

# Home Builders Association of St. Louis & Eastern Missouri Awards Program

## Personal Achievement – *Marketing Director of the Year*

### **Deadline**

All entries must be submitted online no later than 5 p.m. on Feb. 4, 2022. After this time, entries are subject to a \$25 late fee per entry.

### **Cost**

The entry fee for a Personal Achievement submission is \$85 per entry. Companies will be invoiced by the HBA for submitted entries. No refunds will be given.

### **Eligibility**

- Your employer must be a member of the Home Builders Association of St. Louis and Eastern Missouri.
- Information provided on the application must be for sales activities between January 2021 and December 2021.

### **Judging**

Personal Achievement submissions are judged on a 100-point system. Should the situation occur where there is only one entry in a Personal Achievement 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. There are no ties in a category. A definitive winner will be picked by the judges.

Applicant is judged on innovative marketing tactics used (20 points), research and product development (20 points), results from marketing contributions (20 points), contribution to company's success (15 points), professional development (15 points) and community involvement (10 points).

Entries are categorized by associates and builders.

### **[Click here to apply.](#)**

**Please note:** You may click through the online application to preview the questions prior to submitting your entry form. You cannot save your entry form and return to complete it later. You may choose to type your answers in a Word document first and then copy and paste them into the online application once you are prepared to submit.