

NAHB Announces Call for Entries for the 2011 National Sales & Marketing Awards

WASHINGTON, July 6 – The National Association of Home Builders’ National Sales and Marketing Awards is now accepting entries for the 2011 competition. New home sales and marketing professionals are encouraged to enter their projects for these awards, informally known as “The NationalsSM,” which are sponsored by NAHB’s National Sales and Marketing Council.

The Nationals is the nation’s largest competition for new-home sales and marketing professionals and communities, typically drawing over 800 entries and more than 500 attendees. Now in its 30th year, The Nationals will recognize this year’s winners during an awards ceremony held during the International Builders’ Show in Orlando, Fla.

“The Nationals Awards help remind us of the great work that our new home sales and marketing professionals have produced, despite having been through the one of the worst economic downturns of our time,” said Gaye Orr, MIRM, chair of the 2011 Nationals. “Our industry has taken on so many challenges; it’s wonderful to be able to recognize our peers for the ingenuity, foresight and commitment they have exhibited this past year.”

New this year is the all-digital entry process, eliminating the need for binders and hard copies. Entry materials are available online at www.thenationals.com. Residential projects with homes available for sale between September 1, 2009 and September 1, 2010, along with individual and sales and marketing council categories covering the same time period are eligible to enter. Entrants have until October 15, 2010, to submit their projects for consideration.

The 53 categories set for this year’s Nationals will recognize professional excellence in various aspects of design, marketing, interior merchandising, advertising and sales achievement, along with a few new categories such as Online Sales Counselor of the Year, Best Staging of a New Home, Best Unique Space, Best Outdoor Living Space and Best On The Boards Interior Merchandising.

Silver Award winners (finalists) in each category will be announced online on November 12. Gold Award winners will be announced during The Nationals Gala on January 12. Visit www.thenationals.com for complete entry guidelines and entry forms.

Exclusive Co-Sponsor of The Nationals is MetLife Home Loans and MetLife Bank, N.A. Other Elite sponsors include Thermador and Wells Fargo. Preferred sponsors include AT&T Connected Communities, Move.com and Washington Post Media.

For more information, e-mail Lisa Parrish at lparrish@thenationals.com, or call her at 800-658-2751 or 909-987-2758.

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ABOUT NSMC: The National Sales and Marketing Council has been promoting professionalism in sales and marketing in the home building industry for 40 years. To help

builders sell homes more effectively, the council provides onsite sales and marketing training; offers awards, recognition, and designation programs; and provides sales and marketing support to NAHB members, committees, and councils. The council serves more than 11,000 NSMC members and supports more than 100 local sales and marketing councils across the United States. For more information, visit www.nahb.org/nsmc.

ABOUT NAHB: The National Association of Home Builders is a Washington-based trade association representing more than 175,000 members involved in home building, remodeling, multifamily construction, property management, subcontracting, design, housing finance, building product manufacturing and other aspects of residential and light commercial construction. NAHB is affiliated with 800 state and local home builders associations around the country. NAHB's builder members will construct 80 percent of the more new housing units projected for 2010, making housing one of the largest engines of economic growth in the country.