

Best Sales Center

(NOTE: You may NOT submit for Best Sales Center if entry has won in the past 2 years)

Name of Development/Company: _____
(as you would like it to appear on award)

Select One: Production Builder Custom Builder

Central Sales center merchandising cost including displays: \$ _____

Square Footage of central sales center: _____

Price Range of homes sold through center: \$ _____ to \$ _____

Submit a MARKETING STATEMENT in 500 words or less describing the function of layout as it relates to sales presentation, ability to visually convey information, marketing theme, communication of builder image, effectiveness toward target market, use of merchandising to reach target market, continuity with the marketing program.

Entry Checklist

- _____ Marketing Statement in clear protective sheet included in entry presentation binder
- _____ Minimum of 4 and a maximum of 8 photos to include one exterior of on-site signage and landscape, one sales office interior, one sales display and one additional of entrants choice in clear protective sheets included in entry presentation binder
- _____ 8.5" x 11" copy of the sales center floor plan in clear protective sheet included in entry presentation binder
- _____ Category Entry Form in clear protective sheet as the **first page** in entry presentation binder
- _____ Registration Sheet placed in the **front cover** of entry presentation binder
- _____ Entry Fee

Judging Criteria

Any area dedicated as a sales or presentation area for a builder's product. Judged on function of floor plan layout, ability to visually convey information and communicate the marketing theme, product and builder image, and continuity with the marketing program.