



**2003 MAX Award Winners (bold)
and Silver Award Winners**

**GRAND MAX AWARD –
VOLUME BUILDER**
David Weekley Homes

**GRAND MAX AWARD –
CUSTOM BUILDER**
Sereno Homes, Inc.

BEST PRODUCT DESIGN – ONE
OF A KIND
Brian A. Bailey Homes, Inc.

BEST NEWSPAPER COLOR AD
– BUILDER
Wilshire Homes
Ryland Homes

BEST NEWSPAPER COLOR AD
– DEVELOPER
Newland Communities
Taylor Woodrow

BEST NEWSPAPER BLACK &
WHITE AD – BUILDER
Wisshire Homes
Drees Custom Homes

BEST NEWSPAPER BLACK &
WHITE AD – DEVELOPER
Sabine Investment Company
Monterey Homes

BEST COLOR MAGAZINE AD –
BUILDER
Sereno Homes, Inc.
Drees Custom Homes

BEST COLOR MAGAZINE AD –
DEVELOPER
Terrabrook
Newland Communities

BEST BLACK & WHITE
MAGAZINE AD – BUILDER
Fedrick, Harris Estate Homes
Hammonds Homes

BEST BLACK & WHITE
MAGAZINE AD – DEVELOPER
Lake Forest
Monterey Homes

BEST SALES BROCHURE -
BUILDER
David Weekley Homes
Newmark Homes

BEST SALES BROCHURE -
DEVELOPER
Developers of Avery Ranch
Newland Communities

BEST SALES BROCHURE -
ASSOCIATE
Chase Carpet & Tile
Danze & Davis Architects
BEST DIRECT MAIL –
BUILDER
Hammonds Homes
David Weekley Homes

BEST DIRECT MAIL –
DEVELOPER
Newland Communities
Masonwood Development

BEST RADIO – BUILDER
Ryland Homes
Newmark Homes

BEST RADIO – DEVELOPER
Masonwood Development
Terrabrook

BEST TELEVISION –
BUILDER
Newmark Homes
Newmark Homes

BEST TELEVISION –
DEVELOPER
Developers of Avery Ranch

BEST WEBSITE – VOLUME
BUILDER
Morrison Homes
David Weekley Homes

BEST WEBSITE – CUSTOM
BUILDER
**Russell Eppright Custom
Homes**
Jauregui Architect - Builder

BEST WEBSITE –
DEVELOPER
Lake Forest
Developers of Avery Ranch

BEST WEBSITE –
ASSOCIATE
Danze & Davis Architects Inc.

BEST BILLBOARD –
BUILDER
David Weekley Homes
Newmark Homes

BEST BILLBOARD –
DEVELOPER
Terrabrook
Developers of Avery Ranch

BEST SALES OFFICE –
BUILDER
David Weekley Homes
Wilshire Homes

BEST SALES OFFICE –
DEVELOPER
Sabine Investment Company
Newland Communities

BEST DESIGN CENTER –
BUILDER
David Weekley Homes
Ryland Homes

BEST SHOWROOM –
ASSOCIATE
Chase Carpet & Tile, Inc
Tileworks of Texas

BEST PRODUCT DESIGN –
VOLUME LESS THAN \$80,000
Main Street Homes
Austin Habitat for Humanity
BEST PRODUCT DESIGN –
VOLUME \$80,001 - \$100,000
Main Street Homes
Main Street Homes

BEST PRODUCT DESIGN –
VOLUME \$100,001 - \$120,000
Choice Homes
Main Street Homes

BEST PRODUCT DESIGN –
VOLUME \$120,001 - \$135,000
Main Street Homes
Lennar Homes

BEST PRODUCT DESIGN –
VOLUME \$135,001 - \$160,000
**Innovative Building Solutions,
Inc.**
Ryland Homes

BEST PRODUCT DESIGN –
VOLUME \$160,001 - \$190,000
**Innovative Building Solutions,
Inc.**
Ryland Homes

BEST PRODUCT DESIGN –
VOLUME \$190,001 - \$225,000
**Innovative Building Solutions,
Inc.**
Wilshire Homes

BEST PRODUCT DESIGN –
VOLUME \$225,001 – \$275,000
Wilshire Homes
David Weekley Homes

BEST PRODUCT DESIGN –
VOLUME \$275,001 - \$325,000
Drees Custom Homes
Wilshire Homes

BEST PRODUCT DESIGN -
VOLUME \$325-001 - \$375,000
David Weekley Homes
Morrison Homes

BEST PRODUCT DESIGN -
VOLUME \$375,001 - \$450,000
Wilshire Homes
Hammonds Homes

BEST PRODUCT DESIGN -
VOLUME \$450,001 - \$550,000
Fedrick, Harris Estate Homes
Monterey Homes

BEST PRODUCT DESIGN -
VOLUME \$750,001 -
\$1,000,000+
Toll Brothers, Inc



**2003 MAX Award Winners (bold)
and Silver Award Winners**

MAX & Silver Awards (cont'd)

BEST PRODUCT DESIGN -
CUSTOM \$250,001 – \$350,000
Joseph Fowler Homes, Ltd
Joseph Fowler Homes, Ltd

BEST PRODUCT DESIGN -
CUSTOM \$350,001 – \$500,000
Jimmy Jacobs Custom Homes
Lamar Homes, Inc.

