



Atlantic Builders Convention: April 10-12, 2018  
Atlantic City Convention Center & Golden Nugget \* Atlantic City, NJ \* [www.abconvention.com](http://www.abconvention.com)

Hosted by:  
New Jersey Builders Association  
One Washington Boulevard \* Suite 5 \* Robbinsville, NJ 08691  
Tel: 609-587-5577 \* Fax: 609-587-0044 \* [www.njba.org](http://www.njba.org)

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Contact: Grant Lucking  
(609) 570-2157  
[grant@njba.org](mailto:grant@njba.org)

### **31st Annual Sales and Marketing (SAM) Awards Honors Creative Excellence**

**Atlantic City, NJ, (April 12, 2018)** - The New Jersey Builders Association (NJBA) honored the industry's most creative and successful sales and marketing professionals at the 31st Annual Sales and Marketing (SAM) Awards Banquet this evening, at the Golden Nugget Casino, Hotel & Marina in Atlantic City. The Sales & Marketing Awards program honors Builder, Remodeler & Associate Members of the New Jersey Builders Association who have made major contributions to the home building industry by displaying excellence in design and marketing.

The SAM Awards Banquet was attended by over 400 advertising, sales, marketing, media, and home building industry professionals. Awards were presented in specialized categories recognizing industry leading sales and marketing initiatives in residential marketing, architectural design, remodeling, and individual creative achievements. Builders, as well as companies that supply products and services to the building industry, are eligible for a SAM Award.

NJBA CEO Carol Ann Short, Esq. stated, "The individuals honored this evening at the SAM awards play an integral role in the home building industry. They have demonstrated an outstanding ability to create innovative and lasting sales and marketing designs that help our members build and sell homes in a competitive marketplace. Congratulations to all of the SAM award winners."

The following is a complete list of the SAM Award winners:



**Above and Beyond Community Service**  
Pr1ma Corporation

**Above & Beyond Community Service for an Associate Member**  
Design 446

**Community of the Year**  
**30 Homes or Less**  
Estates at Falcon Point  
Falcon Companies

**Community of the Year**  
**Adult Community**  
Venue at Lighthouse Station  
Lennar  
Logo, Brochure, Sales Office,  
Signage & Ad Agency: Design 446

**Community of the Year**  
**Attached Community Under \$450,000**  
The Hills by Lennar  
Lennar  
Logo, Brochure, Sales Office &  
Ad Agency: Design 446

**Community of the Year**  
**Attached Community Over \$450,000**  
Townhomes at Mariner's Pointe  
Atkins Companies  
Ad, Logo, Brochure, Sales Office &  
Signage Designer: WhiteHot, Inc.  
Marketing By: Coldwell Banker New Homes  
Architect: Thomas J. Brennan Architects

**Community of the Year**  
**Mid-Rise/High-Rise Community**  
Nine on the Hudson  
K. Hovnanian Homes  
Logo, Brochure, Signage &  
Ad Agency: RODE  
Sales Office Designer: The Childs Dreyfus Group



**Community of the Year**  
**Detached Community Over \$450,000**

Reserve at Holmdel  
Toll Brothers  
Advertising By: Toll Marketing  
Landscaping Designer: Toll Landscape  
Sales Office/Architect: Toll Architecture

Community of the Year  
Rental Community 200 Apartments or Less  
Merriewold  
Kaplan Companies  
Logo, Brochure, Sales Office &  
Signage Designer: Studio F Design  
Interior Merchandiser: FTA Design Studio

**Community of the Year**  
**Rental Community Over 200 Apartments**

Mi-Place at the Shore  
Fernmoor Homes  
Logo & Signage Designer: WhiteHot, Inc.  
Interior Design/Merchandising: Angela Mermini Design

**Best Logo Design for an Attached Community**

Townhomes at Mariner's Pointe  
Atkins Companies  
Design By: WhiteHOT, Inc.

**Best Logo Design for a Rental Community**

The Enclave at Winslow  
Kali Road 105, LLC  
Design By: Design 446

**Best Logo Design for a Detached Community**

Estates at Falcon Point  
Falcon Companies

**Best Brochure for an Attached Community**

The Hills by Lennar  
Lennar  
Design By: Design 446

**Best Brochure for a Mid-Rise/High Rise Community**

The Lofts Pier Village  
Extell Development Company  
Design By: Pace Advertising

**Best Brochure for a Detached Community**

Oak Hill Marlboro  
Roger Mumford Homes  
Design By: Design 446

**Best Brochure for a Rental Community**

Merriewold  
Kaplan Companies  
Design By: Studio F Design

**Best Brochure Using a Corporate Jacket**

K. Hovnanian's Four Seasons at Monmouth Woods  
K. Hovnanian Homes  
Design By: Design 446

**Best Ad One-half Page and Under**

Townhomes at Mariner's Pointe  
Atkins Companies  
Design By: WhiteHOT, Inc.

