



# SOCAL MAME

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A LEGACY OF EXCELLENCE

# THE SOCAL MAME FINALISTS



# SOCIAL MAME 2022

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## THE FINALISTS

4 amazing professionals gave their time to serve as the judging panel for the MAME Competition. They met to review the sales, marketing and design awards with nearly 300 submittals.

The judging was incredible with excellent submittals and the judges were incredibly impressed with the people, places and spaces of Southern California.

We are so grateful for the time and dedication to our industry and are pleased to present the Finalists List.

Join us October 1st for the presentation of winners and a celebration of our industry.

NOTE: BIASC member companies only will be mentioned and recognized as part of the MAME Ceremony and Winners Book

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### JUDGES SPECIAL RECOGNITION

Watermans Plaza  
By: Zephyr Partners  
Design: Summers Murphy & Partners, Inc.

### ROOKIE SALES PROFESSIONAL OF THE YEAR – LESS THAN 2 YEARS OF SELLING

TO BE ANNOUNCED AT MAME

### SALES PROFESSIONAL OF THE YEAR

Naomi Wing  
Trumark Homes

Collin Ellingson  
etco Homes

Arlene Mastandrea  
Melia Homes

Natalia Greathouse  
Strategic Sales and Marketing

### SALES TEAM OF THE YEAR

CeCe Guyatt, Gilma Drummy, Malia Cheshire &  
Shaylee Carskadon  
The New Home Company

Ashley Murphy, la Ciraolo, Charissa Feathers  
Tri Pointe Homes

Grazia Galuppo, Susie Lam, Lexi Perez  
Tri Pointe Homes

### ONLINE SALES TEAM OF THE YEAR

Laura Matson & David Waha  
Trumark Homes

Michelle Stinnett & Dann Trujillo  
Tri Pointe Homes



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## SHINING STAR

Clay Hatch  
Landsea Homes

Carrie McNary  
etco Homes

Amberly Lopez  
Melia Homes

Ian Ilano  
Tri Pointe Homes Inland Empire

Leslie Duckett  
First American Title

Molli Rau  
Triomphe Design

## MARKETING PROFESSIONAL OF THE YEAR - BUILDER/DEVELOPER

Ryane Buttigieg  
Trumark Homes

Taylor Suero  
Toll Brothers

Alison Girard  
Brookfield Residential

Stephanie Cooter  
Tri Pointe Homes

## CUSTOMER SERVICE PROFESSIONAL OF THE YEAR

Brigitte Wilkins  
The New Home Company

Jim Hazelwood  
Melia Homes

Jermain Acosta  
Tri Pointe Homes

## CONSTRUCTION PROFESSIONAL OF THE YEAR

Garvin O'Brien  
The New Home Company

Juan Arias  
Tri Pointe Homes

## PURCHASING/OPTIONS PERSON OR TEAM OF THE YEAR

Angie Smalley  
The New Home Company

Jamie Baird  
Melia Homes

Mark Pulver, Eleanor Dinh, Christine Loomans  
Tri Pointe Homes

Jena Steinbauer  
Tri Pointe Homes Inland Empire

## ESCROW PROFESSIONAL OR TEAM OF THE YEAR

Sherry Ivery  
The New Home Company

Agnieszka "Agusia" Szczesny  
Tri Pointe Homes Inland Empire

Debbie Thomas  
First American Title



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## DESIGN STUDIO PROFESSIONAL OF THE YEAR

Debbie Newell  
The New Home Company

Ashlee Zimmer  
Brookfield Residential

Jennifer Labbe  
Tri Pointe Homes

## YOUNG LEADER OF THE YEAR

Andrew Polgar  
Tri Pointe Homes

Amber Richard  
Melia Homes

## BEST LOGO DESIGN

Live Better™ Logo  
By: Olson Homes  
Design: Get Community, Inc.

Lumen  
By: Shea Homes San Diego  
Design: Kovach Marketing

Domaine 39  
By: Adept Urban / Octane Development  
Design: 2nd Avenue Sales & Marketing

Zest  
By: Trumark Homes  
Design: Kovach Marketing

## BEST GRAPHIC CONTINUITY

The Landing at Tustin Legacy  
By: Brookfield Residential  
Design: Gunn Jerkens Marketing Communications

PII Creative  
Design: PII Creative

Thomas James Homes, Southern California  
By: Thomas James Homes  
Design: Truss Creative

Unscripted Interior Design - Rebrand  
Design: tst ink. / Hearth Agency

Domaine 39  
By: Adept Urban / Octane Development  
Design: 2nd Avenue Sales & Marketing

Zest  
By: Trumark Homes  
Design: Kovach Marketing

## BEST BROCHURE – PRINTED OR DIGITAL

The Landing at Tustin Legacy  
By: Brookfield Residential  
Design: Gunn Jerkens Marketing Communications

