

CARE AWARDS

PRESENTED BY: **KOHLER**. Signature Store
by Facets of Cherry Creek

COLORADO
CARE
AWARDS

Tips and Tricks to a Successful Entry

THECAREAWARDS.COM

KOHLER®

For a better quality of life.

H | B | A

HOME BUILDERS
ASSOCIATION
— of —
METRO DENVER®

AN AWARD SAYS TO THE CUSTOMER

*YOU ARE THE BEST
AND YOUR COMPANY IS THE BEST*

AWARDS ARE LIFES “REPORT CARD”

FOR THE DESIGN PROFESSIONAL



AWARDS = PUBLICITY

PUBLICITY = NEW CLIENTS

*Almost every remodeling client is
a first time – One Time Client*

COMPARED TO PAID ADVERTISING

*DESIGN AWARDS ARE A SCREAMING
BARGAIN!!*

EVENINGS AT CHERRY CREEK ART WALK

COLORADO HOMES & LIFESTYLES

SEPTEMBER/OCTOBER 1995

MAGAZINE

A RUSTIC AMBIANCE



\$2,482.00

Enhance your rustic decor with this beautiful collection of antique accents.

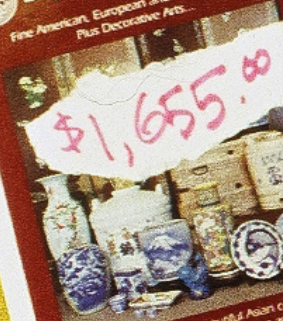
Marisol Imports

915 Pearl Street • Boulder, CO 80302 • 303/442-5142
Zapotec Rugs • Home Furnishings • Folk Art



Sage Gallery Antiques

Fine American, European and Asian Furniture
Plus Decorative Arts...



Enrich your life with a beautiful Asian ceramic from our large collection of antique accents.

3550 Aspinhoe • BOULDER • (303) 449-6799

MARISOL IMPORTS

915 Pearl Street • Boulder, CO 80302 • 303/442-5142
Zapotec Rugs • Home Furnishings • Folk Art



\$1,655.00

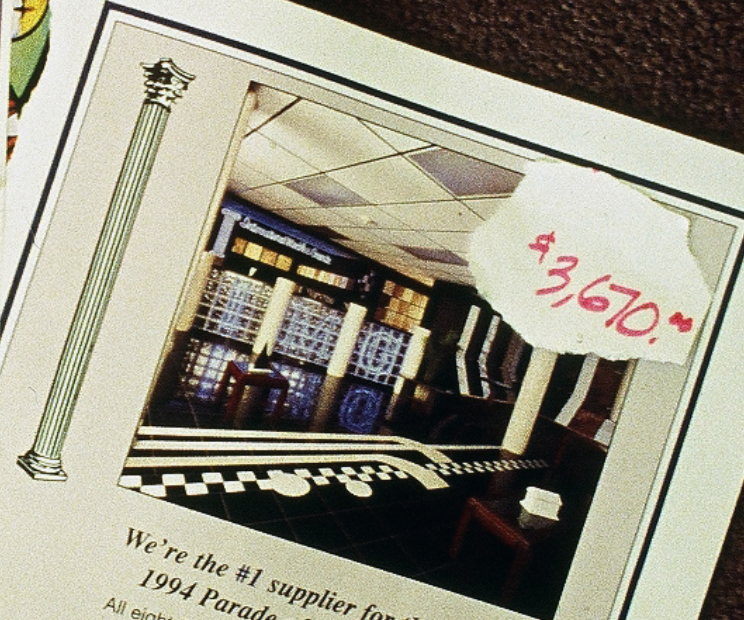
COLORADO HOMES & LIFESTYLES MAGAZINE

Phase One Landscapes

Award Winning
Landscapes



\$695.00



\$3,670.00

We're the #1 supplier for the
1994 Parade of Homes!

All eight Parade Homes have an IMG
stone selection. Do you?

