



Atlantic Builders Convention: April 2 - 4, 2019
Harrah's Waterfront Conference Center, Atlantic City, NJ * www.abconvention.com
Hosted by:
New Jersey Builders Association
One Washington Boulevard * Suite 5 * Robbinsville, NJ 08691
Tel: 609-587-5577 * www.njba.org

FOR IMMEDIATE RELEASE

Contact: Padraig Ryan
Direct: (609) 570-2160
padraig@njba.org

32nd Annual Sales and Marketing (SAM) Awards Honors Creative Excellence

Atlantic City, NJ, (April 2, 2019) - The New Jersey Builders Association (NJBA) honored the industry's most creative and successful sales and marketing professionals at the 32nd Annual Sales and Marketing (SAM) Awards Banquet this evening, at Harrah's Waterfront Conference Center 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 450 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:



Atlantic Builders Convention: April 2 - 4, 2019
Harrah's Waterfront Conference Center, Atlantic City, NJ * www.abconvention.com

Hosted by:

New Jersey Builders Association
One Washington Boulevard * Suite 5 * Robbinsville, NJ 08691
Tel: 609-587-5577 * www.njba.org

Community of the Year for an Adult Community

Venue at Woodlands
Lennar
Ad Agency: Design 446
Sales Office Designer: Design 446
Interior Merchandiser: Deanna's Interior Designs

Community of the Year for an Attached Community with an Average Base Sales Price Under \$450,000

Iron Gate
Lennar
Ad Agency: Design 446

Community of the Year for an Attached Community with an Average Base Sales Price Over \$450,000

Townhomes at Mariner's Pointe
Atkins Companies
Ad Agency: WhiteHot
Sales Office & Signage Designer: WhiteHot
Architect: Thomas Brennan Architects

Community of the Year for a Mid-Rise/High-Rise Community

The Lofts Pier Village
Extell Development
Logo & Brochure Designer: Pace

Community of the Year for a Detached Community with an Average Base Sales Price Over \$450,000

Reserve at Franklin Lakes
Signature Collection
Toll Brothers

Community of the Year for a Rental Community with 200 Apartments or Less

Signature Place
Roseland Residential Trust
Interior Merchandiser: Theresa Ogando

Community of the Year for a Rental Community with over 200 Apartments

Soho Lofts
Manhattan Building Company
Ad Agency: New World Group
Architect: Urban Architecture

Grand Award for an Associate Member Marketing Program

Coldwell Banker New Homes
Ad Agency: WhiteHot

Best Logo Design for an Attached or Mid-Rise/High-Rise Community

Overlook at LaMer
Kaplan Companies
Design By: Studio F Design



Atlantic Builders Convention: April 2 - 4, 2019
Harrah's Waterfront Conference Center, Atlantic City, NJ * www.abconvention.com

Hosted by:

New Jersey Builders Association
One Washington Boulevard * Suite 5 * Robbinsville, NJ 08691
Tel: 609-587-5577 * www.njba.org

Best Logo Design for a Rental Community
Signature Place
Roseland Residential Trust

Best Logo Design for a Detached Community
Venue at Woodlands
Lennar
Design By: Design 446

Best Brochure for an Attached Community
Townhomes at Mariner's Pointe
Atkins Companies
Design By: WhiteHot

Best Brochure for a Mid-Rise/High Rise Community
Madison Place
Mark Built Homes
Design By: WhiteHot

Best Brochure for a Detached Community
Reserve at Franklin Lakes
Signature Collection
Toll Brothers
Design By: Toll Brothers Marketing

Best Brochure for a Rental Community
Signature Place
Roseland Residential Trust

Best Brochure Using a Corporate Jacket
Venue at Woodlands
Lennar
Design By: Design 446

Best E-Brochure for a Community
South Beach at Long Branch
FEM South Beach Urban Renewal, LLC.
Design By: Pace

Best Ad One-half Page and Under
Madison Place
Mark Built Homes
Design By: Coldwell Banker New Homes

Best Ad Over One-half page
Signature Place
Roseland Residential Trust

Best Banner Ad
Woodmont Cove at South Amboy
Woodmont Properties

Best E-blast
The Residences at Columbia Park
K. Hovnanian Homes

Best Use of Social Media
RiverHouse 11 at Port Imperial
Roseland Residential Trust

