



Instructions for Entering the Leaders in Luxury 2010 Marketing Awards Competition

To submit your entry, please complete the submission form (one for each category you enter). Include the materials requested and send to the Institute. Please attach your business card.

Submissions should be sent by UPS or Fed Ex to:

Leaders in Luxury Awards,
The Institute for Luxury Home Marketing,
1409 South Lamar, Suite 215
Dallas, TX 75215.
(214-485-3000)

Deadline for submissions is no later than September 24, 2010 You may enter as many categories as you wish. You may submit up to two entries for the “Best Marketing Campaign for a Property” category. Only residential single family, condo and co-op properties may be used. Resale and new properties qualify. This contest will be judged by advertising/marketing executives. This contest is only open to Leaders in Luxury 2010 attendees.

Award Categories and Requirements

Best Marketing Campaign for a Property (domestic or international)

(For properties closed from July 1, 2009 through September 1, 2010)

Please provide:

1. Completed submission form (check the appropriate contest category)
2. A written description of your marketing plan and its implementation.
3. Samples of the marketing materials for the property – this may include ads, brochures, marketing letters, descriptions (and photos), information on special promotional events, photos of signage, links to websites (or screen captures) and any other examples of your marketing for the property
4. List price and final sales price of the property (be sure that materials show you as the listing agent)
5. Closing documentation (this can be an MLS “sold” printout, official office report, or closing paperwork)

If this property was co-listed with another agent, it will still qualify. Please be sure all materials are marked with your name. You may submit up to two entries in this category.

Overall Excellence in Personal Marketing with Emphasis on Agent Branding

At least three of the marketing pieces submitted must carry The Institute, CLHMS or GUILD logo.

Please include:

1. Completed submission form (check the appropriate contest category)
2. A written description of your personal marketing/branding plan
3. Samples of at least six marketing/advertising/promotional samples (be sure to include relevant website and blog addresses)

Best Online Marketing

Please include:

1. Completed submission form (check the appropriate contest category)
2. A short written description of your online strategy
3. Sample blog posts, site content, Facebook updates, tweets, etc.
4. Metrics or statistics indicating results/success (if applicable)

Best Market Report

Please include:

1. A brief discussion of how often you create your report, typical contents, how distributed, to whom it is distributed.
2. Samples

Outstanding Personal Achievement (during the last three years)

Please include:

1. Completed submission form (check the appropriate contest category)
2. A written description of your professional recognition and community service work during the last three years
3. Documentation of both professional recognition and community service work – this may include news articles, press releases, published photographs, acknowledgement from organization/community and/or community service honors or recognition which you've received. Any publication submitted should include the name of the publication and date of publishing.



Submission Form for 2010 Leaders in Luxury Marketing Awards

Name _____

Company _____

Mailing Address _____

Phone _____ Cell _____

Email address _____

Award Category for this submission:

- Best Marketing Campaign for a Property
- Overall Excellence in Personal Marketing with Emphasis on Agent Branding
- Best Online Marketing
- Best agent Market Report
- Outstanding Personal Achievement

Please complete a new form for each submission

Send via UPS or FED EX with requested materials to:

The Institute for Luxury Home Marketing
1409 S. Lamar, Suite 215
Dallas, TX 75215 (214-485-3000)

Package each submission separately; you may combine entry packages in one shipping envelope or box. Entries must be received no later than September 24.