



THE NATIONALS SM 2012

MARKETING STATEMENT



All marketing statements must be on this form.
You may duplicate this form for multiple entries.
This form must be completed for all marketing categories:

Product type: Attached Detached

Category No: _____

Community location: _____

Target market: _____

Price (or price range) of unit(s): _____

Square footage of unit (or range for units): _____

Date community opened for sales: _____

Year to date sales rate: _____

MARKETING STATEMENT

In the space below, explain the major marketing objectives of the entry and why you think it deserves an award in the category entered. Identify the target market, any unusual constraints or opportunities, which the project presented and how the marketing objectives were met. Statement to be typewritten, double spaced and must not exceed 150 words. **Do not mention the builder or project name on this form.**