

2009 NARI CotY Awards Program

Contractors across the nation are invited to compete for the prestigious 2009 NARI CotY Awards in recognition of their achievements during the prior 17 months. Companies – from one-person shops to the largest remodeling firms – report that winning this award is a major factor in enhancing their image within the industry and with prospective customers, and is a major morale booster for their employees.

Are You New to CotY?

With a membership consisting of the remodeling industry's finest, it's no wonder that each year NARI has many *first-time* entrants who go home with Regional and National Awards. If you are considering participating in the CotY program for the first time, or even if you are a seasoned participant, take a look at these easy steps in the process.

- ❑ **Start taking pictures.** “Before & after” photos are required for each entry. Make it a point to take “before” photos at the start of every project. Take your “after” photos from the same angle, if possible, to show the judges the same perspective. Take lots of good quality pictures of your work, and take both horizontal and vertical “after” photos. If your project is published, it stands a better chance at being featured on a magazine cover if the editors have vertical shots from which to choose.
- ❑ **Review the program.** All the details are included in this packet and on NARI's website at www.nari.org/awards.
- ❑ **Order your entry binder by 11am CT November 26, 2008.** You can mail or fax in your order form and we will send it the same business day if the order is received by 11am CT.
- ❑ **Plan your entry.** A winner's entry is always well thought out. Arrange your photos, drawings, project descriptions, etc., in a way that's easy to follow from the beginning to the end of the project.
- ❑ **Follow the rules.** Choose your category carefully, fill out the forms completely, and submit your entry to arrive by the deadline, December 1, 2008. Late entries will not be judged.
- ❑ **Plan your trip.** The Evening of Excellence, the celebration of our award winners in the spring of 2009, is attended by all Regional Winners, and is where the National CotY Winners are announced. You won't want to miss this spectacular Gala!

Value-Added Benefits

Remodel Magazine - NARI has forged an alliance with Meredith Corporation, the publisher of *Better Homes & Gardens* and of *Remodel*, a special interest bimonthly publication with circulation approaching a half million consumers nationally. *Remodel*, the official consumer magazine of NARI, will feature a CotY entry (not necessarily a winner) in every edition of *Remodel* magazine. These features will contain photos of the project with credits of the member name (including certifications if appropriate), member company location, and all company contact information. All CotY entries will receive consideration for selection. We are delighted that this alliance can provide NARI Members and selected CotY entries with this level of national exposure and visibility.

NARI Promotions - NARI sends press releases announcing both regional and national winners to more than 10,000 publications nationwide, many that request imagery from the award-winning projects. In 2008, NARI created the **CotY Showcase**, a stand-alone, full-color publication of all winners. This magazine is distributed via mail to all members, with a digital version accessible to all website visitors throughout the year. Photos of all winning projects are shown, and detailed descriptions of National CotY winning projects are featured. Be sure to provide well thought-out narrative of your project in your entry so our editing staff will have information to include in this section.