**Best Ad Over One-half page**

Nine on the Hudson  
K. Hovnanian Homes  
Design By: RODE

**Best Digital Display Campaign**

Woodmont Cove at South Amboy  
Woodmont Properties

**Best Social Media Campaign**

Roseland Communities  
Roseland Residential Trust

**Best On-line Video/YouTube**

Woodmont Metro at Metuchen Station  
Woodmont Properties  
Design By: RODE



**Best Billboard**

Townhomes at Mariner's Pointe  
Atkins Companies  
Design By: Coldwell Banker New Homes

**Best Direct Mail Piece or Campaign**

Monroe Parke  
Lennar  
Design By: Design 446

**Best Special Promotion or Broker Builder Program**

Division-wide Event  
Lennar  
Design By: Design 446

**Best Website**

The Lofts Pier Village  
Extell Development Company  
Design By: Pace Advertising

**Best Website for a Rental Community**

Merriewold  
Kaplan Companies

**Best Website for a Rental Community**

Woodmont Cove at South Amboy  
Woodmont Properties

**Best Sales Office 800 Square Feet or Less**

Venue at Lighthouse Station  
Lennar  
Design By: Design 446

**Best Sales Office Over 800 Square Feet**

The Lofts Pier Village  
Extell Development Company  
Design By: The Childs Dreyfus Group

**Best Sales Office for a Rental Community**

Merriewold  
Kaplan Companies  
Design By: Studio F Design



**Best Design/Selection Center**

The Lofts Pier Village  
Extell Development Company  
Design By: The Childs Dreyfus Group

**Best Interior Design/Merchandising for an Attached Community**

Townhomes at Mariner's Pointe  
Atkins Companies

**Best Interior Design/Merchandising for a Mid-Rise/High-Rise Community**

Nine on the Hudson  
K. Hovnanian Homes

**Best Interior Design/Merchandising for a Detached Community**

Reserve at Holmdel  
Toll Brothers

**Best Interior Design/Merchandising for a Common Space**

AVE Florham Park  
Rockefeller Group  
Design By: The Childs Dreyfus Group

**Best Interior Design/Merchandising for a Rental Community**

Hidden Village Apartments  
Roger Mumford Homes

**Best Interior Design/Merchandising for a Clubhouse**

Mi-Place at the Shore  
Fernmoor Homes  
Design By: Angela Mermini Design

**Best Interior Design/Merchandising for an Amenity Space in a Rental Community**

Merriewold  
Kaplan Companies  
Design By: FTA Design Studio

**Best Landscaping Design for an Attached Community**

Regency at Holmdel  
Toll Brothers  
Design By: Toll Landscape



**Best Landscaping Design for a Detached Community**

Reserve at Holmdel

Toll Brothers

Design By: Toll Landscape

**Best Outdoor Living Space for an Attached Community**

Regency at Holmdel

Toll Brothers

**Best Outdoor Living Space for a Detached Community**

Regency at Flanders

Toll Brothers

**Best Signage Program for an Attached Community**

Nine on the Hudson

K. Hovnanian Homes

Design By: RODE

**Best Signage Program for a Detached Community**

Venue at Lighthouse Station

Lennar

Design By: Design 446

**Best Marketing Strategy for an Attached Community**

Townhomes at Mariner's Pointe

Atkins Companies

Design By: Coldwell Banker New Homes

**Best Marketing Strategy for a Mid-Rise/High-Rise Community**

The Lofts Pier Village

Extell Development Company

**Best Marketing Strategy for a Detached Community**

K. Hovnanian's Four Seasons at Monmouth Woods

K. Hovnanian Homes

**Best Marketing Strategy for a Rental Community**

Mi-Place at the Shore

Fernmoor Homes

**Best Attached Home Under \$450,000**

The Hills by Lennar

Lennar



**Best Attached Home Over \$450,000**

Townhomes at Mariner's Pointe  
Atkins Companies  
Design By: Thomas J. Brennan Architects

**Best Attached Home Over \$450,000**

Regency at Holmdel  
Toll Brothers  
Design By: Toll Architecture

**Best Mid-Rise/High-Rise Community**

Nine on the Hudson  
K. Hovnanian Homes

**Best Single Family Detached Home Under \$450,000**

K. Hovnanian's Four Seasons at Monmouth Woods  
K. Hovnanian Homes

**Best Single Family Detached Home Over \$450,000**

Reserve at Holmdel  
Toll Brothers  
Design By: Toll Architecture

**Best Custom Home Under \$1,000,000**

Kamel Residence  
Prima Corporation

**Best Custom Home Over \$1,000,000**

McCarthy Residence  
Roger Mumford Homes

**Best Home in a Rental Community with 200 Apartments or Less**

Merriewold  
Kaplan Companies

**Best Home in a Rental Community with Over 200 Apartments**

Mi-Place at the Shore  
Fernmoor Homes

**Best Commercial Property**

Abundant Life Church of God  
Bossart Builders  
Design By: Barden





**Best ReBuild of a Single Family Home**

Bossart Builders

Design By: David Bossart

**Best Kitchen Remodeling/Renovation Project**

Belvedere Building & Contracting

Design By: Home Supply Inc.

