



## Marketing Professional of the Year

Marketing Professional is responsible for creating, developing, overseeing, coordinating and managing marketing activities for new home communities. Responsibilities include hiring, training and supervising marketing team toward creating and maintaining campaigns that target audiences that result in sales of builder communities all within manageable budgets.

**Entries judged on the candidate's positive aspects and measurable work performance.**

### Entry Requirements

- Complete this form, including written statement
- Digital photo of candidate
- Video Interview (refer to p. 2 of entry packet for questions)

Name of Entrant
Company Name
Submitted by Title/Position
EMAIL
Phone

**Please attach a statement that includes information on:**

- Number of homes sold (NET) 1/1/20 to 12/31/20
- 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

**Describe any accomplishments, innovations or items of merit you wish the judges to be made aware of in the following categories:**

- Market Research
- Product Development
- Model Complex