



ENTRY FORM

CATEGORY: Best Marketing Program

Criteria: This category is open to any multifamily marketing program for an existing property or portfolio (rental or for-sale) or new property lease-up or sales program that has proven results. Entries will be judged based on accomplishments in 2017. **Entries are due Monday, June 11.**

Please complete all fields*

1. Tell Us About the Program:

(complete in full, attaching extra pages as needed)

Name and location of company or property being marketed:

Name of company that conceived the marketing program:

When did they implement the program? _____

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

Occupancy as of Dec. 31, 2017: _____

Change in rent per square foot from Jan. 1 to Dec. 31, 2017: _____

Change in leasing/sales traffic from Jan. 1 to Dec. 31, 2017: _____

Leasing rate: _____

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

- Website ILS Social media
- Print brochures Print media Signage/
billboards
- Craigslist Mobile
- Other: _____

3. Entry Fees

\$300 for first entry, \$275 for each subsequent entry

Payment online

Total number of entries # _____

Total payment \$ _____

Contact name: _____

Name of company: _____

Address: _____

Contact email: _____

Contact telephone: _____

Please list the names and company affiliations of all team members to be included in award materials:

4. Submit Your Entry Online

Go to <http://mhn.submishmash.com/submit> and follow prompts for submitting payment. Then load the following materials:

- 1) Completed entry form
- 2) Narrative ("Why should they win this award?")
- 3) Supporting materials if applicable
- 4) Photo of the community

The system will accept your files in PDF, Word, jpeg and tiff format.

*If you have questions, email jessica.fiur@cpe-mhn.com

2. Why Should You Win This Award?

On a separate sheet of paper, provide 250-500 words (bullet points are fine) describing the marketing program. Include problem, solution and measurable results (such as change in occupancy). Please attach supporting materials as needed. Judges will look at overall strategy, creativity of marketing plan, and occupancy rate change as applicable.