

## ***Best Website***

***(Note: You may NOT submit for Best Website if entry has won in the past 2 years)***

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

Select One:    Production Builder        Custom Builder        Realtor        Lender        Attorney

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: \_\_\_\_\_

**Submit 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 in clear protective sheet included in entry presentation binder
- \_\_\_\_\_ Link to the Website in clear protective sheet included in entry presentation binder
- \_\_\_\_\_ Statistics of Marketing Results in clear protective sheet included in entry presentation binder
- \_\_\_\_\_ Category Entry Form in clear protective sheet as the **first page** in entry presentation binder
- \_\_\_\_\_ Registration Sheet placed in the **front cover** of 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.