

Region's best new home projects and professionals honored

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The movies have the Oscars, television has the Emmys and Broadway has the Tonys. And the Sacramento-area homebuilding industry has MAME. For the 48th consecutive year, leading homebuilding professionals got together to recognize the region's best new home projects and honor architects, sales professionals, designers, mortgage and escrow executives — everyone who makes building and selling new homes possible.

Among the major winners this year:

- Home of the Year: The Volcan, Preserve at Folsom Ranch, Toll Brothers
- Detached Community of the Year: Oakhaven (Rescue), Blue Mountain Communities
- Active Adult Community of the Year: Esplanade at Turkey Creek (Lincoln), Taylor Morrison

For years, MAME primarily recognized achievements in marketing — the acronym stands for Major Achievements in Marketing Excellence. But now it's been expanded, so awards are given for excellence in marketing, product, and people. Today, MAME recognizes all the people in the homebuilding industry who make things happen. This year, more than 400 people attended the MAME gala at the Sheraton Grand in downtown Sacramento on September 21. Organized by the BIA's Sales and Marketing Council, this year's compe-

tion featured over 250 entries.

More than 65 awards were presented, and almost 100 sales agents whose sales totaled at least \$8 million were recognized. Winning the Golden Sales Achievement Award was Peter Pham with Lennar, whose sales totaled an incredible \$161.8 million. Toll Brothers won Sales Team of the Year for agents Joe Armstrong, Monica Benyo, Sal Jauregui, Dana Mattson, Lorena Rucker, Meghan Hill, Jvonte Carbin and Sarah Waits who work at the company's Regency community in Folsom.

Other awardees included BSB Design for The Azul at the Preserve at Folsom Ranch (Toll Brothers); Tri Pointe Homes for Best Interior Design of a Detached Home Priced Under \$650,000 for Plan 2, Monument at Independence (Lincoln); and Woodley Architectural Group and CDC Designs for Best Kitchen Design for Residence 2 at Magnolia (Tim Lewis Communities, Granite Bay). Sally Galli Creative Consulting won Best Overall Advertising Campaign for Blue Mountain's Oakhaven community.

Major sponsors for the event included Solara Home Energy, Tim Lewis Communities, Taylor Morrison, PresGroup, BSB Design, Meritage Homes, CDC Designs, Sign Technology, Woodside Homes, and New Homes Media.

Murphy is President & CEO of the North State Building Industry Association, which represents builders, developers, subcontractors, suppliers and related professionals dedicated to providing new housing opportunities in the Greater Sacramento region.



Submitted

Winner of the Home of the Year award at the 48th annual MAME gala was Toll Brothers' Volcan model at the Preserve at Folsom Ranch.