



2020 Haciendas - Judges Committee Chair Letter



Santa Fe Area
Home Builders
Association

Haciendas
Home Building Santa Fe Style

October 23, 2020

To the Builders, Associate Members, and Friends of our Association,

Every year is different. Every Haciendas – A Parade of Homes is different. Every year a committee of home builders, architects, interior designers, and realtors volunteer to assess entries in that year's Parade. The one thing that remains unchanged is the exceptional quality of home entries in the Parade year after year and the challenges that exceptional quality presents to the judging committees.

The judges this year had the additional challenge of not being able to visit the homes in person. The collective Parade committees decided in the spring that the 2020 Haciendas – A Parade of Homes would be entirely virtual due to the continuing pandemic. As a result, judging would be based solely on the quality of homes as presented in high resolution photographs and HD video.

The 2020 Haciendas – A Parade of Homes included 15 beautifully constructed entries ranging in price from affordable homes at \$315,000 to estate quality homes valued at over \$3 million with a healthy spread of valuations in between. The entries were judged using the standard award categories of Best Design, Best Kitchen, Best Master Suite, Best Outdoor Space, Best Efficiency, Best Innovation, and, finally, Grand Hacienda.

Judges were randomly assigned group categories based on carefully defined home valuations. They were able to individually evaluate the homes using a numeric rating system in their own time on internet connected devices. The various groups of judges could then gather for discussions via video conference to assign special awards for homes that did not fit the typical award categories, but, nevertheless, had outstanding features. In some cases, video conferences were used to determine winners in instances of numerical tie scores. These abbreviated video conferences were comparable to the discussions held in previous parades during the judging process.



A virtual home tour is quite different from physically walking through a space. Judges were challenged to visualize the homes from photos, videos, and architectural floor plans and elevations. To the photographer's credit, all homes were photographed very much the same way; both during the day and in the evening. Drone footage placed the home in the landscape. Closeup photography exposed architectural and finish details. But, even with this wonderfully technological presentation of the home, it would be impossible for the judges to make a determination for one very coveted award. For the craftsmanship award, a judge simply needs to walk through the home to see, touch, and ask questions of the builder during the tour. In fairness to all entries, it was decided there would be no awards for Best Craftsmanship in the 2020 Haciendas – A Parade of Homes.

Because the 2020 Parade was virtual, the planning committees decided to include “virtual homes:” concept homes based on CAD drawings and computer modeling, ready to build for the right client. Current computer technology allows an architect or design/build contractor to build a house without leveling a site or hiring subcontractors. The presentation of the concept home is an early step in the sale to a client. During the 2020 Haciendas judging sessions, four homes were entered as virtual, concept homes. These four entries were judged solely on their success as a marketing strategy. Was the presentation appealing enough for the judge, as a prospective client, to make further inquiries about the home, builder, or architect? There would be only one award among these four presentations.

The yearly selection of the Grand Hacienda provides the judging committees an opportunity to discuss the state of building trends in Santa Fe. Our corner of the world is affectionately known as the “city different.” As Santa Fe grows with newcomers from all over the country and the globe, the characteristics, and characters, that make Santa Fe unique sometimes seem to get homogenized. Santa Fe will always have its gatekeepers. The Santa Fe Area Home Builders Association is not one of those entities. Through the Parade of Homes, the various awards for homebuilding, and the ultimate award for the Grand Hacienda, the judging committees through years recognize the memberships' contributions for outstanding skill and building practices. Committee discussions are always thoughtful and sometimes contentious. Ultimately, the committees' final decisions are thoroughly discussed and agreed to by more than a simple majority opinion.

The judging committee for the 2020 Haciendas – A Parade of Homes is pleased to present these awards to the world!

**Tom Treece, Chair
2020 Haciendas Judging Committee**

WINNERS 2020 Haciendas Virtual Parade of Homes

Category / Valuation

GRAND HACIENDA LightFoot Inc.

CAT 1 = Under \$600K

BEST DESIGN

#3 Clay Custom Homes -
Modern Affordable Home with
High-End Southwest Flair

BEST KITCHEN

#3 Clay Custom Homes -
Modern Affordable Home with
High-End Southwest Flair

BEST MASTER SUITE

#3 Clay Custom Homes -
Modern Affordable Home with
High-End Southwest Flair

ENERGY EFFICIENCY AWARD

#11 Homewise Homes - Energy
Efficiency and Livable with
Beautiful Modern Views

BEST OUTDOOR SPACE

#11 Homewise Homes - Energy
Efficiency and Livable with
Beautiful Modern Views

MOST INNOVATIVE

#3 Clay Custom Homes -
Modern Affordable Home with
High-End Southwest Flair

CAT 2 = \$600K - \$1M

#5 Modern Design +
Construction - Net-Zero Energy
Mid-Century Modern Home

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Mid-Century Modern Home

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Mid-Century Modern Home

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Construction - Net-Zero Energy
Mid-Century Modern Home

#1 Jorgensen Builders - Walking
Distance Close to Santa Fe
Plaza

#5 Modern Design +
Construction - Net-Zero Energy
Mid-Century Modern Home

CAT 3 = \$1M - \$2M

#8 Palo Santo Designs - Santa
Fe Modern Farmhouse Meets
Sustainable Minimalism

#18 Praxis Design Build -
Contemporary Santa-Fe Style
Home Connects Living to
Landscape

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#18 Praxis Design Build -
Contemporary Santa-Fe Style
Home Connects Living to
Landscape

#15 Lightfoot, Inc. - Restored
Historic Adobe Territorial,
Combines Modern and
Traditional

CAT 4 = \$2M - \$2.75M

#10 Pull Custom Builders - Mid-
Century Modern

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Century Modern

#10 Pull Custom Builders - Mid-
Century Modern

#16 The Virginian
Designer/Builder, Inc. - Mountain
View Contemporary

#2 Zachary & Sons Homes -
Carefully Crafted Home with
Sunset Views

#16 The Virginian
Designer/Builder, Inc. - Mountain
View Contemporary

CAT 5 = Above \$2.75M

#19 Tierra Concepts Designer /
Builder Inc. - Luxurious, Modern
Desert Masterpiece

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CONCEPT HOME

Dilanni

Historic Santa Fe - Elegant Infill
Award

#1 Jorgensen Builders - Walking
Distance Close to Santa Fe
Plaza

People's Choice

TBA on Oct 31, 2020