



## *Shelby Homes Wins 2 Gold Builder Awards!*

Awarded Saturday, August 26 at the Gold Coast Builders Association PRISM 2006 Awards

FORT LAUDERDALE, Fla. – Maya Simhon-Chocron, VP of Marketing, and her company Shelby Homes were honored with 2 Gold Awards at the Gold Coast Builders Association (GCBA) Professional Recognition in Sales and Marketing (PRISM) Awards Gala recently at The PGA National Resort & Spa in Palm Beach Gardens, FL.

The PRISM Awards are presented each year to builders, developers, architects, planners, interior designers, landscape architects, sales and marketing professionals, and others who have demonstrated building and design excellence.

Judging teams spend over two days analyzing Entry Portfolios for each entrant, using a preset scoring system and established criteria for each category: graphics & print materials, advertising, architecture, interior

design, landscape architecture & land planning, overall community, entryways, sales/leasing centers, remodeling/rehab, environmentally friendly and individual achievement.

Sponsored by the Sales & Marketing Council of GCBA, the PRISM Awards recognize outstanding design and achievement in residential and commercial construction in Palm Beach County and South Florida.

Now in its 9th year, the PRISM Awards program is affiliated with the Florida Home Builders Association (FHBA) and the National Association of Home Builders (NAHB).

[Award Winning Model at Country Cove Estates - The Waterford...](#)

Welcome to the Waterford model. As you tour through this home, you will notice the meticulous architectural detail that defines a home as a Shelby. As you walk into the foyer, note the 21' ceiling that sets the tone

for the drama to be found throughout this magnificent home.



*Maya Simhon-Chocron  
VP of Marketing*

Breathtaking views can be enjoyed from the Juliette area overlooking the massive two-story ceiling in the formal living room, as well as the loft overlooking the brilliance of



the family room. Architectural accents such as the uses of archways, niches and coffered ceilings can be found throughout. Coffered ceilings are included in the Dining room and the Master bedroom as well.

As you enter to the kitchen, you will feel the warmth of cozy areas that expand into well-lit areas nearest the walls of windows and glass doors found in the attached family room. Opposite the main entertainment areas is the enclave suite of this home, also located on the first level. Note the attached sitting area in the Master Suite includes a bank of windows allowing for a flood of sunlight. Complimenting the Master Bedroom are oversized his-and-hers walk-in closets. The roman tub is showcased as the focal point within the opulent Master Bath.

This Waterford model home featuring 5 bedrooms, Den, 4 baths and a 3-car garage, was designed for the affluent buyer who displays a voracious appetite for living space with a custom look. The floor plan contains 4,062 square feet of air-conditioned living space, and was designed for a 75 x 130 home site which also allows for a generously-sized pool that comes included.

**Award Received:**  
Single Family Detached  
for Sale - Architecture

**Submitted by:**  
Shelby Homes,  
Marketing Department

**Art Direction:**  
Maya Simhon-Chocron, VP of Marketing

**Award Winning Entry Feature at Country Cove Estates...**

The Country Cove Estates entry feature is designed to exemplify the character of the community and the target audience of home buyers seeking a high-end single family estate home within an intimate gated enclave of 126 homes on generously-sized home sites with private back yards.

The challenge for the architectural design to the entry was to engineer a design that met the necessary zoning restrictions while also accentuating the height and width of the community name's logo and emblem.

A stacked stone was used to echo the richness found in the community's most popular exterior home elevation, and the yellows and browns chosen for the lettering and walls were selected to create consistency with the color schemes that are offered for



the exteriors of the homes available to the buyers.

**Award Received:**  
Signage Program

**Submitted by:**  
Shelby Homes,  
Marketing Department

**Design Direction and Photography By:**  
Maya Simhon-Chocron, VP of Marketing

Go to [www.ShelbyHomes.com](http://www.ShelbyHomes.com) to visit Shelby Homes Communities



**SHELBY HOMES**  
WHERE DREAMS BECOME A REALITY.

Illustrations are artist's concept. Finished product may vary. All prices, plans, dimensions, features, landscaping, materials, walls and information are approximate and subject to modification without notice.