CotY 2009 Rules & Guidelines

- 1) Only NARI contractor members are eligible for individual entries. All entrants' membership records will be checked to verify their classification as a contractor member in good standing. The entry fee for an individual entry is \$160 (this includes the cost of returning your binder after judging). Fees are nonrefundable, non-transferable, and cannot be carried over to subsequent years.
- 2) Team entries are permitted in each project category. All team members must be NARI members. One member of each team must be classified as a contractor member at NARI National and be designated in the entry as the team leader. An example of a team would be a general contractor company as the leader, and a designer, architect, or tile company, etc., as team member. The cost for each contractor leader is \$160 per entry. The cost for each additional team member is \$70 per entry. A trophy will be given to each team member if project is selected as a winner.
- 3) Projects must have been completed between July 1, 2007 and November 30, 2008. Only entries that have never been submitted in prior NARI National CotY contests are eligible.
- 4) All projects entered in CotY categories must be an improvement or addition to an existing structure. Entries for new structures will not be accepted ***except where specifically noted***.
- 5) All Binder request forms must be received at NARI National by 11am CT **November 26, 2008**. This date is earlier than past years due to the Thanksgiving holiday schedule. Completed entries must be received at NARI National by 5pm CT **December 1, 2008**. All CotY entries must arrive within the official *2009 National CotY* binder provided. Please do not substitute your own cover or cover photo on the front or back of the binder. It is important that all entries look the same from the outside. Binder request forms may be faxed to 847-298-9225 or mailed to NARI CotY Awards Program, 780 Lee Street Suite 200, Des Plaines, IL 60016.
- 6) A contractor member company may enter multiple projects in multiple categories and may enter more than one project in the same category, but the same project may only be entered in one category. If you have a large, multi-area project, and would like to enter just a portion of it, it's fine to break it down. For example, if your project included the remodel of a kitchen, family room, and two baths, you can enter a kitchen category, an interior category, and two bathroom categories. Keep in mind you will have to break out costs for each project on each entry form. If you enter your project in this way you will not be able to enter any of the same remodeled areas again.
- 7) Sixteen plastic sleeves are included with the official CotY binder. The first sleeve is for entry materials only and will be removed upon arrival at NARI headquarters. ***These are required forms and must be included with your entry. Entries not including these items may be disqualified without prior notification.*** These items will not be returned to you, so be sure to make copies for yourself (we need the originals) before sending these in. ***This first sleeve must include:***
 - a) **Entry Form** – including **Proof of Time/Homeowner's Affidavit (same form for individual or team entry)** This document must be completely filled out for all entries. Contractors complete and the homeowner must sign this form. **Project Total Cost** must include fair-market value for homeowner provided sweat-equity or in-kind services or the services of a subcontractor that the homeowner might have hired, i.e. purchase of materials, demolition, painting, appliances, etc. and/or other subcontracted work for the category entered. If a member submits a project that is his own property, the fair-market value of the project should be shown. Once this form is complete and the homeowner has signed, the contractor must also sign and the contractor's signature must be notarized.
 - b) **Photographer's Release** – The owner of the photographs (professional photographer, contractor, homeowner, etc.) must complete and sign this form. Use more than one release if necessary. If the photographer's release is altered in any way, you may lose the opportunity to have your winning project photos displayed on the Wall of Fame at the Spring Board Meeting, the Evening of Excellence, and on the NARI web site. Also, you may lose the chance to have your project photos published in various trade and consumer publications. If photographer's restrictions prevent us from using winning photos to display our winners to our membership the entry will not be

judged. If your photographer charges a fee for release service, it is your responsibility to pay the fee. NARI National does not pay use fees or photography release fees. This form must be witnessed.

- c) **Manufacturers, Suppliers, and Brands** – This information is very important. Our National CotY Winners may receive coverage in national publications because of the Association's alliance with selected media sources. In order to get coverage, we need to be able to provide these companies with information about the manufacturers/suppliers/brands you used in the project. We also want to acknowledge our National members and Evening of Excellence Sponsors at the Gala and whenever possible. We've made this form easier than ever to complete. Just check off the National member companies you used on this project.
- d) **Duplicate set of photos** – We prefer to receive these before and after photos on CD. They must be high resolution (300 dpi or better), and must be in JPG, TIFF, or EPS format. Please include the project photos that were displayed in your binder. If you do not provide the photos on CD, make sure to include your best before and after pictures in this first sleeve. This CD or these duplicate photos will not be returned.
- 8) The remaining sleeves are reserved for text and photos describing the project. The project is limited to 15 pages, front and back, or 30 pages, one-sided. The first page of the 15 must include the total project cost in the upper right corner. This total must match the total on the Homeowners Affidavit. Your name and/or company name cannot be visible on these pages. Entries that display your name anywhere visible on these pages will not be judged. It is imperative that we maintain anonymity in the judging process. Include a brief project description detailing all aspects of the job. Use these pages to lay out the groundwork for the judges. You can do this however you like; an introductory page, captions with each photo, etc., or whatever helps you describe the project most effectively and concisely. Provide background on the clients' needs and wants and how they were addressed. Explain special problems that were encountered and features/designs unique to the project. Refer to certain photos when discussing work if possible.
- 9) It is **mandatory** that your entry includes "before" and "after" photographs of the job. Include "during" photos, if available, to show difficulty or innovative use of materials. Color photos are preferred, but all photos are acceptable. If you refer to photos in your text, number them for clarity either within the caption or separately. ***Entries without "before" photos will not be judged.***
- 10) Videotapes, audiocassettes, and CD ROMs (except where noted in item 7d above) are not acceptable as part of the CotY entry.

The National Awards Committee has made every effort to make this competition fair, open, and available to all NARI contractor members in good standing. It is important that the rules of the competition are closely adhered to. The NARI National Awards Committee and Judges reserve the right to disqualify, adjust the category, or deduct points from any entry that does not follow these rules and guidelines, without prior notice.

Send your entry to:

NARI National CotY Awards Program
780 Lee Street
Des Plaines, IL 60016

2009 CotY Awards Categories

Please review these category descriptions carefully.

1. Residential Kitchen Under \$30,000

Best residential kitchen remodel with a total project cost under \$30,000. Only interior photos may be used.

