

I. GENERAL

- A. The Circle of ExcellenceSM New Homes Awards program, sponsored by the Hampton Roads REALTORS® Association, is composed of outstanding REALTORS® who have attained certain designated goals as real estate licensees specializing in the field of New Construction and are affiliated with firms in good standing with HRRRA during the award year.
- B. All brokers are encouraged to publicize the awards and promote the licensees who qualify and achieve the Circle of ExcellenceSM status. An advertisement will be prepared and run in a mixed media format.
- C. The COE Audit Committee, appointed by the HRRRA's New Homes Council, reserves the right to audit, at the Principal Broker's premises, information supporting submissions to the Circle of ExcellenceSM. Participating offices' records, pertinent to verification of the information submitted, shall be made available to the COE Audit Committee upon request within two (2) business days. The recommendations of the COE Audit Committee regarding application denial will be forwarded to the HRRRA Board of Directors for a final decision.

II. CLARIFICATIONS

The long-standing award guidelines specify that two or more agents may not pool any or all of their production for the purpose of raising an agent's Sales Volume. Individual agents may report only their pro-rata share of the Sales Volume. This pro-rata share shall be calculated based on the compensation received by the agent.

III. PURPOSE

To recognize outstanding REALTORS® in the new construction sales specialty of the Hampton Roads REALTORS® Association as defined in VI. Guidelines, A.

IV. ELIGIBILITY REQUIREMENTS

Criteria (select one only):

	2020 Closed Volume for New Homes Sales Only
Copper Flashing	At least \$2,500,000
Silver Nail	At least \$4,000,000
Gold Hammer	At least \$5,500,000
Diamond Stud	At least \$9,000,000

- A. This Award is to recognize closed volume on new construction sales and developed lots by the listing agent(s). This award does not recognize closed volume from land/lot sales, commercial activity or others.
- B. Closed volume for this Award is only counted one time—regardless of whether the sale was a “site sale” or a “co-broke” sale.

V. RULES

- A. REALTORS® of HRRRA may apply for the New Homes Award and one COE award with exclusion against using the same dollars for both awards. There will be separate recognition for the COE Award and for the New Homes Award.
- B. Recipients of HRRRA's New Homes Award will be recognized separately in the advertising to the general public.
- C. The award period covers homes that closed between January 1, 2020 through December 31, 2020. Completed applications must be received at Association Headquarters, 638 Independence Parkway, Suite 100, Chesapeake, Virginia 23320, **before 5:00 p.m., Monday, January 11, 2021.**
- D. Any salesperson transferring to the Hampton Roads REALTORS® Association from within the jurisdiction of the Virginia Association of REALTORS® may consider his/her new homes volume for Award purposes, provided that the previous Broker certifies earnings.
- E. New Homes volume attained individually by one real estate licensee at one site cannot be assigned to another licensee for

the purpose of meeting the award requirements.

- F. Principal Brokers with whom a sales associate had PREVIOUSLY been associated during the Award year, and from whom new homes volume had been received, MUST provide all COE related information, covering the period to the Association of the REALTORS® current principal Broker (or designated representative) within five (5) days of the request. The “prior broker(s) production data” must be attached to the application when submitted.
- G. In the event a REALTOR® transfers from one REALTOR® Firm to another REALTOR® Firm, all new homes transactions settled during the Awards Period shall be counted; however, transactions made while in the employ of, or association with, a non-REALTOR® Firm shall be included providing applicant has applied to be a REALTOR®, paid all dues, and completed New Member Orientation.
- H. If a transfer occurs during the year or prior to submission of the Award Application, the recipient will make the determination as to company affiliation for recognition. Upon submission, the Designated REALTOR® who submitted the application and fee will be the sponsoring company. No changes will be accepted after submission.
- I. Qualifying agents are eligible for awards provided they have satisfied all membership duties during the awards period as defined by the Association Bylaws.
 - 1. Members who were suspended for late payment of dues may regain eligibility for all awards upon payment of all outstanding dues and assessments, plus the applicable late fee and an administrative processing fee of \$250.
 - 2. Members who were terminated for non-payment of dues, and subsequently make re-application for membership, may regain eligibility for all awards upon payment of all outstanding dues and assessments, plus the applicable late fee and an administrative processing fee of \$500.
 - 3. Agents who did not make timely application for HRRR membership may gain eligibility for all awards upon payment of the application fees, dues and assessments, applicable late fees, and an administrative processing fee. The administrative processing fee shall be \$250 if licensed less than one year, \$500 if licensed one or two years, or \$1,000 if licensed over two years.
 - 4. If a HRRR member’s COE award was revoked for the previous award year, he/she is not eligible to receive an award for the current awards year.
- J. In the event a check is returned by the bank or a credit card charge is declined for the Circle of Excellencesm Award application fee, the Broker and/or applicant will be notified and given five business/banking days to submit cash or certified funds. If payment is not made, the REALTOR® will not receive a Circle of Excellencesm Award.
- K. Circle of Excellencesm is a registered service mark of the Hampton Roads REALTORS® Association. The mark can only be used by members in good standing who have earned the award, and must be used within the guidelines set forth by HRRR. See section VII for advertising guidelines.
- L. Should the COE application be received after the deadline, the following Late COE Application Policy will apply see attached. (*Refer to attached Late Application Circle of Excellencesm Policy Sheet.*)
- M. Broker Owners / Managing Brokers may not count any company dollar towards their own personal COE award.
- N. Because the COE awards are meant to recognize individuals and teams, not companies, Broker/Owner applicants must document they are actively engaged in generating real estate business for their individual or team production.

