

## Leaders in Luxury 2016 Marketing Awards - Entry Form

Name

Brokerage

Email

Phone

**I am submitting for:**

- ☐ Best Marketing Campaign for a Property
- ☐ Overall Excellence in Personal Marketing
- ☐ Best Agent Market Report
- ☐ Listing Presentation Achievement
- ☐ Best Property Marketing Video

By entering this competition I, \_\_\_\_\_, the applicant agrees to and understands that:

- The Institute may use materials submitted as examples in The Institute's training and other communications
- Materials submitted will not be returned
- All finalists will receive an invitation to 2016 Leaders in Luxury
- My entry must be received by The Institute no later than August 12<sup>th</sup>, 2016 to be considered for this competition

Applicant Signature

Date

**Mail Entries to:**

The Institute for Luxury Home Marketing  
ATTN: LIL Marketing Awards Submission  
12720 Hillcrest Plaza Drive, Suite 205  
Dallas, TX 75230

*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 into one shipping envelope or box.*

**ALL entries must be received by August 12<sup>th</sup>, 2016**

## **Leaders in Luxury 2016 - Marketing Awards**

Entries must be received by **August 12<sup>th</sup>, 2016**. To submit your entry for this year's marketing awards, please complete the attached entry form and submit the requested materials for each category you are entering.

Finalists for each category will be announced on **August 26<sup>th</sup>, 2016** and receive an invitation to attend Leaders in Luxury 2016. Awards will be presented to all winners at the Leaders in Luxury Marketing Awards Dinner on October 10<sup>th</sup>.

### **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.

### **Award Categories**

- Best Marketing Campaign for a Property
- Overall Excellence in Personal Marketing
- Best Agent Market Report
- Listing Presentation Achievement
- Best Property Marketing Video

### **Deadline for submissions is August 12th, 2016**

- Open to all active Members of The Institute
- You may enter as many categories as you wish
- Only residential properties may be submitted

### **Entries should be mailed to:**

The Institute for Luxury Home Marketing  
ATTN: LIL Marketing Awards Submission  
12720 Hillcrest Plaza Drive, Suite 205  
Dallas, TX 75230

**ALL entries must be received by August 12<sup>th</sup>, 2016**

## **Award Categories and Submission Requirements**

### **Best Marketing Campaign for a Property**

*For domestic and international properties that have closed in the previous 18 months*

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” report, 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.

### **Overall Excellence in Personal Marketing**

*At least three of the marketing pieces submitted must carry the Member, CLHMS or GUILD logo or marks, with emphasis on agent branding.*

Please provide:

1. Completed entry form (check the appropriate contest category)
2. A written description of your personal marketing/branding plan
3. Samples of at least 6 marketing/advertising/promotional samples. Be sure to include relevant website and blog addresses.

### **Best Agent Market Report**

*Tell us how you informed your clients about local market conditions in the previous 18 months*

Please provide:

1. Completed entry form (check the appropriate contest category)
2. A brief synopsis of how often you create your report, typical contents, how it gets distributed, to whom it is distributed, and results.
3. Sample Market Report(s)

## **Award Categories and Submission Requirements**

### **Listing Presentation Achievement**

*Tell us about you captured a trophy listing in the previous 18 months*

Please include:

1. Completed entry form (check the appropriate contest category)
2. Listing Presentation example for trophy listing

### **Best Property Marketing Video**

*For videos produced in the previous 18 months Video submissions may be submitted by email to:*

*[jill@luxuryhomemarketing.com](mailto:jill@luxuryhomemarketing.com)*

Please provide:

1. Completed entry form (check the appropriate contest category)
2. A brief overview of the property (including price) and on your video project: your goals with the video, how you produced it, how you've distributed it, the results and the feedback you've received.
3. A link/URL for us to view the video
  - a. Can be emailed to [jill@luxuryhomemarketing.com](mailto:jill@luxuryhomemarketing.com) with your Entry Form attached as a PDF