



# SAM AWARDS

## CATEGORY

## WINNERS

Best Builder Sales Assistant	Natalie Desnoyers: Cardel Homes
Best Builder Sales Representative	Megan Van Rijt: eQ Homes
Best Builder Sales Team	Richcraft Homes
Best Design Centre Consultant	Ashley Huard: Richcraft Homes
Best Renovator Sales Representative	Paulette MacGregor: Amsted Design-Build
Best Industry Partner Sales Representative	Cathy MacKinnon: RBC
Best Industry Partner Sales Team	Milborne Group
Best Builder Print Ad	Monocle: Ashcroft Homes
Best Builder Radio Ad	Drive a Little, Save a Lot: Campanale Homes
Best Builder Digital Display Ad	Blackstone: Cardel Homes
Best Builder Social Media Ad Campaign	Monocle: Ashcroft Homes
Best Builder Video	Monocle: Ashcroft Homes
Best Builder Logo	ECHO: Uniform Urban Developments with TRUEdotDESIGN
Best Builder Sales Centre	eQuinelle Sales Centre: eQ Homes
Best Builder Design Centre	eQ Design Centre: eQ Homes with West of Main
Best Builder Signage (tie)	Monocle: Ashcroft Homes



# SAM AWARDS

Best Builder Signage (tie)

Blackstone: Cardel Homes

Best Builder Brochure

Monocle: Ashcroft Homes

Best Builder Marketing Campaign

Monocle: Ashcroft Homes

Best Builder Website

Les Terrasses Francesca: Lépine Apartments with  
Fineline Perspectives

Best Marketing Innovation (Open Category)

The DC Online: Tartan Homes

Best Renovator Print Ad

Love Where You Live: Lagois Design Build  
Renovate with TRUEdotDESIGN

Best Renovator Signage

Thoroughly Branded: Amsted Design-Build

Best Renovator Website

Ottawa General Contractors Website: Ottawa  
General Contractors

Best Industry Partner Showroom

Spectrum Kitchen and Bath Design Showroom:  
Spectrum Kitchen and Bath Design

Best Industry Partner Marketing Campaign

FORE-PLAY for CHAIRTY: TRUEdotDESIGN

Best Industry Partner Website

Stone Design Concepts Website: Stone Design  
Concepts

Best Town Home Model

The Atticus: eQ Homes

Best Single Family Home Model  
(Under 2,500 sq. ft.)

The Beechside: Richcraft Homes

Best Single Family Home Model  
(2,501 - 3,000 sq. ft.)

The Cedarbreeze: Richcraft Homes



# SAM AWARDS

Best Bungalow Model (Single)

Tweed: Tartan Homes

Best Condo Model (Low Rise)

Vista Model Suite: Uniform Urban Developments

Best Community

eQuinelle: eQ Homes

Best Condo Project

River Terraces at Greystone Village: eQ Homes

Most Environmentally Friendly Builder

eQ Homes

Grand SAM Award

eQ Homes