BEST PRODUCT DESIGN -
CUSTOM \$500,001 – \$750,000
Sereno Homes, Inc.
Vintage Builders

BEST PRODUCT DESIGN -
CUSTOM \$750,001 - \$1,000,000
George Custom Homes
Brian A. Bailey Homes, Inc.

BEST PRODUCT DESIGN -
CUSTOM \$1,000,001 –
\$2,500,000
Richmond Industries, Inc
Sereno Homes, Inc.

BEST PRODUCT DESIGN -
CUSTOM \$2,500,001 – \$4,000,000
Jauregui Architect - Builder
Sereno Homes, Inc.
Keith Brown Custom Homes
Michael Deane Homes, Inc.

BEST INTERIOR
MERCHANDISING \$135,001 –
\$160,000
Hammonds Homes
Ryland Homes

BEST INTERIOR
MERCHANDISING \$160,001 –
\$190,000
Hammonds Homes
Hammonds Homes

BEST INTERIOR
MERCHANDISING \$190,001 –
\$225,000
Legacy Homes
Hammonds Homes

BEST INTERIOR
MERCHANDISING \$225,001 –
\$275,000
Hammonds Homes
David Weekley Homes

BEST INTERIOR
MERCHANDISING \$275,001 –
\$325,000
Wilshire Homes
Morrison Homes

BEST INTERIOR
MERCHANDISING \$325,001 –
\$375,000
David Weekley Homes
Drees Custom Homes

BEST INTERIOR
MERCHANDISING \$375,001 -
\$450,000
Wilshire Homes
Hammonds Homes

BEST INTERIOR
MERCHANDISING \$450,001 –
550,000
Monterey Homes
Drees Custom Homes

BEST INTERIOR
MERCHANDISING \$750,001 -
\$1,000,000
Sereno Homes, Inc.
Toll Brothers, Inc.

BEST INTERIOR
MERCHANDISING
SHOWCASE HOME OR
PARADE OF HOMES
Richmond Industries
Jauregui Architect - Builder

BEST REMODELED PROJECT
UNDER \$150,000
Sereno Homes, Inc
Stuart Home Corporation

BEST REMODELED PROJECT
OVER \$150,000
McAden Custom Homes
James D. LaRue Architecture
Design

BEST OVERALL
COMMUNITY UNDER 100
UNITS
Sereno Homes, Inc.
Newmark Homes

BEST OVERALL
COMMUNITY 101- 300 UNITS
Wilshire Homes
Jimmy Jacobs Custom Homes

BEST OVERALL
COMMUNITY OVER 300
UNITS
**Newland Communities-
Teravista**
Taylor Woodrow- Steiner Ranch

BEST POOLSCAPE
Sereno Homes, Inc.
Sereno Homes, Inc.

BEST LANDSCAPE
Sereno Homes, Inc.
Toll Brothers, Inc.

SALESPERSON OF THE YEAR –
VOLUME
**Linda Takenaka-Newmark
Homes**
Eldon Wilie-Ryland Homes

ROOKIE SALESPERSON OF
THE YEAR – VOLUME
**Mike Hellmund-Newmark
Homes**
Ali Valentine-Wilshire Homes

SALES MANAGER OF THE
YEAR – BUILDER
Ron Bell– David Weekley Homes
Wade Lindstrom– Newmark
Homes

MARKETING PROFESSIONAL
OF THE YEAR – BUILDER
**Tori Harkrider-David Weekley
Homes**

CONSTRUCTION
SUPERINTENDENT OF THE
YEAR – VOLUME
**Ashley Thomas-David Weekley
Homes**
Wade Taylor- Legacy Homes

CONSTRUCTION
SUPERINTENDENT OF THE
YEAR – CUSTOM
Ken Adney-Brian Bailey Homes
John Hardcastle-Sereno Homes,
Inc.

TITLE INDUSTRY
PROFESSIONAL OF THE YEAR
Josie San Miguel-Stewart Title
Dawn Schweter-North American
Title

MORTGAGE INDUSTRY
PROFESSIONAL OF THE YEAR
Michele Bell-Technical Mortgage
Darryl Crawford-AMC Mortgage