



Personal Achievement Award Information

112. Marketing Professional of the Year, Builder

113. 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