

Best Interior Merchandising

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

Address of Home: _____

Subdivision: _____

Square Footage : _____

Target Market Price Range: \$ _____ to \$ _____

Attach One Copy of a MARKETING STATEMENT describing the design objectives, constraints and solutions. Entries will be judged on function, aesthetics and amenities, use of color, texture, materials, interior space, furnishings, accessories, window and wall treatments in relation to the specified target market and continuity with the marketing program.

Entry Checklist

- _____ Marketing Statement
- _____ Provide at least 6 photos in clear protective sheets.
- _____ A 8.5" x 11" copy of floor plan of entire home
- _____ 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

Any home designed and decorated to feature a home's assets and benefits to the target market. Judged on function, aesthetics and amenities, use of color, texture, materials, interior space, furnishings, accessories, window and wall treatments in relation to the specified target market and continuity with the marketing program.