

Best Design Center

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

Development(s) marketed or sold through center: _____

Design Center merchandising cost including displays : \$ _____

Square Footage of total design center: _____

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

Attach One Copy of a **MARKETING STATEMENT in 500 words or less describing the function of layout as it relates to servicing clients for new home selections, efficiency of space, how well the center services the targeted market, how well it encourages buyers to purchase additional features, and its overall environment. Include a short description of the process of option sales through the design center, to include what options the sales agents offer and what items are available in the design center**

Entry Checklist

_____ Marketing Statement

_____ Provide 6-12 photos in clear protective sheets to show areas of center. A CD video, powerpoint or photo slide show of the center may also be provided if no more than two minutes in length.

_____ A copy of the design center floor plan in clear protective sheets

_____ One Copy of this Category **Entry Form** placed in the **front cover** of the binder

_____ One **Registration Sheet** as the **first page** of the entry presentation binder

_____ Entry Fee

Judging Criteria

A design center whose primary function is servicing the clients for new home construction. Judged on general layout and functionality, efficiency of space, how well the center services the targeted market of the builders, how well it encourages buyers to purchase additional features, and its overall environment.