



2023 BIA Icon Awards

Sales Professional or Team Entry Form

Category #23

SALES AWARDS FORM

- Sales Person
- Sales Team
- Sales Leader

All the information provided below is for sales activities achieved solely by the entrant between January 1, 2021 – June 30, 2023 referred to hereafter as the "Sales Period"

| | |
|--|-------------------------------------|
| Name of Entrant(s): | |
| List Entrant's Professional Designations (CSP, MCSP, CMP, MIRM, Etc): | |
| Company Name: | |
| Address: | |
| Phone: | Cell Phone: |
| Website Address: | |
| Entrant('s) Email: | |
| Years in New Home Sales: | Years with this Company: |
| Type of Company - | |
| Home Builders: | Local _____ Regional/National _____ |
| Developer: | Local _____ Regional/National _____ |
| Marketing Company: | Local _____ Regional/National _____ |
| Total number of net sales and dollar volume of net sales for the sales period: | |
| # _____ | \$ _____ |
| Detail entrant('s) new home sales training and education: | |
| | |
| Did the company provide a sales assistant or secretary? Yes ___ No ___ | |
| Describe the sales environment from which entrant operated during the sales period. (i.e. central community information/sales center, model home, sales office (onsite or offsite), sales trailer, etc.) | |
| | |

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ENTRY DEADLINE: July 31, 2023

CATEGORY #23 ENTRANT STATEMENT – PLEASE ATTACH ON A SEPARATE PAGE.

1. Please provide traffic and sales information for each community in which the entrant worked during the Sales Period.

Including name of community, dates worked, operating hours, number and type of merchandised models, price range of homes, # of gross sales, # of net sales, # of buyer referral sales, # of broker referral sales, # of gross visitor traffic, conversion ratio % (# net sales divided by #gross traffic), # of homes closed.

2. Please address the following details for each community in which entrant worked:

- Market conditions during the sales process;
- Unusual obstacles faced concerning the location, community design, products, pricing and value (either on an absolute or competitive basis);
- Financing programs offered;
- Incentives offered;
- Broker cooperation programs;
- Did your community(ies) win any local or regional sales or marketing awards?

3. Please address entrant's participation in the local and/or state Sales and Marketing Council (SMC), Building Industry Association, and Board of Realtors, as well as in any local community organizations that benefited the entrant's sales performance.

4. Please answer the following questions:

- To what do you attribute the entrant's success in new home sales?
- Why do you believe the entrant is worthy of winning this award?

CERTIFICATION:

I certify that all the responses and information presented in and with this application, including the Entry Statement and any exhibits attached, is true and correct to the best of my knowledge and belief.

| | |
|----------------------|---------------|
| Submitted by: | |
| Name: | Title: |
| Email: | Date: |