Camila  
By: Shea Homes Southern California  
Design: Kovach Marketing

Mission Foothills  
By: Shea Homes Southern California  
Design: Kovach Marketing



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## BEST SPECIAL PROMOTION

Thomas James Homes - Specialty Box  
By: Thomas James Homes  
Design: Truss Creative

Unscripted Interior Design - Rebrand  
Design: tst ink. / Hearth Agency

Kovach Marketing - 30th Anniversary  
Design: Kovach Marketing

One Coast / The Agency / Surfrider  
Foundation Fundraising Event  
By: etco Homes  
Design: Wicked Plus

Brasada Estates - Holiday Event  
By: Grandway Residential  
Design: Kovach Marketing

## BEST ONLINE MARKETING CAMPAIGN

The Landing at Tustin Legacy  
By: Brookfield Residential  
Design: Gunn Jerkens Marketing Communications

Unscripted Interior Design - Rebrand  
Design: tst ink. / Hearth Agency

Rienda at Rancho Mission Viejo  
By: Rancho Mission Viejo  
Design: Paolucci, Salling and Martin (PS&M)

## BEST INNOVATIVE USE OF TECHNOLOGY

3 Roots by Lennar - Virtual Animation  
By: Lennar  
Design: Focus 360

Get Community - Reels  
Design: Get Community, Inc.

Thomas James Homes - Lead Tracking  
By: Thomas James Homes  
Design: Truss Creative

Rienda at Rancho Mission Viejo - Welcome Wall  
By: Rancho Mission Viejo  
Design: Paolucci, Salling and Martin (PS&M)

## BEST OVERALL ADVERTISING CAMPAIGN

Thomas James Homes  
By: Thomas James Homes  
Design: Truss Creative

Rienda at Rancho Mission Viejo  
By: Rancho Mission Viejo  
Design: Paolucci, Salling and Martin (PS&M)

## BEST WEBSITE

Melia Homes  
By: Melia Homes  
Design: PII Creative

PII Creative  
Design: PII Creative

Domaine 39  
By: Adept Urban / Octane Development  
Design: 2nd Avenue Sales & Marketing

Rienda at Rancho Mission Viejo  
By: Rancho Mission Viejo  
Design: Paolucci, Salling and Martin (PS&M)

Citro  
By: Tri Pointe Homes  
Design: Wick Marketing



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## BEST SIGNAGE

The Landing at Tustin Legacy  
By: Brookfield Residential  
Design: Gunn Jerkens Marketing Communications

Neuhouse  
By: Landsea Homes  
Design: Outdoor Dimensions

Solis Park  
By: Fivepoint  
Design: Outdoor Dimensions

Valencia  
By: Fivepoint  
Design: Outdoor Dimensions

Rienda at Rancho Mission Viejo  
By: Rancho Mission Viejo  
Design: Paolucci, Salling and Martin (PS&M) / RSM Design /  
Third Floor North

## BEST SALES OR LEASING OFFICE

The Landing at Tustin Legacy  
By: Brookfield Residential  
Design: Chameleon Design / Gunn Jerkens Marketing  
Communications

Villas at Los Coyotes Country Club  
By: Brookfield Residential  
Design: Chameleon Design

Melrose Heights  
By: Trumark Homes  
Design: Gunn Jerkens & Outdoor Dimensions

Atwood & Asana  
By: Shea Homes  
Design: Design Line Interiors

Neuhouse  
By: Landsea Homes  
Design: Outdoor Dimensions

Altis at Skyline  
By: Tri Pointe Homes  
Design: LunaPearl Studio

## BEST LANDSCAPE DESIGN (SINGLE MODEL)

Skylar at Valencia - Sora  
By: Toll Brothers  
Design: LandCreative, Inc.

Skylar at Valencia - Merle  
By: Toll Brothers  
Design: LandCreative, Inc.

Westcliffe at Porter Ranch - Summit Collection - The Asti  
By: Toll Brothers  
Design: C2 Collaborative

## BEST OUTDOOR LIVING SPACE

Hillcrest at Porter Ranch - Ridge Collection - Alta Loma  
By: Toll Brothers  
Design: C2 Collaborative

Skylar at Valencia - Merle  
By: Toll Brothers  
Design: LandCreative, Inc.

Skylar at Valencia - Vireo  
By: Toll Brothers  
Design: LandCreative, Inc.

