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MARKETING AWARDS

**NOTICE**
Before beginning any entry, please see our awards platform (chba.ca/awards) and read through the information provided, including more detailed information on requirements, categories, images, square footage, FAQs, and our videos on creating an entry. We could not include all of the relevant information in this document.

This document is provided to make preparing your entry as easy as possible – all entries must be completed on our online platform. In the case of a discrepancy between this document and our online platform, the online platform will take precedence.

Entry Form: 2023 CHBA National Awards for Housing Excellence

 **CATEGORIES INCLUDED FOR THIS FORM**

Best Sales Office (Low-Rise, Mid-Rise, or High-Rise)

**AWARD OBJECTIVES**To recognize excellence in a Sales Office used by a home builder or developer. The sales office may be for low-rise, mid-rise, or high-rise product.

**PROJECT FOR THIS ENTRY**

Category: Best Sales Office

Project Name:

Location of Project (i.e. city/town):

**SUPPORTING DOCUMENTS NEEDED FOR ONLINE ENTRY**

Simple Floor Plan

Images: a minimum of 1 colour image of the exterior, and four of the interior. Maximum 10 images. I**mages should be high resolution (300ppi), with an ideal width of 2500px. Maximum image upload size is 5MB.**

**COMPANY INFORMATION (for builder, renovator, or developer)**

Local HBA:

Company Name:

CHBA National Membership ID *(This is the identifying number for the CHBA Membership Database that ensure we can quickly approve membership eligibility. It's a six-digit number (e.g. 123000). If you don’t already know it, you can look it up at* [*www.chba.ca/housingawards*](http://www.chba.ca/housingawards)*):*

City:

Province:

Twitter Handle (optional):

Facebook Page (optional):

Instagram Account (optional):

Website (optional):

**Company Contact Information (if different than user)**

First Name:

Last Name:

Email:

Phone:

**PROJECT PARTNERS**If this project was built in partnership with another CHBA builder/developer member of the same local HBA, fill in their information below. This could include modular/site-builder partnerships.

Partner’s Local HBA:

Company Name:

City:

Province:

Twitter Handle (optional):

Facebook Page (optional):

Instagram Account (optional):

Website (optional):

**Company Contact Information (if different than user)**

First Name:

Last Name:

Email:

Phone:

**PROJECT CONTRIBUTORS**If you wish to credit another CHBA Member Company that worked on the project (e.g. architect, designer, interior decorator, etc.), please enter their information below. They do not need to be members of the same local HBA as the builder/developer/project. *Note: our online submission process allows you to credit more than one company, if applicable.*

Contributor’s Local HBA:

Type of Contributor: select one of: architect, designer, interior decorator, marketing company (for marketing entries only), other (specify)

Twitter Handle (optional):

Facebook Page (optional):

Instagram Account (optional):

Website (optional):

**Company Contact Information (if different than user)**

First Name:

Last Name:

Email:

Phone:

**ELIGIBILITY REQUIREMENTS**

Marketing entries referred to in the entry must have occurred between April 1, 2021 and October 17, 2022 and must not have been entered previously in the CHBA National Awards competition.

By entering this project, you confirm that you have read the Eligibility Requirements for the 2023 CHBA National Awards for Housing Excellence, and that you agree to be bound by the Conditions set out for the Competition.

This project must be located in the market area covered by the local HBA that was identified in the Company Profile. If the project is located in a market area in Canada not served by a local HBA, the entrant may be a member at any local HBA in Canada.

Name and company of photographer:

Name and company of architect:

Name and company of designer:

The entrant confirms that photography and video are either the product of the entrant’s employee(s), or in the case of independent photographers and/or videographers, that their written consent has been obtained.

The entrant confirms that architecture and design are either the product of the entrant’s employee(s), or in the case of independent architects and/or designers, that their written consent has been obtained.

Entrants agree that the project name, written description about the project, and photographs/video that are submitted as part of the entry may be used by the Canadian Home Builders' Association for marketing, promotional purposes, or in any manner the Association chooses, including but not limited to use on CHBA’s website, social/digital media platforms and/or published or broadcast by CHBA, including supplying to media outlets that wish to report on the entry becoming a finalist or winner.

**PART 1**

*For the initial round of review, judges will only read Part 1, so make sure you put your most important points here.*

**Is this project low-rise, mid-rise, or high-rise?** *(select one)*

**Target Audience**

*Who are you trying to appeal to? Briefly describe the target market for this project (e.g. age, interests, priorities, etc.).* ***20 word maximum.***

**Purchasing Power of Target Market (in dollars)** *Indicate how much it will cost buyers to purchase the home (if a range, please provide). If this is a rental project, indicate the rental cost per month.*

**Project Summary**

*What makes your sales office deserve to win? Touch on the following in relation to your target market:*

1. *Describe the concept or theme, and how the design and functionality relate to the brand and the target market.*
2. *How is interactive content/technology used to enhance the visitor experience?*
3. *Was the sales office effective? How did you measure results?*

***150 word maximum***

**Project website, if available (optional):**

**PART 2**

*If you are selected as a finalist and make it to round two of review, the judges will read both Part 1 and Part 2, so make sure you are expanding on Part 1, not simply repeating it.*

 **a. Concept, Design, and Functionality (55 points)**

*Describe the overall theme and feeling of the sales office. How does the exterior and interior design reflect the brand and appeal to the target audience? How does the sales office make functional use of space?* ***125 word maximum.***

**b. Use of Technology/Interactive Content (20 points)**

*Describe the use of any technology and interactive content in this Sales Office and how this contributed to a better, more engaged customer experience for your target market.* ***75 word maximum.***

**c. Sales Volume/Results (25 points)**

*Describe the effectiveness of the Sales Office in relation to its cost (price per square foot) and results in terms of sales volume.* ***75 word maximum.***