VI. GUIDELINES

The following specifics will be used in determining qualifications for the Circle of Excellencesm New Homes Award:

- A. The New Homes Awards are for listing agents representing builders/developers of newly constructed homes. Resale agents who sell new homes, but were not the listing agent shall count their GCI from that transaction towards their COE Resale Application and not towards a New Homes Award Application.
- B. Closed volume earned from the sale of new construction homes shall be limited to residential new construction homes and closed volume from lot sales but shall not include closed volume from commercial activity or others.
- C. Volume must be counted if the transaction is closed and settled by December 31 of the award year, regardless of when agent is paid commissions.
- D. In the event the listing side of a closed transaction is split between two or more agents in the same company, the closed volume shall be split in accordance with their pro-rata share of their compensation earned by each agent on the site.
- E. HRRR Property Data Form(s) from each REALTOR® firm with whom the applicant was affiliated during the awards year, completed in its/their entirety. (Shared commissions could be co-listings/sales or referral fees paid to or received from another HRRR member.) (*See Adjusted GCI Calculations and Adjusted Units Calculations on the application.*)
- F. The following must be attached to the application: 1) list of closed transactions (must use the attached required Property Data Form), 2) picture, and 3) application fee. No HUD or listing agreements are to be submitted with the application.
- G. Nationally recognized designations must be on the application for recognition. All of the above must be submitted with the Circle of Excellencesm New Homes Award Application or applicant will not be considered.
- H. REALTORS® who apply for both the COE Sales Award and the COE New Homes Award will receive recognition for each application.

VII. HRRRA AWARDS ADVERTISING GUIDELINES

Failure to comply with these advertising guidelines may result in a Board of Directors determination of ineligibility in future awards programs. Advertising includes, but is not limited to, business cards, stationary, websites, social media, print ads, etc.

- A. Only agents who apply and are accepted into the HRRRA Awards Program may use such designations in conjunction with their business dealings.
- B. Recipients may only use award designations following notification from HRRRA that their application has been approved.
- C. The proper identification of an agent who has applied and been accepted into the Awards Program is "Member, HRRRA Circle of Excellencesm." Specify years or the term "past" if you have not received the award in the current year. Example: "Member, HRRRA Circle of Excellencesm 1992, 1993, 1996" or "Past Member, HRRRA Circle of Excellencesm". If you are a member of the Awards Program in the current year you do not need to list any year(s) following the text, but you may if you so choose.
- D. An agent who has been a member of the TAR/HRRRA Million Dollar Sales Club or TAR Circle of Excellencesm for consecutive years may elect to condense the years. All previous HRRRA/TAR Million Dollar Sales Club and Circle of Excellencesm years apply to the Awards Program and should be designated as Circle of Excellencesm in your business dealings. (For example; an agent who has been a member of the HRRRA/TAR Million Dollar Sales Club or Circle of Excellencesm each of the past fifteen years would indicate this status as follows: Member, HRRRA Circle of Excellencesm 2005-2019.)
- E. Agents may elect to use their level in the awards program in advertising text as follows: Gold Member, HRRRA Circle of Excellencesm. However, the level indicated in the text must be for the current award year. TAR/HRRRA Million Dollar Sales Club may not be used as an award level designation.
- F. Recipients may advertise their numerical ranking, or placement in the top numerical percent. The percentage for individuals shall be calculated based on total HRRRA membership as of Dec. 31 of the awards year. You may call the HRRRA offices for the official number. (Percentage levels do not apply to team awards.) Such advertisement must specifically reference that the ranking in a specific category is within Hampton Roads REALTORS[®] Association Circle of Excellencesm Awards for a specific year.
- G. Agents who have been awarded longevity awards may elect to indicate this status as follows: 10-Year Member, HRRRA Circle of Excellencesm. This text is valid every year until the agent reaches the next highest level of longevity awards even if the agent fails to achieve the Circle of Excellencesm in subsequent years.
- H. For any company advertising number of Award recipients, numbers must be reflective of that specific company only.
- I. A Team leader or member may advertise and market his/her receipt of a Circle of Excellencesm Award, but it must be clearly stated that it was a team award. As an example, a member of any size team who earned a Gold Award could NOT advertise "Circle of Excellencesm Gold Award winner - 2019", but must say, "Circle of Excellencesm Gold Team Award winner - 2019".