2. Residential Kitchen \$30,000 to \$60,000

Best residential kitchen remodel with a total project cost of \$30,000 to \$60,000. Only interior photos may be used.

3. Residential Kitchen \$60,001 to \$100,000

Best residential kitchen remodel with a total project cost of \$60,001 to \$100,000. Only interior photos may be used.

4. Residential Kitchen Over \$100,000

Best residential kitchen remodel with a total project cost over \$100,000. Use only interior photos.

5. Residential Bath Under \$30,000

Best residential bath remodel with a total project cost under \$30,000. Only interior photos may be used.

6. Residential Bath \$30,000 to \$60,000

Best residential bath remodel with a total project cost between \$30,000 and \$60,000. Only interior photos may be used.

7. Residential Bath Over \$60,000

Best residential bath remodel with a total project cost over \$60,000. Only interior photos may be used.

8. Residential Interior Under \$100,000

Best residential interior remodel under \$100,000. Includes, but is not limited to, such projects as family or recreation room remodeling, attic or basement conversions, etc. Work must be done within the existing walls of a residential structure. This category does not include room additions. Only interior photos may be used.

9. Residential Interior \$100,000 and Over

Best residential interior remodel \$100,000 and over. Only interior photos may be used. Refer to Category 8 description.

10. Residential Interior Specialty

This category represents a special interior element of a project. It includes, but is not limited to projects such as railings and columns; brick, stone and masonry work; tiling; air conditioning and heating; fireplaces; vestibules; insulation; kitchen hoods; glass block; wall finishes such as plaster; flooring; best use of lighting or lighting control

systems, or home automation. Work must have been done to the interior of an existing residential structure, and only interior photos may be used. The residential interior specialty must be specified in the entry materials and in the descriptive text in order to qualify.

11. Residential Addition Under \$100,000

Best residential addition under \$100,000. Includes, but is not limited to, additions, add-a-levels, or attic build-outs, which increases livable space of the existing home. The project cannot have changed the exterior footprint or elevations of the existing residential structure in more than one location. Interior and exterior photos may be used.

12. Residential Addition \$100,000 to \$250,000

Best residential addition with a total project cost between \$100,000 and \$250,000. Refer to category 11 description.

13. Residential Addition Over \$250,000

Best residential addition over \$250,000. Refer to category 11 description.

14. Residential Exterior Under \$100,000

Best exterior project under \$100,000. Includes, but is not limited to, alterations to the exterior of a residential building such as porticos, porches, decks, glass or screen enclosures, windows, dormers, and exterior resurfacings like siding, stucco, etc. which enhances the overall appearance of the exterior. The project cannot have added heated livable space to the home. Only exterior photographs may be used.

15. Residential Exterior \$100,000 and Over

Best exterior project \$100,000 and over. Only exterior photographs may be used. Refer to category 14 description.

16. Residential Exterior Specialty

This category represents a special exterior element of a project. It includes, but is not limited to such projects as decks, columns, pagodas, trellises, arbors, fences and gates, patios and terraces, driveways, walkways, retaining walls, other masonry elements, fountains and water features, swimming pools and spas, best use of lighting control systems, or outdoor lighting. Also included may be detached structures such as garages, pool houses, studios, guesthouses, sheds, gazebos, pavilions, etc. Only exterior photos may be used. The residential exterior specialty must be specified in the

entry materials and in the descriptive text in order to qualify.

17. Entire House Under \$250,000

A project, with a cost under \$250,000, that remodeled or renovated a substantial portion of the entire residential house, inside and outside, or where multiple additions and/or style changes in footprint or elevation have been made in more than one location. The entry must include a description of the portions of the existing structure that were incorporated into the finished project. Pictures and plans submitted with the entry must highlight those portions of the home retained in the new design.

18. Entire House \$250,000 to \$500,000

Refer to category 17 description.

19. Entire House \$500,001 to \$1,000,000

Refer to category 17 description.

20. Entire House Over \$1,000,000

Refer to category 17 description.

**21. Residential Historical Renovation/
Restoration**

The renovation/restoration of the interior and/or exterior of a residential structure, or addition to a residential structure, built prior to 1935. Any and all changes are to have closely matched architectural style and building type. Any and all products used are to be of a material authentic in style to the area in which the building was originally built, paying special attention to period trim detail and period coloring. Restoration of missing historic features and added structures are to respect the essential historic character and architectural style of original building design.

