

# NARI CotY™ 2021 AWARDS

EASTERN MASSACHUSETTS



## AWARDS ENTRY PACKAGE

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EM NARI members are invited to enter the 2021 EM NARI Contractor of the Year (CotY) Awards. Previous winners – from one-person shops to the largest remodeling firms – report that winning a CotY is a major factor in enhancing their image within the industry and with their clients.

### **Are You New to CotY?**

With EM NARI's membership consisting of the remodeling industry's finest, it's no wonder that each year we have many *first-time* entrants who go home with 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. Once your folder is completed it can be entered into the local program, as well as the regional and national competitions.

- **Start taking pictures now.** "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.
- **Review the program.** All the details are included in this packet and on our website at [www.emnari.org](http://www.emnari.org).
- **Plan your entry.** Arrange your photos, drawings, and project descriptions, in a way that is 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 by the deadline, Friday, February 12, 2021** at 5:00 p.m.

***Save the date. The awards ceremony will take place on:***

**Wednesday, May 5, 2021**  
at  
**Clarke Showroom, Milford, MA**

# EM NARI CotY 2021 Rules & Guidelines

- 1) INDIVIDUAL ENTRIES:** The entry fee for an **individual entry is \$85 per entry on or before October 31, 2020 and \$100 if purchased after.**
- 2) TEAM ENTRIES:** Team entries are permitted in each project category. All team members must be EM NARI members. One member from each team must be designated as the Team Leader. (An example of a team would be a general contractor company as the leader, and a designer and tile company as team members.) **The cost for each contractor team leader is \$85 per entry on or before October 31, 2020 and \$100 if purchased after. The cost for each additional team member is \$55.** Each team member will receive an award if the entry wins.
- 3)** Projects must be completed between **December 1, 2018 and November 30, 2020.** Only entries that have never been submitted in prior EM NARI CotY contests are eligible. The exception is if the 'Anniversary Category' is offered.
- 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 entries must be uploaded and received by EM NARI by 5:00 p.m., Friday, February 12, 2021. All EM NARI CotY entries must arrive in the official 2021 CotY format described in section 7 below.
- 6)** A 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, you may enter a portion in separate categories. 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, but you may not enter the entire house category as then those spaces would be entered twice. 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) UPLOAD YOUR ENTRY –** Once you have purchased your EM NARI CotY entry using PayPal, you can begin compiling your project.
  - a. If you do not already use Dropbox, follow the link online to establish an account.
  - b. Next, contact the EM NARI staff at [admin@emnari.org](mailto:admin@emnari.org) with the email account associated with your Dropbox account and a shared folder will be established.

**MORE INFORMATION ON FOLLOWING PAGE...**

# EM NARI CotY 2021 Rules & Guidelines (cont'd)

- 8) **ENTRY FORMS** – The following items should be uploaded in your shared Dropbox folder. ***These are required forms and must be included with your entry.***
- a. **Two page Entry Form-including Proof of Time/Homeowner's Affidavit** - This document must be completely filled out and uploaded for all entries. Project leaders must complete the form and obtain the homeowner's signature. **Project total cost** must include fair-market value for all homeowner provided materials, labor and subcontractors that were part of the project (i.e. cabinets, painting, appliances, etc.). 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. It does not need to 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 if necessary.
  - c. **Subcontractor, Professionals and Suppliers** – This information is very important. We compile this information and use it to attract sponsors for our awards program and other EM NARI events.
- 9) **Wall of Fame Photos and Promotional Project Description Sub-folder** - Please upload **ONLY 2 photos** (one before and one after shot – preferably from the same angle) and your Promotional Project Description. Please label the two photo files as "Before" and "After". They should be high resolution photos in .jpg, .pdf, or .png format (please convert .eps files to one of these formats). Images should be capable of being printed for the Wall of Fame, shown in the EM NARI CotY Awards slide show, and used on the EM NARI website. The Promotional Project Description must be a word document that is a VERY brief description of the project used by our emcee at the awards event to introduce the winning projects. This excerpt should not exceed 50 words and should be written in "3<sup>rd</sup> person".
- 10) **Customer Service (optional)** – If you would like to be considered for the Customer Service Award, please contact us at (508)907-6249 or by email at admin@emnari.org for more information.
- 11) The **Judges' Folder – Project Photos and Description Sub-folder** is used for documents and photos describing the project for our judges to determine category winners.
- a. **The Project Description Form must include the total project cost and match the amount on the homeowner affidavit.**
  - b. **Photos.** You may upload a maximum of 24 photos. **Your name and/or company name cannot be visible on these pages, nor can company members be visible in photos.** Entries that display your name anywhere visible on these pages will not be judged. **It is *strongly recommended* that you enclose "before" and "after" photographs of the entire job.** Include "during" photos, if available, to show difficulty or innovative use of materials. Color photos are preferred, but all photos are acceptable. No people or logos are allowed in any photos.
  - c. **Other Materials.** Feel free to include other background documents to support your project entry. This might include blueprints, drawings, or information about other planning and design elements.

