

EXCELLENCE IN REMODELING (EIR) MARKETING MATERIALS

WHY ENTER THE EIR AWARDS?

Great question, because it does take a little time to complete and submit your entry form. However, the payoff can work well to help attract future clients and grow your business. The EIR awards are judged by industry peers who validate your project is worthy of an award, and ensures your project meets strict criteria established by the judging panel. Here are some more good reasons why you should enter a project for an EIR award:

- An EIR award in your trophy case is absolute proof that your company can deliver quality craftsmanship.
- No project is too big or too small—in size or cost. Many smaller/less expensive projects compete against larger and more expensive projects—and win. You can enter almost any project you have worked on, from a small bathroom or kitchen remodel to an entire house or landscaping project. There are 22 categories to choose from—your project will qualify!
- Clients that visit your business see your EIR award in your showroom and on your website. This lends credibility to your business. Potential and future clients like to be associated with an “award-winning” company. When potential clients see that you’ve won an EIR award it may sway them to you instead of your competition because they get a sense that you are a quality company.
- Winning an EIR award can improve employee morale. Employees like to thump their chests and tell customers why you won the award. If they’re trying to earn business, it can make their job easier because of this “stamp of approval.” Earning an EIR award can also help you attract quality employees. If you’ve won an award for “the best” project, people are drawn to this because they want to work for a winner.
- An EIR award celebrates everyone who contributed to the project’s success. Your clients, designers, subcontractors, project managers, and everyone involved in the winning project can boast of their accomplishment.
- EIR award winners get statewide exposure through BIAW’s monthly magazine, *Building Insight* and posted on BIAW’s website. In addition, winners receive a sample press release and the EIR award-winning logo to use in advertising, business cards, websites, social media, and more.
- Winning an EIR award solidifies your success in today’s competitive remodeling and homebuilding industry. Entering the EIR awards provides you with a platform to showcase your talent and craftsmanship in front of the EIR judging panel—some of BIAW’s most accomplished peers.

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6 WAYS TO MARKET YOUR EIR AWARD

Once you win an EIR award, now what? How are your potential clients finding out about them? If you aren't using them in your marketing efforts, what sets you apart from other homebuilders/contractors in your area? In reality, you should be shouting these awards from the rooftops and letting everyone know you are an EIR award-winning business. Here are a few ways to promote your EIR award in your company's marketing efforts.

1. **Press releases:** BIAW provides winners with a press release you can use to distribute your good news. (See attached sample press release.)
2. **E-mail marketing:** Include the news of the EIR award in your e-mail newsletters. Share the story behind your award and why you won. You can even include a link back to your press release.
3. **Use the EIR award-winning logo, everywhere:** EIR winners receive an "EIR Winner" logo to use in print and social media. Use this logo and the phrase "award-winning" in your online and print advertising; direct mail pieces; business cards; website; brochures; fact sheets; handouts; and, decals for your car, window or building. In short, wherever you can display the logo, display it. The more prominent, the better.
4. **Social media:** Post links to BIAW's website where all the EIR winners are listed. You can also link to your own press release. Do this on all of your social media sites. For example, include quick links on Twitter and post the press release on Facebook. You may want to list the awards on your LinkedIn company page.
5. **Use your storefront as a showcase:** Be proud and display your awards at your place of business. Ensure that employees and customers see your awards by displaying them in an easily seen place. It doesn't have to be hokey, just prominent.
6. **Bring it up:** Whenever you have a conversation with a potential client, bring up the fact that you are an award-winning company. Talk about the EIR award and let them know what it means. If you have a phone system that plays a message while people are on hold, update the message to talk about your EIR award and how it demonstrates your quality craftsmanship. You can also mention the award in radio spots and interviews.

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EIR AWARD WINNER SAMPLE PRESS RELEASE

Congratulations! Now that you've won an Excellence In Remodeling award you need to get the word out. Use this sample press release to send to your local newspaper and/or business industry publication. You should also post it on your website and incorporate it into your company's newsletter or monthly/weekly email.

[YOUR COMPANY NAME]

[your company slogan or logo]

[your company address]

[your city], [your state] [your zip code]

[your phone number]

[your company website address]

FOR IMMEDIATE RELEASE

The Building Industry Association of Washington Announces Excellence In Remodeling Award Winners

The state's best remodeling projects honored during annual award reception

City, State [date] — [your company name], a leading provider of [specify product or service], today announced they received the Excellence in Remodeling (EIR) award for [specify category]. The award was presented to [your company name] by the Building Industry Association of Washington (BIAW) during its annual EIR Award reception, held [specify location] on [date]. BIAW is the state's largest trade association representing over 8,000 members involved in the homebuilding industry. The EIR reception brings together homebuilding and remodeling industry peers throughout Washington to honor the state's best remodeling projects and craftsmanship in a variety of categories and price ranges.

[Your company name] has continually exemplified quality craftsmanship for over [specify years] in the [specify city, county, region]. "We are very pleased our project for [EIR category] has been recognized by BIAW as an Excellence In Remodeling Award winner," said [name], [title]. "We couldn't be more proud to be included in this exclusive group."

About [your company name]

Founded in [date], [your company name] specializes in [specify product/service]. The company's mission is to [specify]. [Your company name] currently serves clients in [specify region or market] and employs [number] people in the greater [city] area. For more information about [your company name], visit its website at [your company website address].

For more information please contact:

[Name], [title]

[your company name]

[your company address]

[your city], [your state] [your zip code]

phone: [your phone number]

fax: [your fax number]

email: [your email address]

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EIR AWARD FAQs

What is an Excellence In Remodeling Award?

- Once a year, BIAW awards the state's best remodeling projects and craftsmanship in a variety of categories and price ranges. Projects are judged by a panel of industry peers who validate your project is worthy of an award -- and ensures each project meets strict criteria established by the panel.

How do I enter?

- Nominations can be made directly by you or your local home builders association
- Nomination packets can be found on the BIAW website at BIAW.com

Why should I enter?

- Industry and local association recognition of your achievements
- Peer and fellow member recognition
- Elevated networking opportunities
- Valuable marketing tool

What others will do for you

- BIAW-hosted ceremony and/or local association reception
- BIAW-supplied award
- *Building Insight* magazine and/or local association newsletter recognition
- BIAW and/or local association website recognition
- BIAW and/or local association press release

What you need to do for yourself

- Update your website, including: photos, press release, bio, description of the awards, etc.
- Distribute press release to local newspapers and industry newsletters
- Send announcement in company's communications, email recipients, monthly correspondence, etc.
- Add the EIR winner logo to: business cards, email signature block, vehicle and jobsite signage, print media, etc.
- Display your awards prominently in your store
- Position yourself with the elite
- Link your website to BIAW's and let BIAW do the bragging for you