**Best Specialty Room Remodeling/Renovation Project**

Creative Design Construction Inc.

Design By: Glen Lumia & Sarah Roy

**Best Extreme Home Make-over**

Farmhouse Revisited

Belvedere Building & Contracting

**Best New Mixed Use Project**

Pier Village Urban Renewal Project

Extell Development Company

**Best Redevelopment Project**

The Lofts Pier Village

Extell Development Company

**Rookie of the Year - For Sale Housing**

Colleen Shiflet

Lennar

**Salesperson of the Year - For Sales Housing**

Linda Nassaney

The Marketing Directors, Inc.

**Sales Team of the Year - For Sale Housing**

Jane Betancourt, Teresa Minnick & Paulina Pinzon

Extell Development Company

**Sales Manager of the Year - For Sale Housing**

Angela Ferrara

The Marketing Directors, Inc.

**Marketing Director of the Year - For Sale Housing**

Elaine Corbi

J.S. Hovnanian & Sons



**Project Superintendent of the Year**

Barry Goldfarb  
Toll Brothers

**Rookie of the Year - Rental Communities**

Leo Loyo  
The Marketing Directors, Inc.

**Leasing Consultant of the Year**

Brandon Ochs  
The Marketing Directors, Inc.

**Leasing Team of the Year**

Edwin Blanco, Sharon Bloodgood, David Wrenn,  
Joseph Runfola, Jr., Andy Tungka & Alyssa Sciangula  
The Marketing Directors, Inc.

**Leasing Manager of the Year**

Martin Brady  
The Marketing Directors, Inc.

**Associate Member Rookie of the Year**

Robert Jachetti  
Penn Jersey Signs

**Associate Member Sales Person of the Year**

Tyler Zavorski  
SignPlacers.com

**Associate Member Sales Manager of the Year**

Daniel Bauman  
Penn Jersey Signs

**Associate Member Marketing Director of the Year**

David Schoner  
Coldwell Banker New Homes

**Associate Member in House Design Team**

Daniel Bauman & Michelle Griffin  
Penn Jersey Signs

**Best Brochure for an Associate Member**

Caliber Home Loans



**Best E-Brochure**

Design 446

**Best Ad for an Associate Member**

Caliber Home Loans

**Best Direct Mail Piece for an Associate Member**

Gloria Nilson & Co Real Estate  
Design By: Sharon Brehm-Cote

**Best Special Promotion or Event for an Associate Member**

Pace Advertising

**Best Social Media Campaign for an Associate Member**

Cahn Communications

**Best Digital Display Campaign for an Associate Member**

Cowan Guteski & Co., P.A.

**Best On-line Video/YouTube for an Associate Member**

Gloria Nilson & Co Real Estate  
Design By: Sharon Brehm-Cote

**Best App or online interactive tool for an Associate Member**

No Boundaries Advisors  
Design By: Ryan Niedoba

**Best Website for an Associate Member**

MidAtlantic Engineering Partners  
Design By: Robin Messenlehner

**Best Showroom for an Associate Member**

Design 446

**Best Interior Merchandising for an Associate Member**

The Childs Dreyfus Group

**Best Marketing Strategy for an Associate Member**

Coldwell Banker New Homes  
Design By: David Schoner

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### **About the Atlantic Builders Convention (ABC)**

Now in its 69th year, ABC is the largest building industry trade show in the Northeast, drawing thousands of participants from the Northeast region, including residential and commercial builders, developers, remodelers and subcontractors, plus a variety of manufacturers, suppliers, and consulting professionals. The convention features hundreds of exhibits showcasing the latest products and services to a large and diverse audience of decision makers. Attendees gain up-to-date information about the latest market trends, government policies and technical developments at educational seminars. Additional information is available at [ABCConvention.com](http://ABCConvention.com).

### **About the New Jersey Builders Association (NJBA)**

NJBA is a housing industry trade association of builders, developers, remodelers, subcontractors, suppliers, engineers, architects, consultants and other professionals dedicated to meeting the housing needs of all New Jersey residents and facilitating their realization of the American Dream. NJBA serves as a resource for its members through continuing education and advocacy. NJBA and its members strive for a better, greener, more affordable housing market in New Jersey. Additional information is available at [NJBA.org](http://NJBA.org).