

THE NATIONALS <sup>SM</sup> 2011

**MARKETING DIRECTOR  
OF THE YEAR**



NAHB National Sales  
& Marketing Council

Name of entrant: \_\_\_\_\_

Company name: \_\_\_\_\_

Submitted by (title/position): \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Number of homes sold (net) 9/1/09 – 9/1/10: \_\_\_\_\_

Estimated number of homes built this year by entrant's division: \_\_\_\_\_

Number of employees directed: \_\_\_\_\_

Number of communities (tracts): \_\_\_\_\_

Number of future projects: \_\_\_\_\_

Number of counties managed: \_\_\_\_\_

County/counties of operation: \_\_\_\_\_

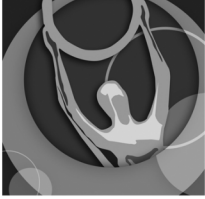
Name and title of supervisor: \_\_\_\_\_

Signature of supervisor: \_\_\_\_\_

**Describe the communities in which you supervised sales during the Sales Period. Please provide information for all the communities you manage during the Sales Period. (Exhibit A)**

Include information on the following:

- Product type
- # of homes
- Selling environments
- Price range
- Gross sales
- Traffic



THE NATIONALS <sup>SM</sup> 2011

**MARKETING DIRECTOR  
OF THE YEAR**



**On an attached separate page, identified as Exhibit B address the items below:**

- Describe any competitive community challenges and how you applied your marketing skills and knowledge to overcome these competitive challenges.
- To what do you attribute your success as a marketing director in new home sales?
- Describe any accomplishments, innovations, or items of merit you wish the judges to be made aware of in the following categories:

**CERTIFICATION:**

**Entrant**

In applying for **Marketing Director of the Year**, and by my signature below I hereby certify that all the responses and information presented with this application, including all the exhibits attached, are true and correct to the best of my knowledge and belief.

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Entrant's Sponsor**

I hereby certify that all the responses and information presented with this application, including all the exhibits attached, are true and correct to the best of my knowledge and belief.

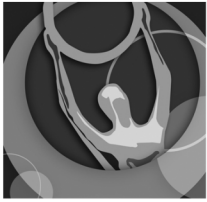
Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please attach sponsor statement indicating why Entrant should be declared winner (100-150 words attached as a separate page and identified as **Exhibit I**)



THE NATIONALS <sup>SM</sup> 2011

**MARKETING DIRECTOR  
OF THE YEAR**



NAHB National Sales  
& Marketing Council

**VERIFICATION OF INFORMATION:**

**Entrant's Supervisor (different from Sponsor)**

The undersigned, as an officer of the company referenced in this application, or a manager with direct responsibility to the supervision of the applicant, hereby verifying that the information presented in this application, including the attachments, is true and correct to the best of my knowledge and belief.

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_