22. Residential Universal Design

The residential universal design category will consider changes in residences that make them usable by people of all ages and physical capabilities. Projects can include, but are not limited to, accessible entrances, modified floor plans, barrier-free kitchens and baths, and use of "smart home" technology. Emphasis will be on using products and design to create invisible solutions

that blend with the surroundings. Clearly indicate both the problem and solution to the accessibility problem for evaluation of stated goals.

23. Commercial Interior

Remodeling performed within the existing walls of a previously occupied commercial space. Clearly define the type of client and the client's needs in the project description. Only interior photos may be used.

24. Commercial Exterior

Remodeling performed on the exterior of an existing commercial structure. Clearly define the type of client and the client's needs in the project description. Only exterior photos may be used.

25. Commercial Specialty

Includes, but is not limited to, such projects or operations as cosmetic facelift; siding, roofing, insulation; window, door; railing, columns, brick, stone, masonry work; tiling; solar panels; air conditioning, heating; gutters and leaders, etc. Work must have been done to an existing commercial structure. Clearly define the type of client and the client's needs in the project description. The commercial specialty must be included on your entry form and in the descriptive text to qualify.

26. Home Theater & Media Rooms Under \$150,000

A remodeled Home Theater or Media Room space within a house, with a cost under \$150,000, that serves as a home theater or media room that may include entertainment or game room areas. The space can be a remodel of an existing room, an addition or an attic conversion. The space must incorporate audio & video equipment and a designated viewing area. A/V equipment can be built-in or free standing. Interior views only if the space is an addition.

27. Home Theater & Media Rooms \$150,000 and Over

A remodeled Home Theater or Media Room space within a house, with a cost of \$150,000 or more. Refer to category 26 description.

The CotY Judging Process

Winners are selected by an impartial panel of judges who are experts from within the industry. The evaluation process is done without revealing company names. A National Contractor of the Year (CotY) Award Winner is an entry that demonstrates remodeling excellence. Entries are judged on functionality, problem solving, aesthetics, craftsmanship, innovation, degree of difficulty and entry presentation, and the decision of the judges is final.

All entries are judged against other submissions from the same region in the same category to select Regional Winners. All regional winning entries are then re-judged to select the National Winner in each category. On rare occasions, no winner is selected in a particular category if NARI standards are not met, and judges are not required to present Regional or National Awards in every category. They use the following guidelines to evaluate each entry and compare them to each other.

Regional Judging

A group of judges begins by individually comparing all the entries in a category within a region. They may take a preliminary review of that group of entries, and then score the entries one by one, using the judge's ballot provided. They may re-review previously scored entries from time-to-time as they go along. They do not discuss the entries during this phase of the process, and they do not see other judge's score sheets. Once a category within a region is completed, the ballots are collected and tallied. A regional score for each entry is obtained by averaging the scores for the entry. The highest average score obtained, providing the project represents at least a "better than average approach or result," determines the Regional Winner for each category. The process continues until all of the categories are judged on the Regional level.

National Judging

The judges will look at each of the Regional Winners within a category to determine a National Winner. During this phase of the process no score sheets are used, and the previous score sheets are not made available for reference. The judges discuss the projects, each of them sharing their opinions. As a group they decide on the National Winner for each category.

The following is an example of a judge's ballot. The sub-questions in each section are meant to stir the judges thought processes and may not apply for each entry. This ballot may be modified as deemed necessary.

Sample

Points should be assigned 1 to 10 - 1 being the lowest and 10 being the best and most positive score to be given. Please include comments whenever possible.

All Categories

Points 1-10

1. To what degree were the expressed needs of the client met?

Did the entry describe the client's needs and desires?
Did the contractor show that those needs were met?

2. To what degree does the project enhance the existing structures functionally?

Do the room's new floor plans function well?
Is the counter space or work area adequate to perform necessary tasks?
Is there good traffic flow?
Is safety addressed adequately?
Are the materials functional?
Is lighting addressed – both general & task?

3. To what degree does the project enhance the existing structure aesthetically?

Keep in mind the following design criteria:
Line & rhythm, continuity & repetition, texture, color & contrast,
Symmetry & balance, emphasis

4. Is there evidence of superior craftsmanship?

Moldings, woodwork, stairs, cabinetry, countertops, tile, glass,
Marble, metal, stone, masonry, other_____.

5. Were innovative uses of material and/or methods of construction used in the project?

Are innovative uses evident, or were any described and noted?

6. Did the contractor overcome difficult obstacles?

Were difficult obstacles encountered as described by the contractor and overcome in a creative way?

