

## ***Best Website***

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

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: \_\_\_\_\_

**Attach One Copy of 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
- \_\_\_\_\_ A print out of pages in clear protective sheets
- \_\_\_\_\_ Statistics of Marketing Results
- \_\_\_\_\_ 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 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.