**Deadline for entries is Friday, February 12, 2021.**

# 2021 EM NARI CotY Awards Categories

Please review category descriptions carefully, as categories may have changed from prior years.

- 1. Residential Kitchen Under \$50,000:** Best kitchen remodel with a total project cost under \$50,000. Interior only.
- 2. Residential Kitchen \$50,000 to \$100,000:** Best kitchen remodel with a total project cost of \$50,000 to \$100,000. Interior only.
- 3. Residential Kitchen \$100,001-150,000:** Best kitchen remodel with a total project cost of \$100,001-\$150,000.00. Interior only.
- 4. Residential Kitchen Over \$150,000:** Best kitchen remodel with a total project cost over \$150,000. Interior only.
- 5. Residential Bath under \$30,000:** Best bath remodel with a total project cost under \$30,000 Interior only.
- 6. Residential Bath \$30,000- \$60,000:** Best bath remodel with a total project cost \$30,000-\$60,000. Interior only.
- 7. Residential Bath Over \$60,000:** Best bath remodel with a total project cost over \$60,000. Interior only.
- 8. Residential Interior:** Best interior project. Includes, but is not limited to, such projects as family or recreation room, attic or basement conversions, etc. Work must be done within the existing walls of a residential structure. This category does not include room additions. Interior only.
- 9. Residential Specialty Interior:** This category represents a special interior element of a project. It includes, but is not limited to, such interior projects as railings and columns; brick, stone and masonry work; tiling; air conditioning and heating; fireplaces; vestibules; flooring; audio/visual systems; and home automation. **The residential specialty must be specified in the entry materials and in the descriptive text in order to qualify. The judging ballot is not used to judge this category- the judges decide by open dialogue.**
- 10. Residential Specialty Exterior:** This category represents a special exterior element of a project. It includes, but is not limited to, such exterior projects as decks, columns, pagodas, trellises, arbors, fences and gates, patios and terraces. Also included may be detached structures such as garages, pool houses, studios, guesthouses, sheds, gazebos, pavilions, etc. Refer to bold section of category 9 for additional information.
- 11. Residential Addition Under \$200,000:** Best addition under \$200,000. 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 \$200,000 and Over:** Best addition \$200,000 and over. Refer to Category 11 for description.
- 13. Residential Exterior:** Best exterior project. 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. Exterior only.
- 14. Entire House Under \$500,000:** A project 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.
- 15. Entire House \$500,000 and over:** Refer to category 14.
- 16. Entire House- Condo:** A project, which remodeled or renovated a substantial portion of a single residential condo or townhouse unit. Interior only.
- 17. Residential Historical Renovation/Restoration:** The renovation/restoration of the interior and/or exterior of a residential structure, or addition to a residential structure originally built at least 75 years prior to the project. All changes should closely match 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.
- 18. Commercial Project:** 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. This category contemplates all Interior/ Exterior and Specialty Commercial projects, as well as any multifamily residential projects.
- 19. Residential Basement:** Best basement conversion. Work must be done within the existing walls of a residential structure. Additions are excluded from this category. Only interior photos may be used.
- 20. Residential Landscape:** Best landscape design project. Includes, but is not limited to, landscaping, pathways, patios, etc. Work is not exclusive to existing structures. Only exterior photos may be used.

# JUDGING PROCESS

An EM NARI CotY Award Winner is an entry that demonstrates remodeling excellence. Judges need to evaluate the balance of the execution of a quality remodeling project and the skill of presenting the award entry. They use the following guidelines to evaluate each entry and compare them to each other. Judges will present a Gold Award and Silver Award in each category. The following guidelines are intended as general direction in helping the judges compare the entries:

Gold Award: Project in each category that receives the highest average score from the judges based upon the combined score of the judges' ballots. These awards go to projects that are significantly better than average.

Silver Award: Project in each category that receives the second highest average score from the judges. These awards go to projects that are better than average approach or result of the entries submitted based on criteria.

