

# PINNACLE AWARDS

The Lee Building Industry Association held its 17th Annual Pinnacle Awards on Saturday, April 21 at the Sanibel Harbour Resort & Spa. The event pays tribute to Industry Association members who have obtained an outstanding level of success and professionalism in new home sales and marketing during the year 2006. Created by the Sales and Marketing Council of the BIA, the Pinnacle Awards provide an opportunity to recognize excellence in this effort. This award is the only one of its kind in Lee County. Here are the winners:

- AdvertisingWorks, Inc.**  
Best Builder Newspaper Ad: D.R. Horton, "Bella Vida"  
Best Developer Newspaper Ad: West Bay Club, "Lobster"  
Best Developer Newspaper Ad - Merit Award: São Grato, "Browse the Shops"  
Best Builder Magazine Ad: Centex Homes, "Get Closer"  
Best TV Commercial: Orchid Bay  
Best Radio Commercial: Centex Homes, "Get Closer"  
Best Developer Special Promotion - Broker Co-Op: D.R. Horton  
Best Builder Overall Advertising Campaign: Centex Homes, "Get Closer"  
Best Video or Computer Aided Presentation: Orchid Bay  
Best Builder/Developer E-Marketing Campaign: Intermezzo
- Beazer Homes**  
Best Builder Special Event - Pre-Sale/Grand Opening: The Big Red Weekend  
Builder Marketing Representative of the Year: Stasi Richmond  
Builder Sales Manager of the Year: Alan Beulah
- Bonita Bay Group**  
Best Developer Industry Website
- Damon Custom Structures, Inc.**  
Product Design of the Year - Single Family - \$2 million to \$2.7 million  
Private Residence (BI04), Barefoot Bay

- DeAngelis Diamond Homes**  
Product Design of the Year - Single Family - \$800,000 - \$1 million  
Lexington, Black Bear Ridge
- Freestyle Interiors**  
Best Interior Design - Single Family - \$1 million to \$1.5 million  
River Ridge Model, Verandah
- Gates McVey**  
Best Developer Newspaper Ad - Black & White: Inn at Pelican Bay
- Granite Development III, LLC**  
Product Design of the Year - Single Family - \$1 million - \$1.5 million  
Monserrato III
- Kingon Homes**  
Product Design of the Year - Single Family - \$2.7 million - \$3.5 million  
Royal Floridian, Mediterra
- Lennar Homes**  
Best Developer Overall Advertising Campaign: Tern Bay
- Lyons Housing, LLC**  
Product Design of the Year - Single Family - \$500,000 - \$650,000  
Seabrook V, Palmetto Grove
- McGarvey Custom Homes**  
Product Design of the Year - Single Family - \$3.5 million+  
Private Residence - K37
- Miromar Development Corporation**

- Best Developer Brochure: Miromar Lakes Beach & Golf Club  
Best Developer Newsletter: Miromar Lakes Beach & Golf Club, Miromar News  
Best Developer Magazine Ad: Miromar Lakes Beach & Golf Club  
Best Builder/Developer Incentive/Special Promotion: Miromar Lakes Beach & Golf Club  
Best Clubhouse - Interior and Exterior: Golf Club  
Community of the Year - 501+ Acres
- Paradigm Companies**  
Product Design of the Year - Multi-Family - \$650,000 - \$800,000  
Dorado at Mirasol I, Miromar Lakes
- Pizzazz Interiors**  
Best Interior Design - Multi-Family - \$300,000 to \$400,000  
Cordova, Paseo
- Priority Marketing**  
Best Associate Brochure: Residential Market Watch - 2006 Brochure  
Best Associate Overall Advertising Campaign: Denny Grimes, "You Can Fire Me Anytime"  
Sales Person of the Year - Regardless of Volume: Denny Grimes
- Promotional Incentives, Inc.**  
Best Associate Incentive/Special Promotion: Shop On-Lion
- Pulte Homes, Inc.**  
Sales Person of the Year - Volume: Ken Avesian  
Sales Person of the Year - Volume - \$300,000 to \$400,000: Gina Monteiro  
Sales Person of the Year - Volume - \$400,000 to \$500,000: Victor Cuccia
- Riha Design Group, Inc.**  
Best Interior Design - Multi-Family - \$400,000 to \$500,000: The Strand - One Bedroom  
Best Interior Design - Multi-Family - \$500,000 to \$650,000: The Strand - Two Bedroom  
Best Sales Center: The Strand
- Robb & Stucky Interiors**  
Best Interior Design Firm Newspaper Ad  
Best Interior Design Firm Magazine Ad: Extraordinary Style Since 1915  
Best Interior Design Firm Special Event: Luxury High-Rise Showcase  
Best Interior Design Firm Overall Advertising Campaign  
Best Interior Design - Single Family - \$2 million to \$2.7 million  
Magnolia II, Estuary at Grey Oaks  
Best Interior Design - Single Family - \$2.7 million to \$3.5 million  
Villano II, The Quarry  
Best Interior Design - Multi-Family - \$200,000 to \$300,000: Applewood  
Best Interior Design - Multi-Family - \$1 million - \$1.5 million  
Florenzia, The Colony
- Sandoval / Bonita Bay Group**  
Best Developer Newspaper Insert: Sandoval, "Pool Toys"
- Sheeley Architects, Inc.**  
Best Associate Industry Website
- Stock Development**  
Best Developer Special Event - Pre-Sale/Grand Opening: Paseo - Parade of Homes™ VIP Party  
Best Developer Charitable or Com-



