



For Immediate Release:

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**Home Builders Association of Dayton
Sales & Marketing Council Presents
2006-2007 Pyramid Awards**

Contact Walt Hibner, Executive Director 937-298-2900 or whibner@hbadayton.com

The Sales & Marketing Council of the Home Builders Association of Dayton presented the 2006 –2007 Pyramid Awards at its dinner on March 19. The prestigious Pyramid Awards have a long history with the Association. They were designed to recognize excellence in sales and marketing. The awards given are to those who have made significant and creative contributions in the residential construction industry through outstanding sales and marketing achievements. Bob Springer the Chair of the Sales & Marketing Council and Walt Hibner, Executive Director presented the awards to the winning individuals and organizations.

HBA of Dayton, President Jenny Diorio commented, “The HBA Sales & Marketing Council feels that it is very important to recognize the leaders when it comes to selling and marketing homes in the Dayton region. As we all know, during challenging times such as we are facing currently, we will all survive by sales and marketing is the most important first step of the sales process.” So with that let’s recognize the award winners.

Sales & Marketing Council Chair Bob Springer added, “I would like to thank all those that took the valuable time and painstaking effort to submit for the awards this year. To compile an award submission is not always a top priority but the rewards make the effort very worthwhile.”

The two most prestigious awards are the Rookie of the Year Sales Award and the Master Marketing Award. Andrea Basford of Charles Simms Development Corporation won the first year award. The highest award for sales and marketing – the Master Marketing Award was won by Charles Simms Development Corporation. “Receiving this award is a tribute to the outstanding marketing team that works so hard to present Charles Simms Development Corporation in the best possible way to our great homebuyers.” Charlie Simms, President of Charles Simms Development Corporation said after accepting the award.

The judging for the awards were done by real estate marketing professionals, many, award winners themselves.

The Award winners included:

Associates Platinum Awards

Richard Winters II – Countrywide Home Loans

Veronica Grabill – GW Land Title

On-Site New Home Sales

Andrea Basford – Charles Simms Development Corporation

Joy Aiken – Beazer Homes

Judy Simmons – Inverness Group

Paul Ring – Inverness Group

Bob Wind – Inverness Group
Judy Smith – Drees Homes
Robin Madison – Beazer Homes

Best Corporate Brochure – Builder
Charles Simms Development Corporation

Best Corporate Brochure – Developer
Dominus Development

Best Handout – Builder
Charles Simms Development Corporation

Best Print Ad - Builder
Drees Homes

Best Print Ad – Developer
Dominus Development

Best Website
Charles Simms Development Corporation

Best Newsletter – Builder
Charles Simms Development Corporation

Best Direct Mail – Builder
Charles Simms Development Corporation

Best Project Signage
Dominus Development

Best Sales Office/Information Center
Charles Simms Development Corporation

Best Interior Merchandising for a Model Home
Drees Homes

Best Community Logo
Dominus Development

Best Corporate Logo – Builder
Inverness Homes

Rookie of the Year Sales Award
Andrea Basford – Charles Simms Development Corporation

Master Marketing Award
Charles Simms Development Corporation

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The Home Builders Association of Dayton's vision is to promote the highest standards of construction benefiting members, homeowners and communities. Founded in 1942, the Association is comprised of nearly 600 Builder and Associate members of the home building industry representing 25,000 employees throughout the Montgomery County, Greene County, Darke County, Preble County and the northern portion of Warren County areas.