

Best Website

(Note: You may NOT submit for Best Website 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 Realtor Lender Attorney

Check Category: _____ Single Community _____ Multiple Communities

Website Address: _____

Date first displayed on Internet: _____

Average annual number of leads from site: _____

% of Internet leads converted to sales: _____

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

Entry Checklist

- _____ Marketing Statement in clear protective sheet included in entry presentation binder
- _____ Link to the Website in clear protective sheet included in entry presentation binder
- _____ Statistics of Marketing Results 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 original internet home page designed to market a new home company, builder, community, or promotional campaign. Judged on results in market place, overall design and execution, media used, ease of navigation, message and emotion communicated to target market.