

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

***Leaders in Luxury 2014***  
**Marketing Awards Competition**

To submit your entry please complete the attached entry form and include the requested materials for each category you are entering. Please include your business card.

Entries must be received no later than September 30<sup>th</sup>, 2014.

Winners will be announced and awards will be presented at the Leaders in Luxury Marketing Award Dinner on October 27<sup>th</sup>. Winners will also receive a press release and a mention in the Luxury Insights blog and on our website.

Materials entered will not be returned. By entering this competition, the applicant agrees that The Institute may use materials submitted as examples in The Institute's training and other communications.

**Categories**

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

**Deadline for submissions is September 30<sup>th</sup>, 2014**

- Open only to agents attending Leaders in Luxury 2014.
- 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.

**Entries should be sent by UPS or FedEx to:**

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

# Award Categories and Submission Requirements

## Best Marketing Campaign for a Property

(For domestic or international properties closed in 2013 and 2014)

Please provide:

1. Completed entry 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 Member, CLHMS or GUILD logo or marks.

Please include:

1. Completed entry 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 Agent Market Report

Please include:

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

## Outstanding Personal Achievement (during the last three years)

Please include:

1. Completed entry form (check the appropriate contest category)
2. A written description of your professional recognition, personal achievement, and/or community service work during the last three years.
3. Documentation of professional recognition, personal achievement, or 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.



## 2014 Leaders in Luxury Marketing Awards

Name \_\_\_\_\_

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Email address \_\_\_\_\_

### **Award Categories:**

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

*If you are submitting entries in more than one category, please package and label the materials for each entry separately. You may combine multiple entries in one shipping envelope or box.*

### **Send via UPS or FedEx with requested materials to:**

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