For any unique situation not covered by the preceding, or for CLARIFICATION on any of the information set forth herein (in lieu of individual interpretation), please contact IN WRITING, Circle of Excellencesm Criteria Interpretation Committee Action Team at the Hampton Roads REALTORS[®] Association, 638 Independence Parkway, Suite 100, Chesapeake, VA 23320 or send email to COE@HRRRA.com (NO PHONE CALLS, PLEASE.)

Note: It is not the intent of the Association that COE Awards Rules and Guidelines dictate company policy, business decisions, or structure.

Failure to comply with these advertising guidelines may result in a Board of Directors determination of eligibility in future awards programs.

Return Completed Application to:
HRRRA COE, c/o Brooke Doty
638 Independence Parkway, Suite 100
Chesapeake, VA 23320

ABR [®]	Accredited Buyer Representative	MRP	Military Relocation Professional
AHWD [®]	At Home with Diversity Certification	PMN	Performance Management Network
ALC	Accredited Land Consultant	PSA	Pricing Strategy Advisor
BPOR	Broker Price Opinion Resource	RAA sm	Residential Accredited Appraiser
CCIM sm	Certified Commercial Investment Member	RCE	REALTOR [®] Association Certified Executive
CIPS [®]	Certified International Property Specialist	RENE	Real Estate Negotiation Expert
CPM [®]	Certified Property Manager [®]	RSPS	Resort & Second-Home Markets Certification
CRB sm	Certified Real Estate Brokerage Manager	SFR [®]	Short Sales and Foreclosure Resource
CRE [®]	Counselor of Real Estate	SIOR	Society of Industrial and Office REALTORS [®]
C-RETS	Certified Real Estate Team Specialist	SRES [®]	Senior Real Estate Specialist
CRS [®]	Certified Residential Specialist [®]	SRS	Seller Representative Specialist
ePRO [®]	(Internet Professionals)		
GAA sm	General Accredited Appraiser		
GREEN	(Environmental real estate)		
GRI sm	Graduate REALTOR [®] Institute		

I HAVE ATTACHED THE FOLLOWING ITEMS TO THIS APPLICATION:

The following enclosures **MUST** be submitted (for each nominee) at the time of application.

1. **HARRA PROPERTY DATA FORM:** All applicants must use the HARRA form. Company-generated forms will not be accepted. (See Sec. V, Award Guidelines, D-1, p.2 for details.)

2. **CHECK** for application fee:

\$100 New Homes Award = \$ _____

I wish to purchase a plaque (check one):

Paper Certificate at \$7.00 Copper Flashing at \$27.00 Silver Nail at \$27.00

Gold Hammer at \$27.00 Diamond Stud at \$27.00 = \$ _____

Plaques will be available for pickup at HARRA's office in Chesapeake from March 8 to May 1, 2021. Any plaques or certificates not picked up by May 1 will be DISCARDED.

TOTAL: = \$ _____

3. **PHOTOS:** To ensure the most recent/accurate photos are used, award applicants must label or provide information with name, company name and award for which applicant is applying. Email the digital photo directly to: COE@HARRA.com.

4. **HARRA PROPERTY DATA FORM AND RELATED PARTY WAIVERS:** If you are related to another HARRA Member(s) at the same firm who is not a team member, you must attach a Related Party Waiver for each relative and a copy of *your and their* HARRA Property Data Form. Company-generated forms will NOT be accepted.

5. **NOMINATED AWARDS:** Would you like to nominate someone for:

- REALTOR® of the Year (Attach separate nomination form.)
- Distinguished Property Manager of the Year (Attach separate nomination form.)
- New Homes Rookie of the Year (Attach separate nomination form.)

For HARRA Use Only	
Application: <input type="checkbox"/> NH	Auditor: _____
<input type="checkbox"/> Broker Certification	
<input type="checkbox"/> Payment Rec'd	
<input type="checkbox"/> Property Data Sheet	
<input type="checkbox"/> Award Level	
<input type="checkbox"/> NH Rookie	Committee: _____
<input type="checkbox"/> Longevity Award	
<input type="checkbox"/> Audited ___/___/___	