



## Personal Achievement Award Information

- 108. Rookie Sales Counselor of the Year, Volume Builder
- 109. Rookie Sales Counselor of the Year, Custom Builder  
(A Rookie is someone in their first year of new home sales with current employer.)
- 110. Sales Counselor of the Year, Volume Builder
- 111. Sales Counselor of the Year, Custom Builder

### Judging Criteria:

Candidates will be judged on professional approach to sales, selling techniques, philosophies. Other qualifications are the ability to overcome market obstacles, industry and community involvement and results. Marketing Statement must be 300 words or less.

### Materials for Submission Checklist:

- Letter from candidate’s supervisor stating an assessment of the candidate’s effectiveness in sales, follow-up, customer satisfaction, 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

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### Additional Entry Information

_____ Category Number	_____ Gross number of homes sold
_____	_____ Total dollar value representing above number
_____	_____ Number of homes cancelled
_____	_____ Total dollar volume
_____	_____ Net number of homes closed
_____	_____ Total dollar volume