IMG supplies more square footage of
Natural Stone Products to this year's
Parade Homes than any other supplier.

Shown in over 90% of the Floor Covering Shops and Interior Design
Studios throughout Colorado and the neighboring four states.

BUILDING COLORADO'S ECONOMIC FUTURE WITH MARBLE AND GRANITE

IMG

International
Marble & Granite
of Colorado

Jason, Unit 8 • Denver, CO 80223 • Office (303) 722-2855



YOU CAN DO THIS!

Whether it's a large project or
something unique





FIRST, YOU NEED

GOOD PROJECTS!

TIP #1
GOOD PHOTOGRAPHY
IS
ESSENTIAL!!!

SHOOTING SCRIPT



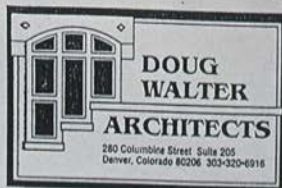
KITCHEN • GREAT ROOM

RINGEL REMODEL

1970 HOLLY STREET, DENVER CO 80220

PARTICIPANTS:

- 1/4 **BRONX CONSTRUCTION** 830 E. Layton Ave. Englewood CO 80110
- 1/4 **DOUG WALTER ARCHITECTS** 280 Columbine Ave. Suite 205 Denver CO 80205
- 1/4 **NANCY HEUER DESIGNS** PO BOX 61539 DENVER CO 80206
- 1/8 **J.M. WOODWORKS** 1475 CHURCH • CASTLE ROCK CO. 80104
- 1/8 **SOUNDINGS** 4697 E. Evans Denver CO 80222



How much
"stage"

Vertical 4x5
NIGHT?

