

Best Sales Center

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

Development(s) marketed/sold through center: _____

Central Sales center merchandising cost including displays: \$ _____

Square Footage of central sales center: _____

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

Attach One Copy of a MARKETING STATEMENT in 500 words or less describing the function of layout as it relates to sales presentation, ability to visually convey information, marketing theme, communication of builder image, effectiveness toward target market, use of merchandising to reach target market, continuity with the marketing program.

Entry Checklist

_____ Marketing Statement

_____ Provide 4 photos in clear protective sheet to include one exterior of on-site signage and landscape, one sales office interior, one sales display and one additional of entrants choice

_____ A copy of the sales center floor plan (8.5" x 11") in clear protective sheet

_____ 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 area dedicated as a sales or presentation area for a builder's product. Judged on function of floor plan layout, ability to visually convey information and communicate the marketing theme, product and builder image, and continuity with the marketing program.