

MAX 2011



MAX 2011 Official Entry Form

MAX 2011 Maryland Awards of Excellence

Presented by the Sales and Marketing Council of the Home Builders Association of Maryland

Thursday, May 17, 2012



*It's time for you to impress the judges with your marketing prowess.
Don't delay. This form is due February 22, 2012 for Product and Merchandising.
This form is due April 3rd for Sales, Marketing and Achievement.
Entry packets available at homebuilders.org/page/max/*

Contact: _____ Company: _____

Sales Volume Awards Category

Entry Fee: \$80 per Entry

*All entrants must be SMC members. Complete entry packets due April 19

Total # of Entries: _____

Total Cost \$ _____

Industry Commitment Awards Category

Entry Fee: \$80 per entry. Complete entry forms due March 16

To award industry longevity (20+ years of service) in one of the following areas:

- New Homes Sales
- New Homes Sales/Marketing Management
- New Home Merchandising
- Mortgage Loan Officer
- Settlement Officer
- Builder

The awards are presented to the individual, not the company.

Total # of Entries _____

Total Cost \$ _____

Builder Marketing Categories PUD or Community

Entry Fee: \$150 per Entry. Complete entry packets due April 3.

Best Logo

- II. Outstanding Community Brochure
- III. Outstanding Associate Print Ad (Color)
- IV. Outstanding Associate Print Ad (B/W)
- V. Outstanding Direct Mail
- VI. Outstanding Radio Campaign
- VII. Outstanding TV Campaign
- VIII. Outstanding Multi-media Campaign
- IX. Outstanding Website
- X. Outstanding Use of New Technology
- XI. Outstanding Use of Internet
- XII. Outstanding Sales Center
- XIII. Outstanding Design / Selection Center
- XIV. Outstanding Settlement Gift
- XV. Outstanding Green Marketing

Total # of Entries: _____

Total Cost \$ _____

Sales Achievement Awards Categories

Entry Fee: \$150 per Entry. All entrants must enter volume category.

Complete entry packets due April 3

- I. Salesperson of the Year for:
 - I. Single Family \$400K and under
 - II. Single family over \$400K
 - III. Town Homes
 - IV. Multi-family
 - V. Multiple Product
 - VI. 55 and Better Attached
 - VII. 55 and Better Detached
- VIII. Exceptional Sales Effort
- IX. Most Dedicated
- X. Sales Team
- XI. Exceptional Sales From a Trailer*
- XII. Exceptional Sales From an Undecorated Model*
- XIII. Exceptional Sales Assistant/Associate*
- XIV. Sales/Construction Superintendent Team
- XV. Selection Center Coordinator/Manager
- XVI. Sales Manager of the Year
- XVII. Sales & Marketing Manager of the Year
- XVIII. Marketing Director of the Year
- XIX. Rookie Salesperson of the Year
- XX. Overall 2009 Salesperson of the Year (chosen by judges only)

Total # of Entries: _____

Total Cost \$ _____

Merchandising Categories

Entry Fee: \$400; 4 or More: \$360

Complete entry packets due by February 22

- I. Single Family Detached
- II. Town Home
- III. 55 and Better Attached
- IV. 55 and Better Detached
- V. Multi-Family/Condominium
- VI. Customized Home
- VII. Totally Custom Home – Private Residence
- VIII. Outstanding Transfer, Single Family
- IX. Outstanding Transfer, TH/Condominium
- X. Outstanding Design on a Shoestring Budget
- XI. Outstanding "Green Merchandising"
- XII. Club House

Total # of Entries: _____

Total Cost \$ _____

Associate Achievement Categories

Entry Fee: \$150 per Entry.

Complete entry packets due April 3

- I. Merchandiser of the Year
- II. Loan Officer of the Year
- III. Settlement Officer of the Year
- IV. General Brokerage "Resale" Agent of the Year

Total # of Entries: _____

Total Cost \$ _____

Associate Marketing Categories

Entry Fee: \$150 per Entry.

Complete entry packets due by April 3

- I. Best Associate Logo
- II. Outstanding Associate Brochure
- III. Outstanding Associate Print Ad (B/W)
- IV. Outstanding Associate Print Ad (Color)
- V. Outstanding Associate Website
- VI. Outstanding Associate Direct Mail
- VII. Outstanding Use of Technology
- VIII. Outstanding Use of Internet*
- IX. Outstanding Multi-media Campaign

Total # of Entries: _____

Total Cost \$ _____

Product Categories

(Includes small sales volume builders w/49 settlements or less; and large volume builders w 50+ settled homes)

Entry Fee: \$400; 4 or more, \$360

Entry packets due February 22

- I. Single Family Detached
- II. Town Home
- III. 55 and Better Attached
- IV. 55 and better Detached
- V. Multi-family/Condominium
- VI. Customized Home
- VII. Custom Home
- VIII. Green Building Single Family
- IX. LEED Building/Townhome/Condo
- X. Club House

Total # of Entries: _____

Total Cost \$ _____

For entry packets please visit homebuilders.org/page/max/
For more information contact Carey Swift at carey@homebuilders.org or 410-265-7400 x 118

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Entry Payment Form

For complete entry packets visit homebuilders.org/page/max/

Mail, fax or email payment info to HBAM, MAX Awards Attn.: Carey Swift

7127 Ambassador Road, Suite 150, Baltimore, MD 21244 • Fax: 410-265-6529 • carey@homebuilders.org

Sales and Achievement Judging is April 19th at HBAM. Appointment times are assigned in early April and can not be changed after they are assigned.

Onsite judging for Product and Merchandising will be held between March 7th and April 4th.

You will be contacted by your judging team to schedule a specific time.

Complete registration packets with payment, names and communities are due to HBAM February 22nd for Product and Merchandising, For Sale, Marketing and Achievement forms are due April 3rd.

Member Firm _____ Contact Person _____

Address _____ City _____ State _____ Zip _____

Phone # _____ Email _____

PAYMENT INFORMATION (Check or Credit Card):

I have enclosed a check payable to HBAM for all entry fees. Amount \$ _____ Check No. _____

Please charge my credit card in the following amount \$ _____ MasterCard Visa American Express

Card Number _____ Expiration Date _____

Name on Card _____ Signature _____ Billing Zip Code _____

All entrants must be HBAM members. Sales achievement entrants must be Sales & Marketing Council members. Please check status on homebuilders.org or call HBAM to verify membership

Eligibility: The MAX Awards for homes, merchandising and/or marketing are available to all HBAM Builder and Associate member firms in the states of Maryland and Delaware, and Adams and York Counties, Pennsylvania. The MAX Sales Achievement Awards are available to HBAM Builder members whose sales and marketing professionals have sold or marketed products in the states of Maryland and Delaware, as well as Adams and York counties, Pennsylvania.

**To enter please visit homebuilders.org/page/max/
For more information, contact Carey Swift at 410-265-7400, ext. 118**