

Best Virtual Tour/Experience

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

Select One: Production Builder Custom Builder Realtor Lender Attorney Other: _____

Check Category: _____ Single Community/Home _____ Multiple Communities

Link to file(s): _____

Date project completed: _____ Date project went "live": _____

Average annual number of leads from tour: _____

% of leads from tour converted to sales: _____

Submit a MARKETING STATEMENT in 250 words or less describing the Virtual Tour design concept and address all the items in the Judging Criteria.

Entry Checklist

_____ Marketing Statement

_____ Images and/or link to the files (video or images)

_____ Statistics of Marketing

_____ Category Entry Form

_____ Registration Sheet

_____ Entry Fee

_____ Email final ORGANIZED package with the above items to Patty@homebuildersofsavannah.com. If file is too large, send via dropbox and communicate with HBA Staff.

Judging Criteria

Any original virtual tour or similar experience designed to market a new home, new home company, builder, community, or promotional campaign. Judged on results in marketplace, overall design and execution, media used, ease of navigation, message and emotion communicated to target market.