

# PRISM awards doled out to Houston residential players

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Custom home builder Rohe & Wright Builders and volume builder MHI Partnership Ltd. are winners of multiple 2006 PRISM Awards, which recognize product, people and promotion in Houston's home building industry.

The awards for Professional Results in Sales & Marketing were presented by the Sales and Marketing Council of the Houston Association of Home Builders at the 30th annual PRISM Awards program April 21 at the Hobby Center for the Performing Arts.

Rohe & Wright won PRISMs for Custom Home of the Year in two price categories (\$500,000 to \$750,000 and \$1 million to \$2.5 million) and Custom Home Kitchen of the Year. Additionally, the builder's Cheyne Walk development was named Town Home/Multiplex of the Year.

MHI won PRISMs for Product Design of the Year in three price categories and for Interior Design of the Year in two price categories.

Additionally, MHI took home the Merchandising Grand Award. Residential developer Newland Communities won the PRISM Advertising Grand Award. The Humanitarian of the Year award was won by Royce Builders.

Crawford Renovation won PRISMs in two of the three Remodeling Design of the Year categories. LBJ Construction won in the Multi Room over \$250,000 category.

Individual honorees include marketing and sales professionals Amer Syed of Ashton Woods Homes, Hank Van Joslin of Village Builders, Paul Silverman of Stonebridge Homes, Susan Vreeland-Wendt of The Woodlands Development Co., and Ron Mattocks of NuHome.

RE/MAX's Dean Melton was named Realtor of the year, Steve Clark of Hammersmith Financial was mortgage specialist of the year, and Kelly Charpiot of Meritage Homes was named volume builder construction superintendent of the year. Colleen Ellison of **Move.com** was named SMC associate of the year.

The Woodlands and Newland Communities' Summerwood were named Communities of the Year in their respective community-size categories. Riverstone Community's sales information center and Trophy Homes' Remington Ranch model home park were also winners.

Other PRISMs in custom homes categories were won by Heavenly Homes LP, Northstone Builders, Rueby Custom Homes, Christopher Sims Custom Homes, Northstone Builders-

Knipopwood, Southampton Homes, Westport Homes Inc. Steve Fuqua Homes and Neidner Construction/Remodeling Inc.

Other winners in product design categories were Meritage Homes, David Powers Homes and Parkstone Estate Homes.

Other interior design winners were Beazer Homes, Morrison Homes, Parkstone Estate Homes and David Powers Homes.

Promotion awards were given in categories including events, marketing campaigns, sales brochures, Web sites, radio and television commercials, print advertisements, billboards and direct mail pieces and promotions.

Award winners were Meritage Homes, Friendswood Development Co., Beazer Homes, Sienna Plantation, Stonebridge Homes Ltd., The Woodlands Development Co., Trendmaker Homes, Newland Communities, Morrison Homes, Taylor Woodrow, James Hardie, Parkstone Estate Homes, Riverstone Community, Ashton Woods Homes and Land Tejas Cos. Thora Qaddumi