



## Personal Achievement Award Information

110. Marketing Professional of the Year, Builder

111. Marketing Professional of the Year, Associate

### Judging Criteria:

Candidate must be a full-time employee of a builder or developer who made significant contributions to the marketing effort of the employer. Entry is not limited to individuals with a marketing title. Candidate will be judged on their professional and innovative approach in developing marketing plans and achieving goals through any or all of the following: product development, merchandising, sales, advertising, market research, public relations and industry and community involvement. Candidates who enter this category may not enter Sales Manager of the Year. Marketing Statement must be 300 words or less.

### Materials for Submission Checklist:

- Letter from candidate’s supervisor stating an assessment of the candidate’s performance and contribution to the company’s growth (one page maximum)
- Image of candidate
- Signed Sales Volume Affidavit
- Personal Resume’ (one page maximum)
- Marketing Statement
- Completed Personal Achievement Award Information form
- Completed Entry form

### Additional Entry Information

\_\_\_\_\_ Category Number

\_\_\_\_\_ Number of active communities

\_\_\_\_\_ Number of salespeople

\_\_\_\_\_ Market area

\_\_\_\_\_ Annual traffic count

\_\_\_\_\_ Conversion Ratio

\_\_\_\_\_ Annual sales volume

\_\_\_\_\_ Annual number of units

\_\_\_\_\_ Overall product type

\_\_\_\_\_ Overall price range

\_\_\_\_\_ Total marketing budget