



THE NATIONALS <sup>SM</sup> 2012

**ROOKIE OF THE YEAR**



All the information provided below is for sales activities achieved solely by the applicant and not as a part of a sales team between 9/1/2010 and 9/1/2011 – 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.



THE NATIONALS <sup>SM</sup> 2012

**ROOKIE OF THE YEAR**



	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:				<b>Grand Totals</b> (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)				



THE NATIONALS<sup>SM</sup> 2012

**ROOKIE OF THE YEAR**



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

12) Please indicate if you participated in "Parade of Homes", "Showcase of Homes", Grand Openings or other special promotional events during the Sales Period, and what percent of your total sales came as a result of these promotional events? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

13) Please provide a written overview of your sales presentation. (150-200 words attached as a separate page and identified as **Exhibit A**).

14) Please provide a written overview of your follow-up process (100-150 words attached as a separate page and identified as **Exhibit B**).

15) Describe how you utilize technology in the sales/follow-up process (100-150 words attached as a separate page and identified as **Exhibit C**).

16) What percentage of your gross sales volume during the Sales period was co-brokered? \_\_\_\_\_  
\_\_\_\_\_

17) Please describe your company's Realtor co-op program and what you do foster broker sales (100-150 words attached as a separate page and identified as **Exhibit D**).

18) Please provide copies of three thank-you/testimonial letters from customer supporting your assertions. (Please attach and identify as **Exhibits E1, E2 and E3**).

19) 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. (150-200 words attached as a separate page and identified as **Exhibit F**).

20) Have you been mystery shopped during the Sales Period? If yes, was it taped\_\_\_\_ or not Taped\_\_\_\_  
If taped, was it: \_\_\_\_Audio or \_\_\_\_\_ Video. Please attach your evaluation or scoring form (Attached and identified as **Exhibit G**).



THE NATIONALS <sup>SM</sup> 2012

**ROOKIE OF THE YEAR**



21) Describe any competitive community challenges and how you applied your skills and knowledge to overcome these competitive challenges and sell successfully against the challenge. (100-150 words attached as a separate page and identified as **Exhibit H**).

22) To what do you attribute your initial success as a rookie in new home sales? (100-150 words attached as a separate page and identified as **Exhibit I**).

23) Please tell us what you were doing prior to selling new homes. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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, 2009.

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

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

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

**Entrant's Sponsor**

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

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

Email: \_\_\_\_\_ 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**).



THE NATIONALS <sup>SM</sup> 2012

**ROOKIE OF THE YEAR**



**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.

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

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

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

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