



CATEGORY: Marketing Program of the Year

Criteria: This category is open to any multifamily marketing program including print, web and on-site, for a property or portfolio (rental or for-sale) that has proven results. Entries will be judged based on accomplishments since Jan. 1, 2010.

Entries Due Friday, June 24

Entry Form Instructions

Submit materials in a 9-in. by 12-in. binder.

- Completed entry form (this sheet) with narrative attached
- Supporting materials demonstrating accomplishments (include brochures, urls, photos, etc.)
- Payment

Entry Fees

I have enclosed my check made out to Multi-Housing News for:

- \$300 (first entry)
 \$250 (each subsequent entry)

Total number of entries # _____

Total payment \$ _____

Contact Name: _____

Name of Company: _____

Address: _____

Email: _____

Telephone: _____

Mailing Instructions

Send your entry form and project binder, postmarked by June 24, to:

Diana Mosher, Editor
Multi-Housing News
370 Lexington Ave., Suite 2100
New York, NY 10017

If you have questions, email dmosher@multi-housingnews.com

Tell us about your program:

(complete in full, attaching extra pages if needed)

Name and location of company or property being marketed:

Name of company that conceived marketing program:

When did you implement your program?: _____

Change in occupancy as a result of the marketing program (state time period): _____

Current occupancy as of March 31, 2011: _____

Change in rent per sq. ft. from Jan. 1 to Dec. 31, 2010: _____

Change in leasing/sales traffic from Jan. 1 to Dec. 31, 2010: _____

Leasing rate: _____

What platforms does the program comprise? (check all that apply)

- | | | |
|--|--|---|
| <input type="checkbox"/> Website | <input type="checkbox"/> ILS | <input type="checkbox"/> Social Networking |
| <input type="checkbox"/> Print brochures | <input type="checkbox"/> Newspapers, print media | <input type="checkbox"/> Signage and billboards |
| <input type="checkbox"/> Craigslist | | |
| <input type="checkbox"/> Other: _____ | | |
- _____

Tell us about your accomplishments:

On a separate sheet of paper, provide between 250-500 words (bullet points are fine) describing the marketing program. Include problem, solution and measurable results (such as change in NOI throughout the year). Please attach supporting materials as needed.