## The Judging Panel

An impartial panel of judges makes up the jury. The jury will be made up of no less than one third of the judges who are or have been contractors. The remaining members of the jury come from associated fields, such as interior designers and architects.

EM NARI staff combs through the entries assuring all necessary items have been included in each project folder. The entries are then divided into 3 groups with 4 judges assigned to each group. An in-person session is held for the judges to review the scoring process and to answer all questions. Each judge leaves the session with his assigned group of entries. All entries are scored individually by each judge using the ballots provided. They may re-review previously scored entries from time-to-time. Once a category is completed, the ballots are collected and tallied. A total score for each entry is obtained by combining the scores for the entry. The highest average score obtained determines the Gold Award winner for each category. Silver Awards are awarded to the project with the next highest average score. In the event of a tie, the judges will review the projects again and through an open dialogue, determine which project receives the Gold and Silver awards. The process continues until all of the categories are judged.

## Sample Judge's Ballot.\*

Points should be assigned 1 to 10 - 0 being the lowest and 10 being the best and most positive score to be given. A score of "0" should be given if the question is **not applicable** to a given category- this should be consistent for all judges and entrants- but it is up to the judging panel to determine applicability. Please include comments whenever possible.

### All Categories

**Points 0-10**

#### **Considering the category entered,**

1. Does the written description detail the project and the client's needs and desires and that those needs were met? \_\_\_\_\_
  
2. To what degree does the project enhance the existing structures 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 material and/or methods of construction used in the project? \_\_\_\_\_
  
5. Were difficult obstacles encountered as described by the contractor and overcome in a creative way? If no difficult obstacles were encountered, where creative measures used? \_\_\_\_\_
  
6. Is superior craftsmanship evident? (Reminder- craftsmanship is not limited to more decorative moldings and trims- contemporary/modern projects also have this element. Please consider this when judging) \_\_\_\_\_
  
7. How well does the PowerPoint presentation tell the story of the project?  
\_\_\_\_\_

**Total Points (max 70)**

### Residential Historic Renovation/Restoration Category

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?

**Additional points for this category (max 20)**

**Grand total all points (max 90)**

*Ballot questions subject to change. This sample ballot is a representation of what judges will be asked to look for in project entries.*

## Frequently Asked Questions EM NARI CotY 2021

- 1. When do the entries need to be uploaded into Dropbox?** The deadline this year is Friday, February 12, 2021 by 5pm. No entries will be accepted after this time.
- 2. Why do team members have to pay an additional entry fee?** The entry fee of \$100 for the project's contractor leader and the \$55 for each additional team member are to offset the costs of the awards if an entry wins. If a team wins, the team leader will receive the appropriate level award and each team member will also be recognized with an award.
- 3. How will team members be recognized?** All entrants will be recognized on the EM NARI CotY Awards Wall of Fame display and during the PowerPoint awards presentation. Team entries will list the team name and, if space permits, the names of all the team members. **IF A TEAM ENTRY WINS:** During the awards ceremony, the team name and each team member company will be announced and displayed. All members of the team will also be included in the post event EM NARI marketing. Marketing outside of the association will provide the team name and/or the names of all the team members as space permits.
- 4. Do we have to use a professional photographer to take the photos?** No, it is 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 winner, so even if you do not use a professional, use the best quality photos possible, particularly for your "after" photos.
- 5. Do we have to include "before" photos, or will "after" photos alone be sufficient?** Although it is not expressly required, we strongly recommend that you include "before" photos. 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. 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.
- 6. Does the Proof of Time/Homeowner Affidavit section of the entry form need to be filled out for every entry?** Yes.
- 7. Can we include drawings or other project documents for the judges? How can we make the drawings a part of the entry?** Yes. Feel free to upload drawings or other supporting project documents to the Judges' Folder – Project Photos and Description Sub-Folder.
- 8. How do I determine which category to enter my project?** Read the category criteria very carefully and remember to check out the specialty categories that are very broad and cover unusual types of projects.



## Frequently Asked Questions...continued.

9. **Is our fee refundable if we decide not to enter the competition?** Once the entry is purchased, no refunds will be issued. Also, entries cannot be carried over to subsequent years.

10. **Can we find out if we have won an award prior to the evening of the event?** EM NARI CotY Award winners will only be announced at the Evening of Excellence Awards Event.

11. **Are we required to attend the Evening of Excellence Event?** It is strongly recommended that someone is present at the awards to represent your company.

12. **Who can we call with other questions?** Please call or email EM NARI CotY Awards Committee or staff member.

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*updated 9.15.20 jtr*