Best App or Online Interactive Tool
Reserve at North Caldwell
Pulte Homes



Atlantic Builders Convention: April 2 - 4, 2019
Harrah's Waterfront Conference Center, Atlantic City, NJ * www.abconvention.com
Hosted by:
New Jersey Builders Association
One Washington Boulevard * Suite 5 * Robbinsville, NJ 08691
Tel: 609-587-5577 * www.njba.org

Best On-line Video/YouTube

Woodmont Metro at Metuchen Station
Woodmont Properties

Best Billboard Print or Digital

Signature Place
Roseland Residential Trust

Best Direct Mail Piece

Evan's Mill
Sterling Properties
Design By: New World Group

Best Special Promotion or Broker Builder Program

Lennar/New Jersey Communities
Lennar
Design By: Design 446

Best Website

Madison Place
Mark Built Homes
Design By: WhiteHot

Best Website for a Rental Community

Soho Lofts
Manhattan Building Company
Design By: New World Group

Best Sales Office 800 Square Feet or Less

Reserve at Franklin Lakes - Signature
Collection
Toll Brothers

Best Sales Office Over 800 Square Feet

The Lofts Pier Village
Extell Development

Best Sales Office for a Rental Community

Soho Lofts
Manhattan Building Company

Best Interior Merchandising for an Attached Community

Townhomes at Mariner's Pointe
Atkins Companies

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

South Beach at Long Branch
FEM South Beach Urban Renewal, LLC.

Best Interior Merchandising for a Detached Community

Reserve at Franklin Lakes
Signature Collection
Toll Brothers

Best Interior Merchandising for a Common Space

RiverHouse 11 at Port Imperial
Roseland Residential Trust
Design By: Lisa DeLove

Best Interior Merchandising for a Clubhouse

Signature Place
Roseland Residential Trust
Design By: Theresa Ogando



Atlantic Builders Convention: April 2 - 4, 2019
Harrah's Waterfront Conference Center, Atlantic City, NJ * www.abconvention.com

Hosted by:

New Jersey Builders Association
One Washington Boulevard * Suite 5 * Robbinsville, NJ 08691
Tel: 609-587-5577 * www.njba.org

Best Interior Merchandising for a Rental Community

RiverHouse 11 at Port Imperial
Roseland Residential Trust
Design By: Lisa DeLove

Best Interior Merchandising for an Amenity Space in a Rental Community

Camelot at LaMer
Kaplan Companies
Design By: FTA Design Studio

Best Landscaping Design for an Attached Community

Reserve at Franklin Lakes - Carriages Collection
Toll Brothers
Design By: Toll Landscape

Best Landscaping Design for a Detached Community

Reserve at Franklin Lakes
Signature Collection
Toll Brothers
Design By: Toll Landscape

Best Outdoor Living Space for an Attached Community

Nine on the Hudson
K. Hovnanian Homes

Best Outdoor Living Space for a Detached Community

Crown Homes

Best Signage Program for an Attached Community

Evan's Mill
Sterling Properties
Design By: New World Group

Best Signage Program for a Detached Community

Glen Eyre
Chiusano Builders
Design By: Michelle Griffin

Best Marketing Strategy for an Attached Community

Heritage at Pennington
American Properties Realty, Inc.

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

The Lofts Pier Village
Extell Development Company

Best Marketing Strategy for a Detached Community

Reserve at North Caldwell
Pulte Homes



Atlantic Builders Convention: April 2 - 4, 2019
Harrah's Waterfront Conference Center, Atlantic City, NJ * www.abconvention.com

Hosted by:

New Jersey Builders Association
One Washington Boulevard * Suite 5 * Robbinsville, NJ 08691
Tel: 609-587-5577 * www.njba.org

Best Marketing Strategy for a Rental Community

Soho Lofts
Manhattan Building Company

Best Attached Home Under \$450,000

The Hills
Lennar

Best Attached Home Over \$450,000

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

Best Mid-Rise/High-Rise Community

South Beach at Long Branch
FEM South Beach Urban Renewal, LLC.

