

THE NATIONALS SM 2011

ROOKIE OF THE YEAR



NAHB National Sales
& Marketing Council

All the information provided below is for sales activities achieved solely by the applicant and not as a part of a sales team between 9/1/2009 and 9/1/2010 – referred to hereafter as the “Sales Period.”

1) Name of Entrant: _____ Title: _____

2) List your credits and affiliations: (CSP, MIRM, etc.) _____

3) Company: _____

4) Address: _____

5) City: _____ State: _____ Zip Code: _____

6) Phone: _____ Fax: _____

7) Website address: _____

8) Email: _____

9) Type of company:

a) _____ Home Builder: _____ Local _____ Regional _____ National

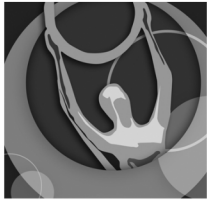
b) _____ Developer: _____ Local _____ Regional _____ National

c) _____ Marketing Company: (Real estate brokerage representing a builder)

_____ Local _____ Regional _____ National

10) Describe the sale environments from which you operated during the Sales Period. Please provide information for all the communities you worked in during the Sales Period. If you worked in more than three communities during the Sales Period, please copy the table below and attach as a second page.

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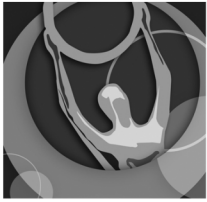
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	Community #__	Community #__	Community #__	
Community name				
From what date to what date:				
Operating hours Mon-Fri:	_____ to _____	_____ to _____	_____ to _____	
Saturday:	_____ to _____	_____ to _____	_____ to _____	
Sunday:	_____ to _____	_____ to _____	_____ to _____	
Selling environment (sales office, design center, trainer, model etc.)				
Describe number and type of merchandised models:				
Price range of homes:				
Types of financing programs offered:				Grand Totals (add all communities)
# of your gross sales in this community:				
# of your cancellations in this community:				
Number of your net sales in this community:				
Gross traffic seen by you in this community:				
Overall conversion ratio: (Divide gross traffic by gross sales)				
Effective conversion ratio: (Divide gross traffic by net sales)				



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11) Did your company provide or did you have an assistant? _____

12) What percentage of your gross sales volume during the Sales Period was co-brokered? _____

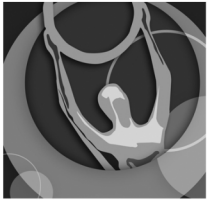
13) Describe the job-specific education you have received this year; specific seminars attended, books read, tapes/CD you have listened to, and specifically what did you learn from these sources and how do you apply this knowledge to your daily activities? _____

14) Please tell us what you were doing prior to selling new homes. _____

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

100-250 words

- Sample written overview of your sales presentation, and your follow-up process.
- To what do you attribute your initial success as a rookie in new home sales?
- Please describe your company's Realtor co-op program and what you do foster broker sales.
- Describe your company's methods for measuring customer satisfaction.
- Describe any competitive community challenges and how you applied your skills and knowledge to overcome these competitive challenges and sell successfully against the challenge.



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CERTIFICATION:

In applying for **Rookie of the Year**, and by my signature below I hereby certify that I have never been involved in new home sales for any builder, developer or real estate company **prior** to May, 1, 2003. I further 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: _____

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 J**)

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: _____