

MARKETING STATEMENT

All marketing statements must be on this form. You may duplicate this form for multiple entries.

This form must be completed in its entirety.

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): _____

Average Lot Size: _____

Number of units in community: _____

Date community opened for sales: _____

Year to date sales rate: _____

FOR CATEGORIES 1-6: Hard construction cost per sq. ft. (not including land): _____

FOR CATEGORIES 10-15 & 16-19: Merchandising costs per sq. ft.: _____

FOR CATEGORIES 22-27: Cost per piece: _____ Total number printed: _____

FOR CATEGORIES 29-32: Qualified traffic generated by ad or campaign: _____

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 100 words. **Do not mention the builder or project name on this name.**