

In a Wild Night of Excellence, the BIA's MAME Awards Celebrate the Best in Sales and Marketing

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More than 400 people from the region's homebuilding industry turned out recently to celebrate the best new home marketing, design and sales achievements in the Greater Sacramento Region at the 47th annual Major Achievements in Marketing Excellence (MAME) Awards at the Hyatt Regency in downtown Sacramento.

MAME is an evening that represents the very best of the building industry as the innovation and perseverance of our members are honored. This year's theme was "Welcome to the Jungle," and the banquet room was lit and decorated to reflect the tropics. But more importantly, we recognized the industry's most outstanding builders, trades, and associate professionals who worked hard every day to deliver the best new homes anywhere.

More than 50 awards were presented during the MAME gala, including these primary winners:

- Best Amenity: Toll Brothers, Regency at Folsom Ranch.

Architect: BSB in collaboration with Toll Brothers. Interior Design: CDC Design.

- Best Design Studio: Tri Pointe Homes.
- Best Architecture, 2,000 to 2,500 square feet: Cresleigh Homes, Magnolia Station, Rancho Cordova. Design: Jeffrey DeMure + Associates Architects Planners.
- Community of the Year: Tri Pointe Homes, Canterly at Folsom Ranch. Design: KTG Architecture and Ami Samuels Interiors.

- Master Planned Community of the Year: Lennar, Northlake.

- Multi-Family Community (Rental): Anthem Properties, Envoy, Sacramento.

- Sales Team of the Year: Lorenzo Verna and Megan Secrest with Taylor Morrison.

- Best Outdoor Living Space: Landmark Builders, Rocklin Outdoor Living. Design: Red Leaf Developments.

- Best Media Promotion, Print Ad, and Sign Program: Lennar, Northlake in Natomas.

Congratulations to all the winners.

I'd encourage anyone interested in buying a new home to review the builders' websites and find



Submitted

Cresleigh Homes won the award for best architectural design for an attached home of between 2,001 and 2,500 square feet for this model in its Magnolia Station community in Rancho Cordova.



Submitted

This year's MAME awards ceremony was bathed in green to reflect the theme of Welcome to the Jungle. Photo by Tia Gemmel, Riverview Media.



Submitted

The Envoy by Anthem Properties in downtown Sacramento was honored as the best multifamily community.

models that particularly fit your needs. Be sure to let your Realtor know you want to look at new homes

as well.

The selection has never been better. Here in the Sacramento region, there

are over 180 active new-home communities featuring models in a wide variety of styles, sizes and loca-

tions. Homes are available from Galt to Yuba City and

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from Winters to Grass Valley and are designed for growing families, active adults and everything in between. Remember, buying a new home allows you to make it your new home, with a wide array of countertops, appliances, flooring, and other options to choose from.

Don't forget the peace of

mind that comes with having a fixed-rate 15- or 30-year mortgage. Your payments will remain constant over the life of the mortgage, so you don't have to worry about rents continuing to climb. That's something to keep in mind since inflation today is the highest it's been in 40 years. Talk to your Realtor

about considering new homes because there are so many opportunities to be gained with a new home construction purchase. Your Realtor should also be versed on the builder communities and establishing relations with new home sales agent. So spend some time online, talk to builders directly with your Realtor, and take a look at the region's great selection of new homes. You'll be glad you did.