

Community of the Year

(Note: You may NOT Submit for Community of the Year 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

Target Market for Development: _____

Price Range of Homes: \$ _____ to \$ _____

Square Footage Range: _____ to _____

Date the Development opened for sale: _____

Project Size (in acres): _____

Number of Lots and/or new homes available at beginning of 2024: _____

Number of Units Sold 1/1/2024 — 12/31/2024: _____

Total Marketing Budget for 2024 _____

Submit a MARKETING STATEMENT (100-500 words, typed)
Cover all Items in the Judging Criteria.

Entry Checklist

- _____ Marketing Statement in clear protective sheet included in entry presentation binder
- _____ Minimum of 4, maximum of 8 photos that must include a photo of the entrance and amenities in clear protective sheets included in entry presentation binder
- _____ 8.5" x 11" copy of the Site Plan in clear protective sheet included in entry presentation binder
- _____ Any marketing/promotional materials in clear protective sheets 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

Presented to the community of planned development exemplifying a coordinated sales and marketing effort to the Greater Savannah area. Judged on implementation and creativity of marketing plan, cost and continuity of all marketing to include graphics, advertising, sales offices, merchandising, signage, product design, and overall sales success.