

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.