



## GUIDELINES & RULES

### Project Eligibility & Dates:

- Your project must have been completed between **December 1, 2023, and November 30, 2025.**
- Your project needs to be an improvement or addition to an existing structure.
- Only projects that haven't won a PRO Award are eligible. (Winning elsewhere is fine, though!)
- Only current PRO members in good standing can enter.
- The primary entrant must be a PRO member with full oversight (unless it's a specialty/design category).

### Deadlines & Costs (Heads up!):

- **Early Bird Entry:** January 1, 2026 to February 14, 2026 – \$135 per entry
- **Standard Entry:** February 15, 2026 to March 13, 2026 – \$195 per entry
- **Final Deadline to Submit: March 13, 2026 by 5PM!**
- **Team Entry Pricing:** The lead pays the entry fee @ \$135 (or \$195) *plus* \$100 for each PRO Team member.

### The Project Cost Rundown (What to include):

"Project cost" includes construction contract price, plus all extras, change orders, fair market value of all materials and products purchased, *sweat equity*, in-kind services provided, and/or any subcontract work, and designer fees. The cost of all homeowner-provided products, services, or labor should be included in this cost *including* appliances. All mark-ups and profit should be included in the cost provided. For member-owned projects, costs should include normal mark-ups as if the project was contracted to an outside client.

### Your Entry Presentation (For Judges' Eyes Only)

PRO New England will utilize the *Awards Force* platform for the PRO Awards competition. Entrants must upload their project entry slide presentation, along with all required photos and documentation, directly to the Awards Force (AF) portal. All entrants will be notified once access to the portal is available.

- Your entry must be a **PDF format** and can be up to **30 pages**.
- Save it on a cloud (like Dropbox or Google Drive) and provide us with the link in the *AwardsForce* portal. (**DO NOT include your company name or address in the name of your file.**)
- The goal is a compelling story! Use a mix of photos, drawings, architectural renderings, and descriptions.

#### **PDF Presentation - include:**

- The specific category you're entering (typically on the first slide)
- A brief Project Statement
- Before-and-after photos
- Drawings and/or renderings are optional, but highly recommended
- Descriptive text (bullets or captions are great!)

#### **Absolutely Do Not Include (Must stay Anonymous):**

- **NO** company names or logos anywhere in the PDF, in the file name, or on any image.
- **NO** personal info: Do not include the names of people - you, your team, or the client.
- **NO** project address, owner's name, or neighborhood.
- **NO** people. *People-free photos ONLY*

#### **What the Judges are Looking For:**

- How you improved the space and created great new spaces.
- The project's use and livability for the client.
- For pricier categories, high-level design and architecture matter more.
- Consider highlighting: Successes, Creativity, Innovation, Problem-Solving, Design Solutions, and Attention to Detail/Craftsmanship.

#### **Other Required Forms/Info to input on AwardsForce Portal (Judges will NOT see):**

- You must provide a **Project Summary** of **100 words or fewer** (separate from the PDF). This is for marketing/awards night announcements.
- You must submit the **Homeowner Release** and **Photographer Release** forms. Both forms are available on the PRO Awards webpage and through the awards entry portal.
- If you're submitting a TEAM project, you'll need separate fees and forms for PRO member **Team Partners**.
- Lastly, for each project submitted, we strongly encourage you to submit a list of PRO Member companies that worked on, or contributed to, each project entered. Although **OPTIONAL**, this list is very important and determines the winners for **PRO Partner of the Year** and **Most PROs Project** awards.

## Photo Tips:

- Take "before" shots from various angles at the start of the project—it's required!
- Try to take "after" shots from the same angles as the "before" photos for the best comparison.
- In-progress photos aren't required but can help show complexity.
- Photo enhancement is limited to brightness, contrast, or sharpness.
- If you enter the same project in multiple categories, you **must use different photos for marketing purposes.**
- For marketing and promotion (separate from the judges' PDF), upload your **Company Logo**, a horizontal **"After" photo** (Company name\\_AFTER photo), and a horizontal **"Before" photo** (Company name\\_BEFORE photo) to the AwardsForce portal.

**"How to Create An Award Winning Submission for the PRO Awards"**, Zoom presentation by Amy Strack, Studio A Marketing, and Julie Dalton, Platt Builders. [Watch the recording here.](#)

Visit our website [HERE](#) to find additional information about the competition and the PRO Awards Gala.

The 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.

All fees are non-refundable, non-transferable, and cannot be carried over to subsequent years.

For assistance with category selection or general questions, please contact:  
Kristin Mackin, Chair, PRO Awards Committee at [Kristin@sterrittlumber.com](mailto:Kristin@sterrittlumber.com)  
Joanne Roy, PRO New England, Director of Programs & Member Services at [joanne@pro-ne.org](mailto:joanne@pro-ne.org)

**COPY OF JUDGES' BALLOT** Questions below can be found on the portal.

**JUDGING PROCEDURES** Winners are selected by an impartial panel of judges who are experts from within the industry. The evaluation process is always done without revealing company or client names.

**Judges Scoring Criteria – All Categories:** PRO judges will consider the following questions when reviewing the entries. All judges' scores and comments will be made available to entrants upon completion of the judging and scoring periods.

Points should be assigned **1 to 10 with 10 being the highest**. A score of "0" should be given if the question is not applicable to a given category (i.e. Residential Historic/Energy Efficient categories). Please include comments.

**All Categories Points 0-10**

- 1. How well does the project address the needs and objectives of the client? \_\_\_\_\_
  - 2. To what degree does the project enhance the existing structure's functionality?  
Is the space or area adequate to perform necessary tasks?  
Is there good traffic flow?  
Is lighting addressed – both general & task- as appropriate for the category?  
Do the new floor plans function well? \_\_\_\_\_
  - 3. To what degree does the project enhance the existing structure aesthetically? \_\_\_\_\_
  - 4. Were innovative uses of materials and/or methods of construction used in the project? \_\_\_\_\_
  - 5. Were difficult obstacles described by the contractor overcome in a creative way?  
If no difficult obstacles were encountered, were creative measures used? \_\_\_\_\_
  - 6. Is superior craftsmanship evident? \_\_\_\_\_
  - 7. How well does the entry tell the story of the project? \_\_\_\_\_
- Total Points 1-7 (max 70)**

**Additional Questions FOR Residential Historic Renovation/Restoration ONLY:**

- 8. Were original uses of materials duplicated in the project? \_\_\_\_\_
  - 9. Were methods of application used to improve or enhance the original style of the structure? \_\_\_\_\_
- Total Points 1-9 FOR Residential Historic Renovation / Restoration ONLY (max 90)**

**Additional Questions FOR Best Energy Efficient Home Remodel ONLY:**

- 10. Did the project use multiple energy saving techniques? \_\_\_\_\_
  - 11. Were there certifications included with the entry? \_\_\_\_\_
  - 12. Were there comparisons with before and after completion energy calcs? \_\_\_\_\_
- Total Points 1-7 + 10-12 FOR Best Energy Efficient Home Remodel ONLY (max 100)**