	Messina, Shea Homes and Motivational Systems, Inc.
3B-3	Best sales office; Special Use (Trailer, retail space or full home)	The Lakes, Lennar Homes- San Diego Division and Pacific Dimensions, Inc.	Maybeck at 4S Ranch, William Lyon Homes, San Diego and Motivational Systems, Inc.	Malabar Ranch, Beucler Signature Homes and Kuarto Design
3C	<u>Merchandising: Model Complex Landscaping</u>	WINNER	FINALIST	FINALIST
3C-1	Best model complex landscaping for an attached housing.	Agave, Shea Homes and Gillespie Moody Patterson, Inc.	City Square, Barratt American and Gillespie Moody Patterson, Inc.	
3C-2	Best model complex landscaping for a detached community \$700,000 and under.	Ironwood @ Morningstar Ranch, Brookfield Homes and Land Concern	Acacia, Brookfield Homes and Land Concern	Chaparral Ridge, Shea Homes and Landscape Development, Inc.

2007 SAM AWARDS

3C-3	Best model complex landscaping for a detached community \$700,001 and over.	Scripps Preserve at the Estates at Stonebridge, Davidson Communities and MW Peltz & Associates, Inc.	Derby Hill, Pardee Homes and SJA, Inc.	Messina, Shea Homes and Landscape Development, Inc.
4	<u>Marketing: Logo Design</u>	WINNER	FINALIST	FINALIST
4A-1	Logo, three or less colors.	City Square, Barratt American and Greenhaus	Scripps Preserve at the Estates at Stonebridge, Davidson Communities and Martin Stevers Design	Lake Hills Reserve, Brehm Communities and Roni Hicks & Associates
4A-2	Logo, four or more colors.	Mosaic at McMillin Lomas Verdes, Shea Homes and Kovach Marketing	Estrella, Shea Homes and Kovach Marketing	Ironwood @ Morningstar Ranch, Brookfield Homes and Judd Design
4B	<u>Marketing: Brochure</u>	WINNER	FINALIST	FINALIST
4B-1	Best Brochure for a single community with an average sales price \$700,000 and under.	City Square, Barratt American and Promar Designs	Ironwood @ Morningstar Ranch, Brookfield Homes and Law Creative	Piazza d'Oro, K. Hovnanian Homes and Hayes Martin Associates
4B-2	Best Brochure for a single community with an average sales price \$700,001 and over.	Scripps Preserve at the Estates at Stonebridge, Davidson Communities and Martin Stevers Design	Rimrock Summit, MasterCraft Homes Group LLC and C&M Communique	Malabar Ranch, Beucler Signature Homes and BluFish Design Group
4B-3	Best brochure for a master-planned community	Lake Hills Reserve, Brehm Communities and Roni Hicks & Associates	The Lakes, Lennar- San Diego Division and Kovach Marketing	4S Ranch, Newland Communities and Roni Hicks & Associates
4C	<u>Marketing: Print Advertising</u>	WINNER	FINALIST	FINALIST
4C-1	Best newspaper or magazine advertisement.	Brookfield Homes Umbrella Ad, Brookfield Homes and Bailey Gardiner	Malabar Ranch, Beucler Signature Homes and BluFish Design Group	Rimrock Summit, MasterCraft Homes Group LLC and C&M Communique
4C-2	Best print series of related ads. (3 or more)	The Estates at Stonebridge, The Corky McMillin Companies, Brookfield Homes and Law Creative	Brookfield Homes Umbrella Ad, Brookfield Homes and Bailey Gardiner	"The Face of John Laing Homes", John Laing Homes
4C-3	Best master plan newspaper advertisement.	The Estates at Stonebridge, The Corky McMillin Companies, Brookfield Homes and Law Creative	La Costa Ridge, Morrow Development and Roni Hicks & Associates	Lake Hills Reserve, Brehm Communities and Roni Hicks & Associates
4C-4	Best direct mail piece or series of direct mail pieces.	Aperture, Citymark Development and Roni Hicks & Associates	The Lakes, Lennar Homes San Diego Division and Kovach Marketing	Otay Ranch, The Otay Ranch Company and Scott Ramsey Design
4D	<u>Marketing: Best P.R. Campaign</u>	WINNER	FINALIST	FINALIST
4D	Best Public Relations Campaign.	City Square, Barratt American and j. simms agency	Otay Ranch, The Otay Ranch Company and Barbara Metz Public Relations	McMillin Lomas Verdes, The Corky McMillin Companies and j. simms agency
4E	<u>Marketing: Best Signage Programs</u>	WINNER	FINALIST	FINALIST
4E	Best Signage Program.	The Lakes, Lennar Homes- San Division and Outdoor Dimensions	Messina, Shea Homes and Motivational Systems, Inc.	Sunset Cove, William Lyon Homes and Motivational Systems, Inc.

2007 SAM AWARDS

4F	<u>Marketing: Best Web Site</u>	WINNER	FINALIST	FINALIST
4F	Best Builder or Associate Website.	Smart Corner, CJUF Smart Corner and Monday Group, Inc.	Beucler Signature Homes, Beucler Signature Homes and BluFish Design Group	Del Sur Living, Black Mountain Ranch and Mindgruve
5	<u>Industry Professionals</u>	WINNER	FINALIST	FINALIST
5A	Sales Manager of the Year - 2007	Pattie Walker, McMillin Homes		
5B	Brian Angelini Memorial Marketing Director of the Year - 2007	Lenette Hewitt, Barratt American		
5C	Gary Campbell Industry Professional of the Year - 2007	Barb Nagle Statler, Marketscape Research & Consulting, Inc.		
6	<u>Grand Sales, Marketing, Design and Merchandising Award - 2007</u>	WINNER	FINALIST	FINALIST
6-1	Grand SAM 2007 - Highest achievement in homebuilding, given to a community showcasing innovative architecture, interior design, and merchandising. Best attached or detached community with an average sales price under \$700,000.	City Square, Barratt American, KTGy, Gillespie Moody Patterson, Creative Design Consultants, Promar Designs	Ironwood @ Morningstar Ranch, Brookfield Homes, Dahlin Group Architecture Planning, Land Concern, Design Line Interiors, Motivational Systems, Inc., Law Creative	
6-2	Grand SAM 2007 - Highest achievement in homebuilding, given to a community showcasing innovative architecture, interior design, and merchandising. Best detached community with an average sales price over \$700,001.	Scripps Preserve at the Estates at Stonebridge- Davidson Communities, Case Group Architects, MW Peltz & Associates, Inc., Design Line Interiors, Martin Stevers Design, Freeby Studios	Messina- Shea Homes, Woodley Architecture Group, Landscape Development, Inc., CH Design Group, Motivational Systems, Inc., Kovach Marketing	Rimrock Summit- MasterCraft Homes Group LLC, Bassenian/Lagoni Architects, Land Concern, Blackbird Interiors, C&M Communique