One Coast, Pacific Palisades  
By: etco Homes  
Design: Bucilla Group Architecture



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## BEST COMMUNITY AMENITY FEATURE

The Commons at The Groves

By: Brookfield Residential

Design: Hoffman Finn Development Co / SMS Architects / SWA Landscape Architects/ Mannigan Design

Serrano Summit Community Center

By: Lennar Homes

Design: Ryan Young Interiors

Rienda at Rancho Mission Viejo - Ranch Camp

By: Rancho Mission Viejo

Design: Paolucci, Salling and Martin (PS&M) / William Hezmalhalch Architects

CDC Designs / All the Bells and Whistles / Land Concern / Impact Visual Arts / KitHAUS

Nuvo Parkside

By: The New Home Company

Design: Bassenian Lagoni / BMLA Landscape Architecture

Altis at Skyline

By: Tri Pointe Homes

Design: Bassenian Lagoni / LunaPearl Studio

## BEST INTERIOR MERCHANDISING OF A DETACHED HOME PRICED UNDER \$600,000

Lina at Altis Beaumont - Plan 1

By: Tripointe Homes

Design: Triomphe Design

Topaz at Signature PGA West- Plan 1

By: Woodbridge Pacific Group

Design: Chameleon Design

Topaz at Signature PGA West- Plan 2

By: Woodbridge Pacific Group

Design: Chameleon Design

Jewel at Signature PGA West-Plan 1

By: Woodbridge Pacific Group

Design: Chameleon Design

## BEST INTERIOR MERCHANDISING OF A DETACHED HOME PRICED \$600,000 - \$900,000

Rosa at Altis Beaumont – Plan 3

By: Tripointe Homes

Design: Triomphe Design

Citrine at Signature PGA West - Plan 7

By: Woodbridge Pacific Group

Design: Chameleon Design

Nova at University Park - Plan 2

By: Woodbridge Pacific Group

Design: Chameleon Design

Jewel at Signature PGA West - Plan 2

By: Woodbridge Pacific Group

Design: Chameleon Design

Altis at Skyline - Plan 6

By: Tri Pointe Homes

Design: Yolanda Landrum Interior Design



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## **BEST INTERIOR MERCHANDISING OF A DETACHED HOME PRICED \$900,001 - \$1.5 MILLION**

Cira at The Landing at Tustin Legacy - Plan 2  
By: Brookfield Residential  
Design: CDC Designs

Brio at 3Roots Plan 2  
By: California West Communities  
Design: Within Design

Starling at Skyline - Plan 2  
By: Tri Pointe Homes  
Design: CDC Interiors

Starling at Skyline - Plan 3  
By: Tri Pointe Homes  
Design: CDC Designs

Savona- Plan 2  
By: Shea Homes  
Design: Ami Samuel Interiors

## **BEST INTERIOR MERCHANDISING OF A DETACHED HOME PRICED OVER \$1.5 MILLION**

Westcliffe at Porter Ranch - Summit Collection - Vito  
By: Toll Brothers  
Design: Savannah Design Group

Skylar at Valencia - Sora Residence  
By: Toll Brothers  
Design: Savannah Design Group

Westcliffe at Porter Ranch - Skyline Collection - Harbor  
By: Toll Brothers  
Design: CDC Designs

Lotus at 3 Roots - Plan 1  
By: Shea Homes  
Design: Design Line Interiors

Cetara at Orchard Hills - Plan 3  
By: Shea Homes  
Design: CDC Designs

## **BEST INTERIOR MERCHANDISING OF AN ATTACHED HOME PLAN PRICED UNDER \$750,000**

Terra Collection at The Landing - Plan 4  
By: Brookfield Residential  
Design: Chameleon Designs

Sunset at Melrose Heights - Plan 3  
By: Trumark Homes  
Design: Rooms Interiors Inc.

Sunset at Melrose Heights - Plan 5  
By: Trumark Homes  
Design: Rooms Interiors Inc.

Strand at Melrose Heights - Plan 1  
By: Trumark Homes  
Design: Chameleon Design

Asana at 3 Roots - Plan 1  
By: Shea Homes  
Design: Ami Samuel Interiors





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## **BEST INTERIOR MERCHANDISING OF AN ATTACHED HOME PLAN PRICED \$750,000 & OVER**

Luna at The Landing at Tustin Legacy - Plan 1  
By: Brookfield Residential  
Design: CDC Designs

Belmont - Plan 7  
By: Melia Homes  
Design: AI Design

Atwood at 3 Roots - Plan 4  
By: Shea Homes  
Design: Design Line Interiors

Terra at The Landing at Tustin Legacy - Plan 6  
By: Brookfield Residential  
Design: Chameleon Design

Townes at Magnolia - Plan 4  
By: Melia Homes  
Design: Chameleon Design

## **BEST ARCHITECTURAL DESIGN OF A DETACHED HOME UNDER 2,000 SQ. FT.**

Bryant at NUVO Parkside - Plan 3  
By: The New Home Company  
Design: Bassenian Lagoni

Hyde at NUVO Parkside - Plan 3  
By: The New Home Company  
Design: Bassenian Lagoni

