

CATEGORY DESCRIPTION

Prestige Awards

44. Project of the Year - Low-Rise (LowRise)

This Prestige category Project of the Year award is bestowed upon the builder whose low-rise project combines the best overall architectural design, advertising, promotion and on-site sales presentation. Cumulative scores are derived from entries in the categories described below.

In the event of a mixed-use project, you must focus all qualifying categories on the low-rise components of the project. Community amenities are accepted.

To be eligible for Project of the Year, the project must be entered into one of the categories in each of the following three groupings. See example highlighted below:

Architectural Design; or Room Design

1. Production Built Home (One Storey)
2. Production Built Home (Two Storeys up to 2500 SF)
3. **Production Built Home (Two Storeys 2501 SF and over)**
4. Attached Multi-Unit Home
5. Stacked Townhome Unit
18. New Home Kitchen (New Low-Rise Home up to 2500 SF)
19. New Home Kitchen (New Low-Rise Home 2501 SF and over)
21. New Home Bathroom

Image and Advertising

22. Low-Rise Project Video (1-3 Storeys)
24. **Social Media**
25. Website (Corporate or Project Specific)
26. Low Rise Ad Campaign (1-3 Storeys)
28. Low Rise Project Logo Branding (1-3 Storeys)

On-Site Sales Presentation

30. New Home Sales Office (Up to 1500 SF)
31. New Home Sales Office (1501 SF and over)
32. **Design / Decor Centre**
33. Model Home / Suite (Up to 2500 SF)
34. Model Home / Suite (2501 SF and Over)
35. Low-Rise Project Sales Brochure (1-3 Storeys)

Judging Criteria

- Written Content

Requirements – To Enter

OHBA AoD

- Percentage of project sold
- Written Content - Guided Questions (250 max words per question)
 - How does your project go above and beyond the standard low-rise, in terms of overall architectural design, advertising, promotion and on-site sales presentation?
 - Why is your project the best low-rise in Ontario?

Requirements to Upload

- Project Logo