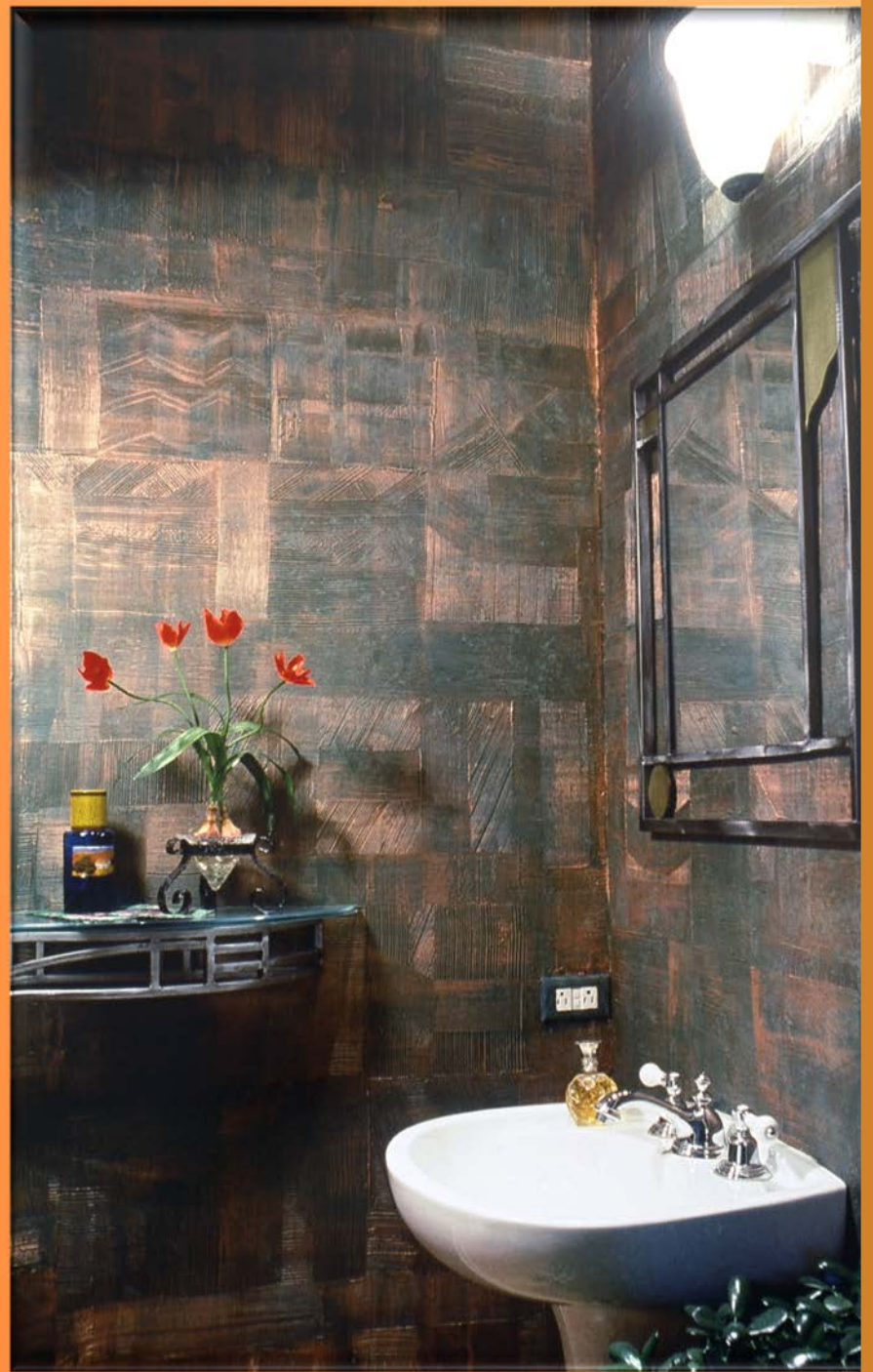
more ceiling
lights on



curtain
down
BIG
AET

set
table

prop
table









TIP #2

PARTNER WITH A WINNING TEAM!!
Contractor, architect, interior designer
You all share in the award!



The Magic of Before & After



WHY YOU SHOULD
ALWAYS SHOOT
VERTICALS
AS WELL AS
HORIZONTALS!





Many magazines are more than happy to use your photography; it saves them money

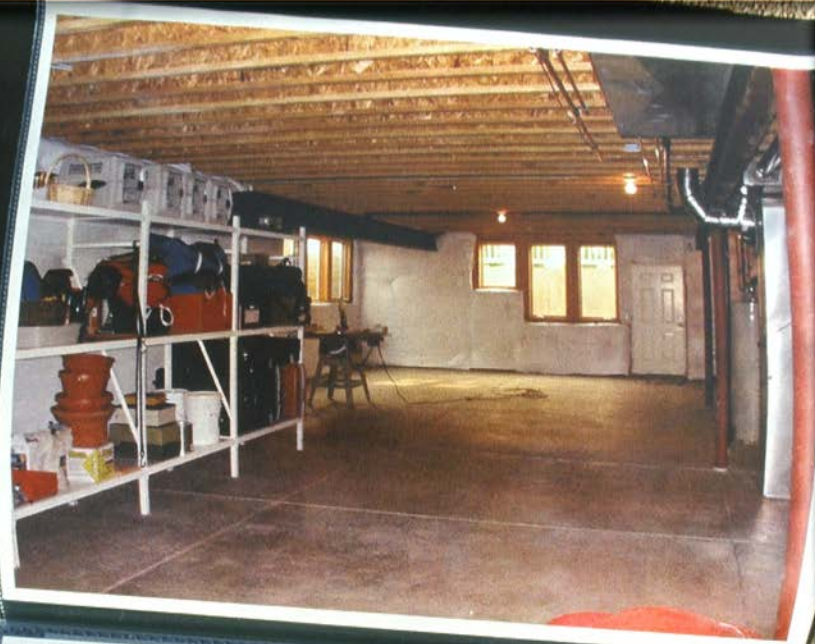
Other Uses for your Photography....



