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GUMENICK RECEIVES HOME BUILDING AWARDS IN AREA CONTEST

MAME Competition Honors Outstanding Performance in Home Marketing and Sales

HENRICO COUNTY, VA. -- Gumenick Properties won 11 honors at the recent annual MAME Awards, including Builder of the Year in its category.

In addition, Grayson Hill Sales Manager Karen M. Hofheimer received the Ace Award as the top producing agent with over \$19 million in sales.

“All of us at Gumenick Properties are honored to receive this recognition from the Home Building Association of Richmond. We also are extremely pleased to have Karen Hofheimer receive the Ace Award for her outstanding performance at Grayson Hill, the company’s new luxury community in Henrico County,” said Cindy Jez, Director of Sales and Marketing for Gumenick Properties’ Homebuilding Group.

The Sales and Marketing Council of the Home Building Association of Richmond sponsors the annual MAME Awards. This competition recognizes local advertising, marketing, merchandising and product design efforts as well as sales volume. Honor recipients included area builders, developers, advertising agencies, graphic firms, interior design firms, landscaping firms, sales professionals and sign and display designers/fabricators.

In addition to receiving a Builder of the Year award, the company’s Monument Square community received these honors:

- Best Community Brochure
- Best Merchandising of a Model (Townhouses/Condos)

- Best Print Advertisement Magazine – color one-half page and under
- Best Print Advertisement Newspaper – color over one-half page
- Best Special Promotion (community/developer)

The company's Grayson Hill community won the following awards:

- Best Community Signage (community of 125-500 units)
- Best Community Clubhouse
- Best Landscape Design (clubhouse/community)
- Best Marketed Community (125-500 units)
- Community of the Year

Members of Gumenick Properties' marketing team include: Ollin Toler, Cindy Jez and Laura Chapman of Gumenick Properties; Sherrie Becker and Justin Cailliott of Becker Cailliott Advertising; Mary Garner-Mitchell of Garner-Mitchell Illustration/Design; and Edward R. Crews of Crews Communications.

Based in Henrico County, Va., Gumenick Properties is an award-winning real estate development and management company with operations throughout the Southeast. Founded in the late 1940s, the company now engages in two primary lines of business – apartment community operations and homebuilding.

The company currently owns and operates apartment communities in Florida, North Carolina and Virginia. Gumenick Properties also is engaged in homebuilding activities, primarily in Central Virginia. Over the years, it has acquired extensive experience in neighborhood revitalization. These projects meet many needs, including curbing suburban sprawl, enhancing local tax bases and meeting long-term community goals set by elected leaders and professional planners. The company's revitalization work always

has been undertaken with respect for local sensitivities and needs. As a result, Gumenick Properties' revitalization projects have garnered praise and ready acceptance from customers, civic leaders and neighbors.