Grant at NUVO Parkside - Plan 3  
By: The New Home Company  
Design: Bassenian Lagoni

Jewel at Signature PGA West - Plan 2  
By: Woodbridge Pacific Group  
Design: Hannouche Architects

Esprit at University Park - Plan 1  
By: Woodbridge Pacific Group  
Design: WHA | Architects. Planners. Designers

## **BEST ARCHITECTURAL DESIGN OF A DETACHED HOME 2,000 TO 3,000 SQ. FT.**

Cira at The Landing at Tustin Legacy - Plan 1  
By: Brookfield Residential  
Design: Robert Hidey Architects

Citrine - Plan 8  
By: Woodbridge Pacific Group  
Design: Hannouche Architects

Verve at University Park - Plan 2  
By: Woodbridge Pacific Group  
Design: WHA | Architects. Planners. Designers

Aero at 3 Roots - Plan 3  
By: California West Communities  
Design: Bassenian Lagoni

Altis at Skyline - Plan 6  
By: Tri Pointe Homes  
Design: Bassenian Lagoni



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## BEST ARCHITECTURAL DESIGN OF A DETACHED HOME 3,000 TO 4,500 SQ. FT.

Cira at The Landing at Tustin Legacy - Plan 2  
By: Brookfield Residential  
Design: Robert Hidey Architects

Cira at The Landing at Tustin Legacy - Plan 3  
By: Brookfield Residential  
Design: Robert Hidey Architects

Skylar by Toll Brothers - Vireo  
By: Toll Brothers  
Design: BSB Design

Hillcrest at Porter Ranch - Ridge Collection - Alta Loma  
By: Toll Brothers  
Design: BSB Design

Acacia at Sommers Bend - Plan 3  
By: Woodside Homes  
Design: Danielian Associates Architects + Planners

## BEST ARCHITECTURAL DESIGN OF A DETACHED HOME OVER 4,500 SQ. FT.

Westcliffe at Porter Ranch - Summit Collection - Santi Elite  
By: Toll Brothers  
Design: Bassenian Lagoni

Westcliffe at Porter Ranch - Skyline Collection - Sunset  
By: Toll Brothers  
Design: Bassenian Lagoni

Highlands Collection - Plan 3  
By: Tri Pointe Homes  
Design: Bassenian Lagoni

## BEST ARCHITECTURAL DESIGN OF AN INDIVIDUAL ATTACHED HOME PLAN

The Terraces at 100 West - Plan 3  
By: Toll Brothers  
Design: Woodley Architects

One Coast - Residence C3  
By: etco Homes  
Design: Bucilla Group Architecture

## BEST ARCHITECTURAL DESIGN OF A MULTI-FAMILY COMMUNITY

The Shores in Oceanside  
By: California West Communities  
Design: DAHLIN Architecture | Planning | Interiors

Terra Collection - The Landing at Tustin Legacy  
By: Brookfield Residential  
Design: Robert Hidey Architects

Luna Collection - The Landing at Tustin Legacy  
By: Brookfield Residential  
Design: JZMK Partners

Paisley at Rienda - Rancho Mission Viejo  
By: Tri Pointe Homes  
Design: WHA | Architects. Planners. Designers

One Coast, Pacific Palisades  
By: etco Homes  
Design: Bucilla Group Architecture



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## HOME OF THE YEAR

TO BE ANNOUNCED AT MAME

## ARCHITECTURAL SERIES

Cira at The Landing at Tustin Legacy  
By: Brookfield Residential  
Design: Robert Hidey Architects

Bryant at NUVO Parkside  
By: The New Home Company  
Design: Bassenian Lagoni

Citrine  
By: Woodbridge Pacific Group  
Design: Hannouche Architects

Altis at Skyline  
By: Tri Pointe Homes  
Design: Bassenian Lagoni

Cetara at Orchard Hills  
By: Shea Homes  
Design: Bassenian Lagoni

## COMMUNITY OF THE YEAR

One Coast, Pacific Palisades  
By: etco Homes  
Design: Bucilla Group Architecture

Skylar by Toll Brothers  
By: Toll Brothers

Altis at Skyline  
By: Tri Pointe Homes  
Design: Bassenian Lagoni Architects

NUVO Parkside  
By: The New Home Company  
Design: Bassenian Lagoni

The Landing at Tustin Legacy  
By: Brookfield Residential  
Design: Gunn Jerkens

Melrose Heights  
By: Trumark Homes  
Design: KTG Architecture & Planning

Rienda at Rancho Mission Viejo  
By: Rancho Mission Viejo

Citro  
By: Tri Pointe Homes  
Design: Wick Marketing, Bassenian Lagoni, Sage Design Group,  
SJA Landscape



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