

## SALES & MARKETING AWARDS ENTRY FORM

To be considered for a Sales & Marketing Award, please complete this form and submit along with any required presentation and/or materials by **the deadline of September 15, 2017**.

You may use one entry form to submit multiple categories. When doing so, the presentations and materials for each category must be clearly marked to ensure accurate handling and judging.

Finalists will be notified once all materials have been reviewed by the judges. All finalists will present their submission at Leaders in Luxury 2017.

Questions? We're here to help. Call The Institute at 214-485-3000 or email [laura@luxuryhomemarketing.com](mailto:laura@luxuryhomemarketing.com)

## SUBMISSION REQUIREMENTS

<b>Trophy Sale</b>	<p>A full MLS Sold Report (or, a HUD Settlement Statement AND a Commission Disbursement Acknowledgement). The documentation must clearly state the full property address, a property type or description of residential, the commissioned agent's name, sold price, and a closed date in the 2017 calendar year.</p> <p>The winner of the Trophy Sale Award will showcase the listing presentation and marketing materials that earned the sale.</p>
<b>Trophy Listing</b>	<p>Listing presentation and sample marketing materials that feature the agent's name and list price of the residential property put on the market in the 2017 calendar year.</p> <p>The winner of the Trophy Listing Award will deliver the marketing consultation that earned the listing and present any marketing materials.</p>
<b>Engagement</b>	<p>A written marketing plan and any sample materials that reflect charitable giving or community engagement and the results of how that impacted business.</p> <p>Finalists for the Community &amp; Charitable Engagement Award will present their marketing plan and sample materials.</p>
<b>Social Presence</b>	<p>A detailed presentation (PowerPoint preferred) that demonstrates a long-term social marketing strategy and includes details such as the platforms used, target audience, specific content and posts, engagement tactics, and any current or final results.</p> <p>Finalists for the Social Marketing Presence Award will present their marketing strategy.</p>
<b>Visual Campaign</b>	<p>A detailed presentation (PowerPoint preferred) of a customized marketing strategy which includes samples of any custom websites, press releases, published articles, video footage, and photography.</p> <p>Finalists for the Visual Marketing Campaign Award will present their marketing strategy and sample materials.</p>

## MEMBER DETAILS

Name

Brokerage

Email

Phone Number

## AWARD CATEGORIES

Please select the category or categories for which you are submitting:

Trophy Listing

Trophy Sale

Community & Charitable Engagement

Social Marketing Presence

Visual Marketing Campaign

## TERMS & CONDITIONS

By submitting your entry for the Sales & Marketing Awards, you agree that The Institute may use the materials as examples in training and other communications. Any physical materials sent to The Institute will not be returned. Only entries from members registered for Leaders in Luxury 2017 will be considered. If you cancel your event registration, your submission will be removed from consideration for the Sales & Marketing Awards. If selected as a finalist and/or winner for a category, you agree to present your submission at Leaders in Luxury 2017.

I accept the terms and conditions for the Sales & Marketing Awards entries

Member Signature

Date

## HOW TO SUBMIT

**The submission deadline is close of business on September 15, 2017.** All materials and presentations must be received via email or mail by that date. When submitting presentations for multiple entries, please clearly indicate which materials or presentations are for which award.

If you are not including any physical materials or presentations, you may email this completed entry form along with the required document(s) to [laura@luxuryhomemarketing.com](mailto:laura@luxuryhomemarketing.com).

Any physical materials and presentations may be mailed along with this completed entry form to:

The Institute for Luxury Home Marketing  
Attn: Sales & Marketing Awards  
12720 Hillcrest Road, Suite 205  
Dallas, Texas 75230