

BADGER CRAFTSMAN AWARDS

JUDGING CRITERIA

New Home Awards:

Recognizes excellence in the construction of a newly built home within a designated price category. This award honors builders who demonstrate superior craftsmanship, thoughtful design, and overall quality while delivering value appropriate to the home's price point.

- Overall design and architectural appeal
- Quality of craftsmanship and construction details
- Efficient and effective use of space
- Fit and finish appropriate to the price range
- Innovation, functionality, and livability
- Exterior appearance and curb appeal

Remodel-Room Addition:

Honors an outstanding room addition that seamlessly expands the living space of an existing home while maintaining architectural cohesion and functionality.

- Integration with the existing structure and style
- Quality of craftsmanship and materials
- Functionality and improvement to livability
- Design creativity and space planning
- Structural complexity and execution
- Overall transformation and value added

Remodel-Whole House:

Recognizes excellence in a comprehensive renovation that significantly enhances an existing home through updated design, improved functionality, and modernized systems.

- Overall scope and complexity of the remodel
- Cohesiveness of design throughout the home
- Quality of workmanship and finishes
- Improvement to layout, flow, and livability
- Creative problem-solving and innovation
- Effective transformation of the home

Smart Home

Honors a home that successfully integrates smart technology to enhance convenience, efficiency, comfort, and security for homeowners.

- Integration and usability of smart systems
- Range of smart features (lighting, HVAC, security, etc.)
- User-friendly design and functionality
- Energy management and efficiency benefits
- Innovation and forward-thinking technology
- Overall homeowner experience

Green/Energy-Efficient Home

Recognizes a home that demonstrates a strong commitment to sustainability, energy efficiency, and environmentally responsible building practices.

- Energy-efficient systems and construction methods
- Use of sustainable or eco-friendly materials
- Indoor air quality and occupant health considerations
- Water conservation strategies
- Certifications or performance metrics (if applicable)
- Overall effectiveness and practicality of green features

Finished Basement/Bonus Room

Honors a finished basement or bonus room that maximizes usable space while enhancing the home's functionality, comfort, and design.

- Effective use of space and layout
- Quality of finishes and craftsmanship
- Functionality and versatility of the space
- Lighting, ceiling treatments, and comfort considerations
- Integration with the rest of the home
- Creativity and design appeal

Bathroom

Recognizes an exceptional bathroom that combines functionality, comfort, and design excellence.

- Layout efficiency and functionality
- Quality of materials and finishes
- Craftsmanship and attention to detail
- Design cohesion and visual appeal
- Innovation or unique features
- Overall comfort and usability

Kitchen

Honors a kitchen that exemplifies outstanding design, functionality, and craftsmanship as the heart of the home.

- Layout, flow, and workspace efficiency
- Quality of cabinetry, countertops, and finishes
- Craftsmanship and attention to detail
- Appliance integration and functionality
- Design creativity and aesthetic appeal
- Overall usability and homeowner experience

Landscaping/Curb Appeal

Recognizes exceptional exterior design that enhances the visual appeal and overall impression of a home.

- Overall aesthetic and design cohesion
- Plant selection and landscaping execution
- Integration with the home's architecture
- Hardscaping elements (walkways, walls, lighting)
- Maintenance considerations and longevity
- First impression and curb appeal impact

Outdoor Living Space

Honors a thoughtfully designed outdoor living area that extends the usable living space of the home and enhances enjoyment of the outdoors.

- Design and layout functionality
- Integration with the home and landscape
- Quality of materials and construction
- Comfort, usability, and versatility
- Creative features
- Overall livability and appeal

Innovation in Building Products

Recognizes a company or project that introduces or utilizes an innovative building product, material, or system that improves construction, performance, or the homeowner experience.

- Level of innovation and originality
- Practical application in residential construction
- Benefits to builders and/or homeowners
- Performance, durability, or efficiency improvements
- Market impact or scalability
- Overall value to the industry

Sales & Marketing Excellence

Honors outstanding achievement in promoting homes, homebuilding companies, or services within the homebuilding industry through effective sales strategies and marketing efforts.

- Creativity and effectiveness of marketing approach
- Branding consistency and messaging clarity
- Use of digital, print, or experiential marketing
- Measurable results or impact
- Professionalism and execution
- Overall contribution to business growth

Interior Design

- Recognizes excellence in interior design that enhances a home's functionality, comfort, and aesthetic appeal.
- Cohesiveness of design throughout the space
- Use of color, texture, and materials
- Functionality and space planning
- Creativity and originality
- Attention to detail and finishing touches
- Overall visual impact and livability

Single-Family Development

Recognizes an outstanding single-family residential development that demonstrates excellence in planning, design, infrastructure, and overall community integration. This award honors developments that create desirable neighborhoods while balancing livability, functionality, and long-term value.

Eligibility / Size Criteria

- Development must include 10 or more single-family residential lots
- Lots may be completed, under construction, or substantially built within the award year
- Development must be 60% completed by end of award time frame

Judging Criteria

- Overall site planning and neighborhood layout
- Lot design, street layout, and traffic flow
- Architectural cohesion and streetscape consistency
- Integration of open space, sidewalks, and landscaping
- Infrastructure quality (roads, utilities, stormwater management)
- Livability, market appeal, and functionality of the neighborhood
- Consideration of long-term maintenance and sustainability

Multi-Family Development

Recognizes excellence in the development of a multi-family residential project, including apartments, townhomes, condominiums, or mixed-density housing. This award honors projects that provide quality housing options while enhancing the surrounding community. Must be 10+ total units.

Judging Criteria

- Site planning and building placement
- Architectural design and exterior appearance
- Unit layout, functionality, and livability
- Quality and usability of common areas and shared amenities
- Integration with surrounding neighborhood or community
- Construction quality and durability of materials
- Density efficiency and thoughtful use of space
- Accessibility, safety, and overall resident experience