TIP #3

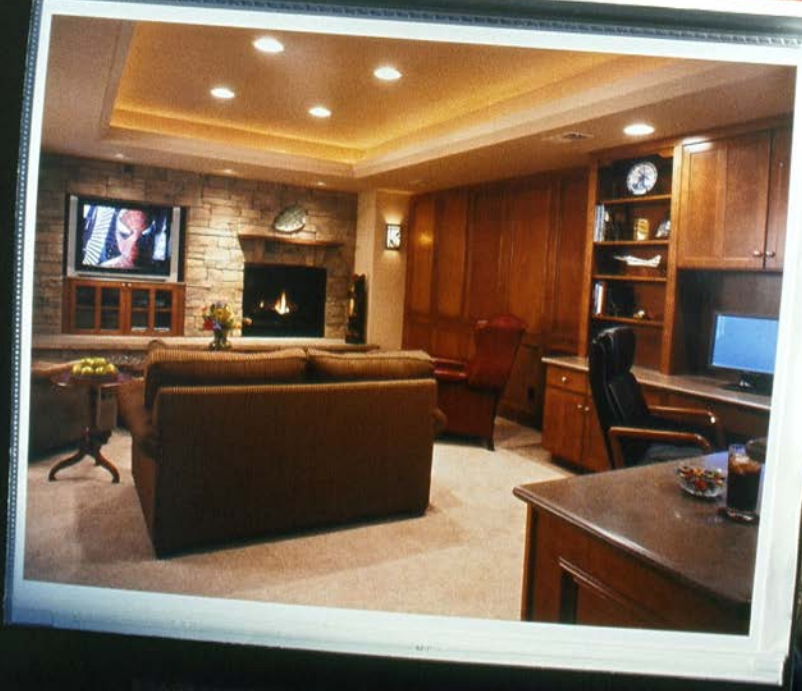
THE WORSE YOUR BEFORE PICS,
THE BETTER THE AFTERS WILL
SHOW!





BEFORES & AFTERS

Need to be opposite each other,
but don't need to be same size





Opening the wall in an arch between the kitchen and dining room gave the homeowner a brighter kitchen and a great space for casual yet elegant entertaining!



BEFORES, (DURINGS), AND AFTERS





Stovetop cooking was once a cramped activity due to the old layout. Now, a new range and hood are highlighted by marble wall tile and concrete countertops.

The relocated doorway to the kitchen allowed an expanded opening from the dining room. Notice the refinished original wood floors.



BEFORES WITH CAPTIONS

Help focus the judges attention on features you want them to notice!



HIGHLIGHT SPECIAL FEATURES





Celebrate
and Market
you wins!





FINAL TIP

DON'T GET DISCOURAGED IF YOUR ENTRY
DOESN'T WIN THE FIRST TIME YOU ENTER IT

RE-ENTER IT NEXT YEAR, BUT IN THE MEANTIME,
FIND OTHER PROGRAMS IT MIGHT DO WELL IN

OTHER LOCAL AWARDS

PEAK (NKBA)

CARE (HBA)

MAME (HBA)

CRYSTAL (ASID)

ARCHITECTS CHOICE (AIA)

MAYORS DESIGN AWARDS

5280

COLORADO HOMES

NATIONAL AWARDS

QR REMODELING MASTER
AWARDS

PROREMODELER DESIGN
AWARDS

REMODELING DESIGN
AWARDS

KBDN DESIGN AWARDS

K&BB DESIGN AWARDS

ARDA (aibd)

CHRYSLIS AWARDS

BUILDERS CHOICE

NKBA NATIONAL CONTEST



CARE AWARDS JUDGING CRITERIA

Strength of design ideas

Aesthetic and market appeal

Sensitivity to existing structure

Appropriate use of existing building elements

Function and flow

Craftsmanship

Overall presentation and compliance with requirements

QUESTIONS

How many awards do you need to win
To be called “an award-winning designer/builder”?

You can't win ~ if you don't enter

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