Marketing Statement

All marketing statements must be on this form. You may duplicate this form for multiple entries.
This form must be complete in its entirety.

Product Type

☐ Attached ☐ Detached

Category No.:_____

Community Location: _____

Target Market: _____

Sales Price of Plan: (Cats. 1-11, 14-19):_____

Square Footage of Plan (Cats. 1-11, 14-19): _____

Number of Units in Community: _____

Date Community Opened for Sales: _____

Year-to-Date Sales Rate: _____

Average Weekly Traffic: _____

FOR CATEGORIES 1–11 — Hard Construction Cost per Square Foot (sticks/bricks): _____

FOR CATEGORIES 14–19, 20–23 — Merchandising Costs per Square Foot (not including built ins): _____

FOR CATEGORIES 26–28 — Cost per Piece: _____

Total Number Printed: _____

FOR CATEGORIES 30–35 — Qualified Traffic Generated by Ad:_____

Web Address* (Cats. 36-38): _____

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 presented by the project, and how the marketing objectives were met. Statement should be typewritten, double-spaced, and must not exceed 100 words. **Do not show the name of the community or the name of the builder or associate on this statement.**