COURTESY PHOTO

Sandra H. Smith holds the award presented to Taylor Woodrow for "Community of the Year" for its Lucaya community, located on McGregor Boulevard in Fort Myers.

- Community Event: Swingtime  
Product Design of the Year - Single Family - \$650,000 - \$800,000: Valencia, Paseo  
Product Design of the Year - Multi-Family - \$300,000 - \$400,000: Cordova, Paseo  
Product Design of the Year - Multi-Family - \$300,000 - \$400,000: Santa Monica, Paseo  
Product Design of the Year - Multi-Family - \$400,000 - \$500,000: Santa Ana End, Paseo  
Product Design of the Year - Multi-Family - \$400,000 - \$500,000: Capistrano Casita, Paseo  
Product Design of the Year - Multi-Family - \$500,000 - \$650,000: Laguna, Paseo  
Product Design of the Year - Multi-Family - \$500,000 - \$650,000: Santa Barbara, Paseo  
Development Company of the Year  
Developer Marketing Representative of the Year: Lindsey Owen  
Developer Sales Manager of the Year: Claudine Leger-Wetzel  
Community of the Year - 101-500 Acres: Paseo  
The News-Press Grand Award: Paseo

**Taylor Woodrow**  
Community of the Year - 50-100 Acres: Lucaya

**The Lutgert Companies**  
Product Design of the Year - Multi-Family - \$2 million - \$2.7 million  
Residence 2602, Azure at Bonita Bay

**Toll Brothers**  
Product Design of the Year - Single Family - \$400,000 - \$500,000: Talavera  
Best Design Center: Toll Brothers SW Florida Design Studio

**Vogue Interiors, Inc.**  
Best Interior Design - Single Family - \$1.5 million to \$2 million: Astoria II, Twin Eagles  
Best Interior Design - Multi-Family - \$2 million - \$2.7 million: Private Residence



## RESTAURANT SPECIALIST JOINS KRISE COMMERCIAL GROUP

Reuben Sliva, an accomplished chef with local notoriety, has joined Krise Commercial Group as a Commercial Real Estate Advisor, specializing in restaurant sales and purchases.

Reuben brings with him nine years of experience in the restaurant industry. He did two apprenticeships in the Atlanta market before relocating to Ft. Myers five years ago. Many might know Reuben from his recent years as the Chef de Cuisine at CRU in Bell Tower and currently at H2 downtown Ft. Myers. Of Reuben's many accomplishments in the food world, he wrote and executed a five course dinner at the James Beard House in New York City, New York last summer, bringing celebrity status to the Ft. Myers restaurant industry.

"Having a restaurant specialist is a new twist in the commercial real estate market," says Randy Krise, owner and broker of record for Krise Commercial Group. "We get calls on a regular basis from people looking to buy, sell or expand their restaurant and add new locations. We are very happy to have someone with Reuben's experience on board who can talk the talk."

Krise Commercial Group LLC is happy to welcome their newest team member, Reuben Sliva. For more information, please call Reuben directly at 239-910-4950 or Krise Commercial Group LLC at 239-690-4100.