



TENNESSEE HOUSING ASSOCIATION

The Most Beautiful Home Contest

Retailer Entry Packet



KEEPING AMERICA'S DREAM AFFORDABLE

Celebrating the pride Tennessee manufactured and modular homeowners take in their homes — **along with the retailers who help them get there!**

WHO ENTERS

Retailers, on behalf of their customers.

WHAT WINS

Curb appeal, care, and home personality.

ENTRY FEE

None — one entry per home.

Submission deadline: March 31, 2027

About the Contest

The Most Beautiful Home Contest recognizes Tennessee manufactured and modular homeowners whose homes stand out from the street — the colors, porches, decks, plantings, and other personal touches that make a house feel like home. Retailers submit entries on behalf of their customers, and winners are celebrated statewide.



Why retailers should participate

Showcase your work -

Every entry is a photo story of a home you sold and a dream you helped come true.

Delight your customers -

Nominating a family is a thank-you they remember and share.

Statewide visibility -

Winning homes and the submitting retailer are featured by THA.

Fresh marketing content -

Entry photos double as social posts and ads.

How to Enter

Five steps, start to finish. Retailers complete the entry; the homeowner only needs to say yes.

1

Pick your homes – Manufactured or Modular qualifies.

Choose a customer home delivered and set within the eligibility window.

2

Get permission

Have the homeowner sign the photo and information release form.

3

Take the photos

Follow the photo guidelines on the next page — 4 to 6 images.

4

Write the story

150 words or less on what makes this home beautiful.

5

Submit the packet

Email the form and photos to THA before the deadline of March 31, 2027.

Send entries to

Office@tnmha.org; or

Mail to: THA * P.O. Box 569 * Mt. Juliet, TN 37121



Photo Guidelines



Photos decide this contest. A phone camera is fine — light and framing matter more than gear. Finalists (only) will have professional photos taken and customer interviews, when time permits.

DO

- Shoot in morning or late-afternoon light
- Stand across the street for the full facade
- Include one straight-on "hero" shot
- Capture the porch, door, and landscaping
- Clear cars, hoses, and trash bins first
- Submit high-resolution originals, when possible

AVOID

- Harsh midday sun and deep shadows
- Filters, heavy editing, or added text
- People or pets in the frame
- Cropped roofs or cut-off corners
- Rainy or overcast days
- Screenshots or texted-down photos

What to submit

Shot	Count	Notes
Front exterior (hero)	1	Straight-on, full home in frame
Exterior angles	2	Left and right three-quarter views
Detail shots	1-2	Porch, door, plantings, or trim
Optional interior	0-1	Only if it reflects the home's style

2027 Judging & Scoring

Third-party reviewers review homes by category – Manufactured or Modular. A single selection is made from each category when entries have been received and qualify, based on a newly developed point system.

Curb appeal

First impression from the street — proportion, color, and condition.

30 pts

Landscaping & grounds

Plantings, lawn, walkways, and how well the home sits on its lot.

25 pts

Exterior detail & upkeep

Porch, doors, trim, skirting/foundation, lighting, and overall maintenance.

20 pts

Personality & charm

The touches that make the home unmistakably this family's home.

15 pts

Photo & story quality

Clear images and a story that brings the home to life.

10 pts

TOTAL

100 pts

Awards

Category Grand Prize

\$2,500 to the winning homeowner(s). [One per category.]

Retailer Honor

Recognition at the Annual Member's Meeting, along with a commemorative plaque.

Statewide Recognition

The home, owner, retailer, and manufacturer may be mentioned on THA Social Media, Website(s), Newsletters, etc.

Key Dates & Promotion

● Qualified Projects - Completed	April 1, 2025 – March 31, 2027
● Submission Deadline	March 31, 2027
● Judging Window	April 1, 2027 – April 30, 2027
● Finalists Professional Photos & Interviews	May 2027, when permissible.
● Winner(s) announced, THA Board Only.	June 6, 2027
● Awards presentation	June 7, 2027

Promote your entries!

- Post the hero photo with the homeowner's story and tag THA.
- Print the entry photo for your center or showroom display.
- Send a congratulations note to every customer you nominate.
- Feature winners in your newsletter or social media outreach.

Questions about an entry?

Tennessee Housing Association

Contact **Rhonda Sevier**

Phone **(615) 256-4733**

Email **Office@tnmha.org**

SECTION SIX



2027 MBH Entry Form

One form per home. Print or complete digitally, then submit with photos.

RETAILER INFORMATION

Retailer / dealership name

Contact name

Phone

Email

Street address

City, state, zip

HOMEOWNER INFORMATION

Homeowner name(s)

Home address

City & county

Phone or email

Home manufacturer & model

Date project completed

ENTRY DETAILS

Manufactured Home? Note specifically if CrossMod™

Modular Home?

What makes this home beautiful? (150 words or less)

Consent and Release of Photo and Information: I authorize (grant permission) and give my personal consent and consent for my family to the Tennessee Housing Association for the use of photographs, electronic media images, name, image, likeness and information for presentation under any legal use, informational or commercial as related to the Tennessee Housing Association's "Most Beautiful Home" contest. Use is for an indefinite period and includes but is not limited to press releases, newsletters, social media, Facebook, website and any other publication or electronic media. This consent and release agreement is under the jurisdiction of Tennessee law and modifications may occur only with the consent of both parties.

Homeowner signature X _____

Date _____

Past Winners



Recently recognized homes, illustrating the criteria by which entries are judged!



2026

Manufactured Home

Most Beautiful Home Winner
Harriman, Tennessee

Sold by: Jamey Robbins
Clayton Homes in Harriman



2025

CrossMod™ Manufactured Home

Most Beautiful Home Winner
Dandridge, Tennessee

Sold by: Kim Parks
Rocky Top Homes in Knoxville



2025

Modular Home

Most Beautiful Home Winner
Oneida, Tennessee

Sold by: Ben Cudzilo
Preferred Living Custom in Powell