Total Points (max 60)

Residential Historic Renovation/Restoration Category

7. Were original uses of materials duplicated in the project?

8. Were methods of application used to improve or enhance the original style of the structure?

Additional points for this category (max 20)

Grand total all points (max 80)

Frequently Asked Questions - CotY 2009

1. When is this year's deadline?

The deadline to request your binder is November 26, 2008. This deadline is a bit earlier than usual due to the Thanksgiving holiday schedule. The deadline for the receipt of completed entries is December 1, 2008. Binders received after December 1, 2008 will not be judged.

2. Do I have to use a professional photographer to take the photos?

Professional photos are not required, but better quality photographs show the most detail and give a better impression overall. Remember, you are trying to convince a panel of judges that your entry should be selected as a National Winner, so even if you don't use a professional, use the best quality photos possible, particularly your "after" photos.

3. Do I have to include "before" photos, or will "after" photos alone be sufficient?

"Before" photos are required. It is not possible to see transformations if photographs of how the area looked prior to remodeling are not included. Get in the habit of taking "before" pictures at the beginning of every project, even if the space is just a shell. What began as an average project just might turn out to be your best work. Also, taking your "before" and "after" photos from the same angle helps the judges to see the project from the right perspective.

4. Why do you need a second set of photos? We use the second set for promotional materials, to use in the *Remodelers' Journal*, Wall of Fame, CotY Showcase, and to keep for our archives. We prefer that you send this set digitally on CD. We can accept high resolution (300 dpi or better), and must be in JPG, TIFF, or EPS format in order for us to use them. If you can't send them on CD, photos are fine. You only need to send two, your best "before and after" shots.

5. Does the Proof of Time/Homeowner Affidavit section need to be filled out for every entry? Yes, the entire entry form needs to be completely filled out for all categories. Keeping track of the costs of all projects helps us determine potential category changes in the future. The Homeowner's signature attests to cost and completion date. The contractor's signature on this form must be notarized where indicated.

6. Why do I also need to put the total project cost on the first page of the entry? Judges agreed that knowing the total project cost when reviewing the entry would assist them in the process. Being aware of project challenges while knowing budget considerations would give judges a better appreciation of the scope of the job.

7. I think including drawings will be helpful for the judges, but they won't fit into one of the sleeves. Can I make the drawings a part of the entry?

If the drawings won't fit into the sleeve, but they will fit into the back pocket of the binder, we will accept them. The judges often find them very helpful as they are looking over the project. They can't extend out of the top and sides of the binder, and they will be counted against your total page limit. If your drawings are multiple pages, we count them as one page, front and back.

8. How do I determine in which category to enter my project?

Read the category criteria very carefully and don't forget to check out the specialty categories that are very broad and cover unusual types of projects.

9. Is my fee refundable if I decide not to enter the competition after receiving the packet?

Once the binder is purchased, no refunds will be issued. Also, binders cannot be carried over to subsequent years and are not transferable.

10. Can I find out if I have won a National Award prior to the Evening of Excellence?

National CotY Award winners will only be announced at the Evening of Excellence Awards Gala. However, all Regional Winners will be announced shortly after judging.

11. When will I receive my binder back from National?

Judging will occur in January 2009. Entries not selected as Regional Winners will be returned within 3-4 weeks after judging. Entries that are selected as Regional Winners will be returned as soon as we have finished processing them.

12. How do I know you have received my entry? We have included a postcard in the binder that will be used as confirmation. Indicate the category entered and fill out your address information right on the card. When we receive your binder we will pull the card and mail it to you.

CotY 2009 Checklist

Use this checklist to be sure you've completed and included all the program requirements.

- ❑ Are you a NARI member in good standing? Have your dues been received at the National office?
- ❑ Was the project completed between July 1, 2007 and November 30, 2008?
- ❑ Are your forms filled out completely and are they included in the first sleeve in the binder?
 - Is your entry form complete, including category name and number, Chapter (if applicable), region, homeowner's signature, and all other required information? Has the contractor's signature been notarized?
 - Has the Photographer's Release been completed and included?
 - Is the Manufacturers, Suppliers, and Brands form filled out and included?
 - Have you included photos on CD or a *second set* of photos for the National office to keep?
- ❑ Have you included both "before" and "after" photos in your entry?
- ❑ Is the entry limited to 15 sleeves (2 sided)? Are your name and the company name completely hidden from view on these pages?
- ❑ Does the first page of the 15 pages of entry show the total project cost in the upper right hand corner?
- ❑ If you included large drawings in the back pocket, do they fit completely in the pocket without extending out of the binder? Is your name hidden from view on these drawings?
- ❑ If you entered one of the Entire House categories, did your entry describe the portions of the existing structure that were incorporated into the finished project? See category 17 for details.
- ❑ Will your entry arrive by the December 1, 2008 deadline?