

## FOR IMMEDIATE RELEASE

### Huffines Communities' Solterra Texas Wins Big at McSam Awards

*Master Planned Community in Mesquite Takes Home Four Honors from the Dallas Builders Association.*

**April 26, 2025 - Dallas, TX** – Huffines Communities, a leading real estate developer in the Dallas-Fort Worth area, proudly announces that its newest master planned community, Solterra Texas, located in Mesquite, has been recognized with **four prestigious awards** at the **Dallas Builders Association McSAM Awards**. These honors underscore Huffines' commitment to innovative community design and excellence in development. In addition, Huffines Communities also received an award for its Huffines Appreciation Party, for a total of five awards recognizing excellence in development, marketing, and community building.

#### **Awards earned by Solterra Texas and Huffines Communities:**

- **Master-Planned Community of the Year – Solterra Texas**  
Solterra Texas features over 15 miles of scenic trails, multiple parks, resort-style pools, a private 25-acre lake, and an array of family-focused amenities, including the highly anticipated \$25mm The Headquarters' Amenity Complex opening late summer 2025.
- **Best New Amenity – Opened in 2024 – [The Lookout Treehouse](#) (Solterra Texas)**  
Developed in collaboration with Pete Nelson and the *Treehouse Masters* team, and centered on a 150-year-old oak tree, The Lookout Treehouse offers elevated views across the community and lake, playground areas, and a party pavilion 20 feet high added by Huffines Communities' construction manager Jerry Burkard.
- **Best Special Event for the Public/Consumer – [Solfest](#) (Solterra Texas)**  
Solfest marked the community's highly anticipated grand opening, drawing over 3,000 ticket sales. The event kicked off with an exclusive VIP Ribbon Cutting Ceremony, welcoming 344 industry professionals, city officials, and community partners. The celebration continued with a public festival that drew 826 attendees, creating an engaging and festive atmosphere for families, prospective homeowners, and local guests alike. Guests enjoyed live performances by Legacy 4 and Retrophonics, acclaimed food trucks such as Cane Rosso, and 555 model home tours presented by Solterra's premier homebuilders. Solfest was produced in partnership with Anderson Hanson & Blanton, SBG Hospitality, and the Huffines Communities marketing team.

- **Best Video – Short Format – Solterra Video Highlight (Solterra Texas)**  
The Solterra highlight video showcased the community’s lifestyle and amenities, building brand awareness across social and digital platforms.
- **Best Special Event/Promotion for Agents – [Huffines Appreciation Party](#) (Huffines Communities)**  
Hosted at The Rustic in Dallas, the Huffines Appreciation Party brought together realtors, builders, and vendors for an evening of celebration and recognition. Over 500 guests enjoyed live performances by Cory Morrow and Silverada, a thoughtfully curated Texas-inspired menu, and exciting prize giveaways, including a 2024 Jeep Wrangler as the grand prize. The event culminated with the presentation of the Huffines Communities Realtor Awards, honoring the exceptional contributions of valued industry partners.

*“Winning five McSAM Awards, including Master-Planned Community of the Year for Solterra Texas and one for our Huffines Appreciation Party, is an incredible honor,” said Kellie Outland with Huffines Communities. “It reflects the hard work, innovation, and passion our team puts into building communities across North Texas. We are grateful to the Dallas Builders Association for this recognition and look forward to continuing to set new standards in residential living.”*

For more information about Solterra Texas, available homes, events, and amenities, visit [www.solterratexas.com](http://www.solterratexas.com).

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The McSAM Awards were created in 1979 by the Dallas Builders Association to recognize sales and marketing excellence. The awards honor builders, remodelers, developers, and associates who have made significant contributions to residential marketing through specific achievements.

Media personality Amy Vanderoef served as mistress of ceremonies for the event. Top winners included David Weekley Homes (Builder of the Year), Hillwood Communities (Developer of the Year), Homes by J. Anthony (Custom Builder of the Year), and **Solterra Texas by Huffines Communities (Master-Planned Community of the Year)**.

### **About Huffines Communities**

Founded in 1985, Huffines Communities is a nationally recognized real estate developer known for award-winning master-planned communities across North Texas. With a focus on innovation, lifestyle, and sustainability, Huffines creates vibrant neighborhoods and remains committed to shaping the future of residential living in Texas.