Best Single Family Detached Home Under \$450,000

Sea Breeze at Lacey
Toll Brothers

Best Single Family Detached Home Over \$450,000

Reserve at Franklin Lakes
Signature Collection
Toll Brothers

Best Custom Home Under \$1,000,000

An extension of Legend Hollow Freehold
Roger Mumford Homes
Design By: Thomas J. Brennan Architects

Best Custom Home Over \$1,000,000

Crown Homes

Best Home in a Rental Community with 200 Apartments or Less

Signature Place
Roseland Residential Trust

Best Home in a Rental Community with Over 200 Apartments

RiverHouse 11 at Port Imperial
Roseland Residential Trust
Design By: Lisa DeLove

Best Commercial Property

Millennium Custom Homes, LLC

Best Green Project

Madison Place
Mark Built Homes

Best ReBuild of a Single Family Home

Bossart Builders
Design By: Fox Architectural Design

Best Kitchen Remodeling/Renovation Project

Baxter Construction

Best Bath Remodeling/Renovation Project

Creative Design Construction, Inc.
Design By: Glen Lumia & Peter Sotiropoulos



Atlantic Builders Convention: April 2 - 4, 2019
Harrah's Waterfront Conference Center, Atlantic City, NJ * www.abconvention.com

Hosted by:

New Jersey Builders Association
One Washington Boulevard * Suite 5 * Robbinsville, NJ 08691
Tel: 609-587-5577 * www.njba.org

**Best Specialty Room
Remodeling/Renovation Project**
Creative Design Construction, Inc.
Design By: Glen Lumia & Sarah Roy

Best New Mixed Use Project
Woodmont Metro at Metuchen Station
Woodmont Properties
Design By: Minno & Wasko &
SESI Consulting Engineers

Rookie of the Year - For Sale Housing
Ye Zhang
The Marketing Directors

**Salesperson of the Year - For Sales
Housing**
Sharon Bloodgood
Coldwell Banker New Homes

**Sales Team of the Year - For Sale
Housing**
Edwin Blanco, Christine Protomastro,
Helena Liu, Ye Zhang, Monica Trujillo &
Anisa Hysenagolli
The Marketing Directors

**Sales Manager of the Year - For Sale
Housing**
Debra Glatz
Lennar

**Marketing Director of the Year - For Sale
Housing**
Jen Agadzhanov
Lennar

**Project Superintendent of the Year - For
Sale or Rental Communities**
Charles Schafer
Toll Brothers

Rookie of the Year - Rental Communities
Francesca Azzara
CB New Homes

Leasing Consultant of the Year
Andy Tungka
The Marketing Directors

Leasing Team of the Year
Kristen Boyer, Alexandra Escobar, Fabiola
Al-Ibrahim & Priya Ramnanan
Roseland Residential Trust

Leasing Manager of the Year
Kimberly Hults
The Marketing Directors

Leasing Marketing Director of the Year
Chris Camy
Woodmont Properties



Atlantic Builders Convention: April 2 - 4, 2019
Harrah's Waterfront Conference Center, Atlantic City, NJ * www.abconvention.com

Hosted by:

New Jersey Builders Association
One Washington Boulevard * Suite 5 * Robbinsville, NJ 08691
Tel: 609-587-5577 * www.njba.org

**Associate Member Sales Person
of the Year**

Michael Connolly
Penn Jersey Signs

**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 Designer or
Design Team**

Daniel Bauman & Michelle Griffin
Penn Jersey Signs

Best Logo for an Associate Member

Defined Spaces Commercial
Design By: Rita Alexandra Ruggieri

Best Logo for an Associate Member

NB Advisors, LLC

Best Brochure for an Associate Member

Gloria Nilson & Co Real Estate

**Best E-Brochure for an Associate
Member**

MidAtlantic Engineering Partners
Design By: Robin Messenlehner

**Best Ad One-half page and Under for an
Associate Member**

NB Advisors, LLC

**Best Ad Over One-half page for an
Associate Member**

FWH Associates, P.A.
Design By: Design 446

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

Design 446

**Best Special Promotion for an Associate
Member**

Design 446

**Best Use of Social Media for an Associate
Member**

MidAtlantic Engineering Partners, LLC
Design By: Robin Messenlehner

**Best Digital Display for an Associate
Member**

Design 446

Best Website for an Associate Member

Defined Spaces Commercial
Design By: Rita Alexandra Ruggieri

**Best Marketing Strategy for an Associate
Member**

Coldwell Banker New Homes



Atlantic Builders Convention: April 2 - 4, 2019
Harrah's Waterfront Conference Center, Atlantic City, NJ * www.abconvention.com
Hosted by:
New Jersey Builders Association
One Washington Boulevard * Suite 5 * Robbinsville, NJ 08691
Tel: 609-587-5577 * www.njba.org

###

About the Atlantic Builders Convention (ABC)

Now in its 70th 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.

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.