

2024 PRO New England Awards Guidelines & Rules



DATES & FEES

Early Bird Pricing Period December 6, 2023 – January 6, 2024 –

\$135 per entry

Regular Pricing Period January 7, 2024 – March 1, 2024 – \$185 per entry

Deadline to Submit Entries – March 1, 2024 by 5PM

Team Partner Entry Fee \$100 – March 1, 2024 by 5PM

TIPS FOR A SUCCESSFUL ENTRY

- Make a presentation that reflects you, your company, your client, and your project's ultimate success.
- There is no single format or style, but you should make sure that you successfully tell the project story from both your perspective and from the client's, with a focus on how you fulfilled their needs and wish list.
- It is foremost that your presentation clearly summarizes the project using before and after photos, drawings and renderings that are supplemented with descriptive text, preferably bullets or captions.
- The project presentation can include a combination of the success, creativity, innovation, problem solving, design solutions, attention to detail, any obstacles or difficulties, craftsmanship and workmanship.
- All projects will be evaluated on how they improved the space, created great new spaces, and generally the project's use and livability for the client.
- High-level design & architecture may play more of a key role in the judging criteria for projects and categories with higher price points.
- See the Judging Procedures and Criteria below for additional guidance. Keep in mind when making your presentation that the judges know that not every project contains every criteria/element – just make a clear and interesting presentation that helps them understand the transformation of the project.

PRESENTATION DO's & DON'Ts

- **DO** include a project statement, before and after drawings, images, pictures, and descriptive text in bullets or captions that will help the judges understand the details of the transformation. In-progress pictures can be used but are not encouraged unless they illustrate something specific to the judges.
- **DON'T** include the company name or any individual's names in your presentation, or in the presentation file name, or otherwise identify yourself or the client in any way.
- **DO** include the final project costs on the first slide of your PDF presentation.
- **DO** submit your presentation in a PDF format and **DON'T** exceed 30 pages.
- **DO** save the PDF file on a cloud-based storage site such as Dropbox or Google Drive with an access link provided in the entry portal. **Note - This PDF presentation is the only file the judges will see.**
- **DO** use PowerPoint, Publisher, Word, InDesign, or similar program to build your entry, and then save to a PDF file.

- **DO** use a combination of photos, drawings, renderings, descriptive narratives - preferably bullets or captions to help the judges understand the project.
- **DON'T** use images and/or photos in the PDF presentation that contain any recognizable individuals, logos, or any other identifying information.

COMPLETE RULES & GUIDELINES

- Only PRO members in good standing are eligible to participate.
- The entrant needs to be the PRO member company that had complete oversight and supervisory responsibilities for the work completed. Other PRO member companies that worked on the project may be included as Team Partners (see below). Team Partners are not entrant employees.
- All projects entered must be an improvement or addition to an existing structure except where specifically noted in the category description.
- Entrants are required to provide a project summary, 100 words or less, in addition to their PDF presentation. This summary will not be seen by the judges and will be used for marketing purposes and to describe winning projects during the awards presentation. You can include any portion of this summary in your submittal presentation as long as it does not identify your company or the client.
- For this year's PRO Awards, some entry categories have been modified and simplified – including different price points. Entrants must still select the correct category for the project – read description thoroughly and follow corresponding requirements. For assistance with category selection or questions, contact the Awards Committee Chair, Kathy DeMeyer, kathy@encoreco.com.
- Project completion date range for PRO must be between **December 1, 2021 through November 30, 2023**.
- The project cost is defined as "construction" contract price, all extras, change orders and the fair market value of materials and products that were purchased, sweat equity and in-kind services provided, and/or any subcontract work. All mark-ups and profit should be included in the cost provided. The cost of all homeowner provided products, services, or labor should be included in this cost. 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.
 - **Reminder:** The cost of all homeowner provided products, services, or labor should be included in this cost.
 - **Another Important Reminder:** The project cost DOES NOT include the project design fees.
- Only entries that have never won a local PRO Remodeler of the Year or Contractor of the Year Awards are eligible (with a completion date range between October 1, 2020 and October 1, 2023); projects that have won other awards are allowed.
- Homeowner Release and Photographer Release forms must be completed and returned for each entry. These forms reveal company and client information and will not be seen by the judges. Both forms are available on the PRO Awards webpage and through the awards entry portal.
- Team Partners are PRO member companies that provided goods or services to complete the project. Team Partner members' information will be collected during the entry process on the Team Partner Entry Form which is available on the PRO Awards webpage and through the awards entry portal. There is a separate additional

