

MARKETING STATEMENT

For Categories 1 – 39, 50, 52–55 and 58-59

Please type or clearly print all forms. For additional entries, please photocopy this form.

Category No.: _____

Project Name: _____

Will this entry be applied to:	Circle correct response:	
Best Advertising Campaign (Category 12)	YES	NO
Active Adult Home of the Year (Category 52)		YES NO
Town Home of the Year (Category 53)		YES NO
Condominium Home of the Year (Category 54)		YES NO
Detached Home of the Year (Category 55)	YES	NO
Neighborhood of the Year (Category 58)		YES NO
Community of the Year (Category 59)		YES NO

Target market (e.g. move-up buyers between 35 – 50): _____

Base Price: _____

(Base Price = The base price of the home including all standard features on August 1, 2008.)

Finished square footage of unit(s): _____

Interior Design cost per square foot (Categories 15 – 26): _____

Marketing Statement (NEW FORMAT): A brief period of time is given to the judges to hear each marketing statement.

Please address relevant areas for the judges to consider in reviewing your entry. Keep in mind the photos and collateral material will be viewed by the judges while hearing the marketing statement. Highlight aspects of your entry that may NOT be obvious in the photos or on tour. For example, a design challenge, resolution and outcome: Nearby power lines, viewed outside the model windows, were less obvious with the use of bold crimson and yellow colors that drew your eyes into the room, rather than the outside surroundings. Other key points might include a structural challenge, a price point consideration, flexibility of a plan targeted to audience or strict design review guidelines.

Statements that are more than 100 words may not be read in full (150 for people categories). Word count _____. You may use paragraph style or bullet points.