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Sales & Marketing Nomination Packet

The annual Sales & Marketing Merchandising and Advertising and Pacesetters Awards program recognizes professionals and companies who excel in the areas of sales and marketing in the home building industry.

IMPORTANT DATES

July 9Sales & Marketing nominee deadline, 5 p.m.

August 9Sales & Marketing judging

September 22 . .Super Sales Rally Featuring SMC, Homer and Professional's Choice Awards Distribution, Sheraton Chalet, 8:15 a.m.-Registration, 9 a.m.-Program

SALES & MARKETING RULES/DEADLINE

This is the official 2010 Sales & Marketing Awards Nomination Packet. The nomination form(s) are available online at www.stlhba.com/memberevents/awards. They are to be typed and returned to the Home Builders Association, 10104 Old Olive Street Road, St. Louis, MO 63141 by 5 p.m. on Friday, July 9, 2010.

Refund Policy

No refunds will be given after 5 p.m. on Monday, July 12, 2010.

Eligibility

The applicant's employer must be a member company of the HBA and meet the specified criteria for each award as outlined. Entries must remain within the boundaries of the 12-month sales period – July 2009 through June 2010.

Entries

All entries become the property of the HBA and may not be returned. Information submitted will be kept confidential and examined only by the appropriate judges and HBA staff members.

Nomination Requirements

Entry forms must be typed. The forms in this packet are samples only. Visit www.stlhba.com/memberevents/awards to download a PDF version of the form. Once the form has been completed electronically, print the form, attach necessary documentation and a check made payable to the Home Builders Association.

A separate entry form must accompany each entry. All attachments must be properly labeled with the applicant's name and award category. Please see award category descriptions for detailed instructions.

MERCHANDISING & ADVERTISING AWARD CATEGORIES

Applicants wishing to submit one check for all Merchandising & Advertising entries are encouraged to use the Multiple Entry Form. The entry fee for Company Branding is \$65 for the first entry and \$50 for each additional Company Branding entry. Model Home Merchandising entry fee is \$60 for HBA members and \$100 for non-members.

Categories are judged on a 100 point system. Should the situation occur where there is only one entry in a category,

70 points would qualify as a winning entry without competition. The HBA reserves the right to eliminate any category due to insufficient entries or where the quality of work does not warrant a winner. Judges also reserve the right to combine or expand categories based on number of entries received. There will be no ties in a category. A definitive winner will be picked by the judges.

Company Branding

The Company Branding Merchandising & Advertising Award is made up of four categories: Community Entrance and Monuments, Logo Design (Builder), Sales Office Design, and Web Site (Builder). A company may submit only one entry per category but may enter multiple categories. Creator of the Company Branding entry need not be an HBA member, but the builder submitting the design must be an HBA member. Entries must be submitted in a black 1-inch 3-ring binder and have been introduced between July 2009 and June 2010 to be eligible.

1. Community Entrance & Monuments:

Signage is evaluated on concept (30 points), readability (20 points), overall design quality (30 points) and appearance as appropriate for the price range of homes (20 points). Decorative lighting and landscaping when used in conjunction with the signage can be considered as part of the campaign.

2. Logo Design (Builder):

Design is evaluated based on graphics (15 points), concept (25 points), overall design and execution (30 points), message (25 points) and emotion communicated to target market (5 points).

3. Sales Office Design:

Winning entry is based on function of floor plan layout (35 points), conduciveness to sale of product (20 points), and ability to visually convey information and communicate the product and image of the builder (35 points). Please list cost per square foot in your description (10 points).

4. Web Site (Builder):

Web sites are judged on quality of design (30 points), ease of obtaining information (40 points) and organization of message (30 points).

Model Home Merchandising

A company may submit only one entry per category but may enter multiple categories. To be eligible, Model Home Merchandising entries must have been built/furnished between July 2009 and June 2010.

Up to 24 photographs of rooms of the applicant's choice and one 8½" x 11" copy of model floor plan (brochure inserts and photocopies are sufficient) must be submitted in a black 1-inch 3-ring binder with application.

Judges consider the appropriateness of the merchandising as it relates to the target market in the following areas: concept (30 points), creativity (35 points), wall/window treatments (15 points) and impact of furniture/accessories (20 points).

PACESETTER AWARD CATEGORIES

Entry fee for Pacesetter Awards is \$65 per entry. Entries must be entered in a black 1-inch 3-ring binder and include completed entry forms. Optional items may include:

1. Up to two different photos of applicant
2. No more than two letters of recommendation
3. Up to 150 words listing community service and HBA involvement

Rookie Salesperson of the Year

Information provided on the application is for sales activities between July 2009 and June 2010 achieved solely by the applicant and not as part of a sales team. The applicant's first year as a full-time community sales agent must fall within this 12-month sales period. In addition, the applicant's primary function and responsibility must be selling new homes as a primary source of income.

Based on an 18 point total. Applicant is judged on product/sales environment difficulty (3 points), sales numbers (5 points), sales challenges (2 points), attributes to qualify as a salesperson (2 points), personal improvement (3 points) and civic/community involvement (3 points).

New Home Community Salesperson of the Year

Information provided on the application is for sales activities between July 2009 and June 2010 achieved solely by the applicant and not as part of a sales team.

Based on a 20 point total. Applicant is judged on product difficulty (5 points), sales total (5 points), difficulty of work duties (2 points), sales strengths (5 points), personal improvement (3 points) and civic/community involvement (2 points).

New Home Sales Manager of the Year

Information provided on the application is for sales activities between July 2009 and June 2010.

Based on a 30 point total. Applicant is judged on product difficulty (5 points), sales total (5 points), number of people and positions supervised (5 points), staff evaluation and motivation (7 points), personal improvement (5 points) and civic/community involvement (3 points).

Real Estate Sales Manager or Agent of the Year

The applicant must work directly for a real estate company in addition to working with one or more home builders by assisting them in a sales and marketing capacity. In working with home builders the applicant must have a "listing" and/or "marketing agreement" with the builder(s).

Information provided on the application is for sales activities between July 2009 and June 2010.

Based on a 15 point total. Applicant is judged on product difficulty (5 points), sales total (5 points), sales strengths (3 points) and civic/community involvement (2 points).

Highest Closer

Information provided on the application is for closed sales activities between July 2009 and June 2010. The winning applicant(s) will have the largest total amount of homes closed and/or highest dollar volume sold in the 12-month sales period.

QUESTIONS?

Contact:

Jaime Weyrauch at 314-994-7700 (x133) or
Weyrauch.J@hbastl.com.

