



## **Gold Coast Builders Association Awards Shelby Homes Marketing Efforts**

The Gold Coast Builders Association honored Shelby Homes with two PRISM awards at the organization's annual awards gala September 24.

The Professional Recognition in Sales and Marketing Awards are presented each year to builders, architects, interior designers, sales and marketing professionals and others who have demonstrated building design and sales excellence. It is considered the "Academy Awards" for the homebuilding industry, where only the best of the best are honored by their peers.

Shelby Homes won a silver award for "Best 30-Second Radio Promotion" announcing the grand opening of [Villa Medici](#). The radio spot targeted affluent, suburban homeowners looking to scale down to a maintained, urban setting and led to a successful sell out of the community. Located in the center of Fort Lauderdale, Villa Medici features three- and four-story townhomes in a Tuscan Italian Village-inspired setting.

"Your Coach Has Arrived," a newspaper ad campaign for [Meadows of Estero](#), garnered a second silver PRISM award in the "Best Color Newspaper Advertisement" category. The campaign resulted in a 95% sellout of the community before the featured models were opened. Meadows is Shelby Homes' first coach home community and first entrée into Florida's Gulf Coast.

This was Shelby Homes' first year of participation in the Gold Coast Builders Association PRISM awards. The event was held at the Boca Raton Resort & Club.

The [Gold Coast Builders Association](#) is a professional trade association which encourages and promotes economic growth and community development by protecting the ability of its members to create the American dream of homeownership. Membership in the Association promotes the enhancement of professionalism within the industry, educational opportunities, the exchange of ideas, and community leadership.

Shelby Homes has built more than 5,000 homes in many of Florida's most prestigious neighborhoods. With a combined experience level of more than 50 years in the building industry, Shelby Homes' commitment to quality construction and value remains true and diligent. Whether it is a townhome, villa, coach home, or custom estate residence, Shelby Homes showcases its spectacular masterpieces of construction in the finest of locations at an affordable price making Shelby one of the fastest growing builder/developers in the state.

*Prices and terms are subject to change without notice. Brokers are warmly welcome.*



Equal Housing Opportunity

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