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Honors for Henrico Firm Include National and Regional Honors for Grayson Hill

ORLANDO, FLA. - Gumenick Properties of Henrico County recently won nine awards of excellence in two sales and marketing contests affiliated with the National Association of Homebuilders (NAHB). All awards were for marketing efforts at the company's Grayson Hill community in western Henrico. Company representatives received the awards during the recent International Builders' Show in Orlando, Fla.

The company received four honors in the National Sales and Marketing Awards competition sponsored by NAHB. These included:

- A Silver national award in the Best Black and White Ad Masterplanned Community category.
- Top regional honors for Best Black and White Ad
- Top regional honors for Best Black and White Ad Masterplanned Community
- Top regional honors for Best Sales Office.

In addition, the company won five honors in the 2006 Best of Seniors Awards contest, sponsored by the 50+ Housing Council of the NAHB. Grayson Hill is designed to appeal to active adults. In fact, 71 of its 220 units are age-restricted for buyers age 55 and older who have no residents in the household below age 19. Gumenick Properties honors in this contest included:

- A Gold Award for its Community Brochure
- A Gold Award for its [Sales Center](#)
- A Silver Award for its Logo
- A Silver Award for its Web Site
- A Silver Award for Special Promotions.

The Gumenick Marketing Team responsible for these achievements includes: Ollin Toler and Donna Williamson of Gumenick Properties; Sherrie Becker and Justin Calliott of Becker Calliott Marketing; Ed Crews of Crews Communications; and Mary Garner-Mitchell of Mary Garner-Mitchell Illustration/Design. Interior Concepts of Annapolis, Md. did the interior design work for the Sales Center.

Based in Washington, D.C., the NAHB includes 800 state and local home building associations with more than 220,000 members. The NAHB is committed to enhancing the climate for housing and the building industry while ensuring all consumers in the country have access to safe, decent and affordable housing. The 50+ Housing Council of NAHB serves the special needs of NAHB members involved in all aspects of housing for consumers over the age of 50. These aspects include design, development, finance, ownership, management and sales and marketing.

Gumenick Properties is a privately-held real estate development, building and management company based in Henrico County, Va. Founded in the 1940s, the company is engaged in homebuilding activities. Single and multi-family home communities built by Gumenick Properties have received enthusiastic customer reaction and rapid sales. In addition, the company owns and operates quality apartment communities in Virginia, Florida and North Carolina. Gumenick Properties has received industry recognition for the appearance, maintenance and operation of its apartments as well as the service delivered to residents by the company. The company also has extensive experience in neighborhood revitalization projects. This work has led to successful redevelopment projects that have garnered praise from civic leaders, neighbors and customers.