- fee for each Team Partner. Team Partners will be invoiced separately.
- Non-member companies can be submitted in a separate field which will help the local chapter recruit prospective members. These companies may choose to join and participate in the program if approved for membership prior to judging, and if the primary entrant gives permission for them to be included as a Team Partner.
 - The presentation must be submitted in PDF format and can be up to 30 pages long. The file must be saved on a cloud-based storage site such as Dropbox or Google Drive with an access link provided in the entry portal. **This presentation is the only file the judges will see.** We suggest using PowerPoint, Publisher, Word, InDesign, or similar program to build your entry, and then save to a PDF file. If you don't have a PDF creator on your computer you can search for a free version, which will convert any printable file to a PDF file.
 - Be sure to include a brief project statement, before and after drawings, images, pictures, and descriptive text in bullets or captions that will help the judges understand the details of the transformation. In-progress pictures can be used but are not encouraged unless they illustrate something specific to the judges. See Judging Criteria below.
 - Don't include the company name or any individual's names in your PDF presentation, or in the presentation file name, or otherwise identify yourself or the client in any way.
 - Don't use images and/or photos in the PDF presentation that contain any recognizable individuals, logos or any other identifying information.
 - Any photo enhancement is limited to brightness, contrast, or sharpness. No items may be added or removed through photo enhancement techniques. Do not add or subtract items or change the image in a way that may increase or decrease the value of the project.
 - The same project may be entered in one category or in multiple categories with additional fees. 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 an entire house, it can be entered in an Entire House category as well as a Kitchen category, an Interior category, and a Bathroom category, etc. Keep in mind you will have to break out costs for each project on each entry form.
 - 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.

PHOTOGRAPH AND PRESENTATION TIPS

- Since your project cannot be judged in person, good quality photos, renderings, and graphics are key elements in your presentation.
- Whether or not you use a professional photographer, please keep the following in mind:
 - Take before photographs at the start of every project. If you make this a standard practice, you will be ready when the job you anticipated to be an average remodel turns out to be a PRO Remodeler of the Year Awards contender. Take these shots from many angles.
 - Take work-in-progress photos if it will help show the complexity of the process or the obstacles encountered.

- Before photos are required, in-progress photos are not.
- Always try to take the “after” shots from the same angles as the “before” photos whenever possible. This helps give the judges a good perspective of the transformation and it’s helpful if the judges can see these photos consecutively or on the same presentation slide.
- Include both vertical and horizontal photos.
- Only include photos that will enhance the project entry. Although you have 30 pages to display the project, you don’t need to use them all.
- If you use architectural drawings make sure that they are clear, relevant, and precise – and clearly labeled as to their relevance and use. Strip out unnecessary details. You may also use computer aided renderings, if available.
- Don’t use photos with people in them or that identify your company or the client. If necessary, you can edit the photo to blur out any identifying elements. ▪ Any photo enhancement is limited to brightness, contrast, or sharpness. No items may be added or removed through photo enhancement techniques. Do not add or subtract items or change the image in a way that may increase or decrease the value of the project.
- Create a subfolder entitled - Wall of Fame and include the following images for promotional and marketing purposes:
 - Company logo
 - After photo - your "WOW" shot
 - Before photo - (preferably from the same angle as your
 - "WOW" shot)
 - Best vertical photo for magazine use (optional)
- Please use the specific file naming formats for each photo upload as indicated in the entry 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.

JUDGES' BALLOT

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 Category). 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 (max 70)

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? _____

Grand total all points (max 90)

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 comparison with before and after completion energy calcs? _____

Grand total all points (max 100)

COMMENTS: _____
