

Strut Your Stuff

IN THE BATC AWARDS OF EXCELLENCE!

Get the recognition that will give your prospects one more reason to choose you and make your clients glad that they did!

Entry Deadline:
Friday, July 23, 2010

Awards Ceremony: Saturday, October 23, 2010
Crowne Plaza Riverfront - St. Paul

For more information, contact:

Kimberly Lockwood, BATC, 651.697.7571 or kimberly@batc.org

"We make sure our potential clients know about our BATC awards- and it pays off. BATC Awards increase our brand visibility, strengthen our brand name, and also attract new customers, all of which are very important in a tough economy."

~ John R. Kraemer
John Kraemer & Sons, Inc.

Awards of
excellence

presented by:



AWARDS CATEGORIES & DESCRIPTIONS

REGGIE AWARDSSM

Parade of HomesSM Builders \$199 per home

Honoring the best homes in the Parade of HomesSM by recognizing design and quality construction.

- New, reduced entry fee!
- Revised judge forms - included with entry forms – See what you are being judged on!
- Judges will be taking photos – to improve the judging process.
- Get one ticket to the Awards Ceremony – Included with your entry!

TRILLIUM AWARDSSM

Parade of HomesSM Builders and BATC Associate Members

Awarded to Builder and Associate Members in partnership in the Parade of HomesSM.

- Recognizes design and construction quality in five areas
 - ~ Best Interior
 - ~ Best Exterior
 - ~ Best Kitchen
 - ~ Best Bath
 - ~ Best Special Area

- **Multiple Entry Discounts per Associate Company!**

1-4 Entries ~ Regular Price ~ \$100 per category ~ All Entries
 5-9 Entries ~ 10 percent discount ~ \$90 per category ~ All Entries
 10 or more Entries ~ 20 percent ~ \$80 per category ~ All Entries

PEOPLES CHOICE

Parade of HomesSM Builders \$100 per home

- Consumers judge Parade HomesSM
- Compare to “ideal” home for price
- Get a quick survey of what consumers think of your model

SALES & MARKETING AWARDS

Open to All Members \$50 per category

- Best Brochure in three categories
 - ~ Builder/Developer
 - ~ Neighborhood
 - ~ Corporate/Product
- Best Website
- Best Sales Agent in two categories
 - ~ New home sales
 - ~ Associate sales

Contact Person: _____
 Company: _____
 Address: _____
 City/State/Zip: _____
 Phone/Fax: _____
 Email: _____

• Please submit one form of payment/check for all categories entered.

• **Entry Deadline:**
 Friday, July 23, 2010

TIP: Download this form at batc.org as an editable PDF.

PAYMENT METHOD:

Checks: Make payable to BATC
 Credit Card - Billing address (only if different than above):
 Billing Address: _____
 City/State/Zip: _____

 Credit Card Number: _____
 Expiration Date: _____
 Security Code (3-digit code on backside or 4-digit code on frontside for American Express): _____

WHAT AWARD CATEGORIES ARE YOU PAYING FOR?

Fee x Qty. = Total

REGGIE AWARDSSM (BUILDERS ONLY)

Whole House (by price category) \$199 x _____ = _____

Includes one ticket to the Awards Ceremony! List attendee name here: _____

TRILLIUM AWARDSSM - BUILDER - \$100 per home

(includes any or all categories) \$100 x _____ = _____

TRILLIUM AWARDSSM - ASSOCIATE

Best Bathroom \$ _____ x _____ = _____
 Best Interior \$ _____ x _____ = _____
 Best Kitchen \$ _____ x _____ = _____
 Best Exterior \$ _____ x _____ = _____
 Best Special Area \$ _____ x _____ = _____

Multiple Entry Discounts per Associate Company!
 1-4 Entries ~ Regular Price ~ \$100 per category ~ All Entries
 5-9 Entries ~ 10 percent discount ~ \$90 per category ~ All Entries
 10 or More Entries ~ 20 percent ~ \$80 per category ~ All Entries

PEOPLES CHOICE AWARDS

Best Home Voted by Consumers (by price category) \$100 x _____ = _____

SALES & MARKETING AWARDS - \$50 Each - Reduced Fee!

Best Brochure Award \$50 x _____ = _____
 Best Website Award \$50 x _____ = _____
 Associate Sales Person of the Year \$50 x _____ = _____
 New Home Sales Person of the Year Award \$50 x _____ = _____

GRAND TOTAL AMT: \$ _____

Please type or print. Make copies of this form for additional entries/categories.

Please Complete One Form Per Entry/Category

ENTRY INFORMATION:

Fall ShowcaseSM Home Number: _____

Address of Entry: _____

City/State/Zip: _____

Structure Price Only (excluding Lot*): _____

*Price of the Lot (includes septic/well, sewer, water, driveway and landscaping costs) that the builder communicates to the buyer: _____

BUILDER INFORMATION:

Builder Company Name: _____

Builder Contact Person: _____

Phone: _____ Fax: _____

Email: _____

WHOLE HOUSE ENTRY DESCRIPTION: (Mandatory, points awarded)

Email or attach a short description of this entry to showcase features you want judges to review. Description must be emailed to kimberly@batc.org.

Eligible Entries:

- Any home open during the 2010 Parade of Homes Fall ShowcaseSM
- Builder must complete one form for every home entered.
- Previous ReggieSM winning homes are not eligible.
- Note: Every attempt is made to keep single-family and association-maintained entries in separate categories, dependent on the number of entries received.
- **Entries Due by Friday, July 23, 2010**

TIP: Download this form at batc.org as an editable PDF.

Please Complete One Form Per Entry/Home (2 Pages)

ENTRY INFORMATION:

Fall ShowcaseSM Home Number: _____

Address of Entry: _____

City/State/Zip: _____

Structure Price Only (excluding Lot*): _____

*Price of the Lot (including any septic/well, sewer, water, driveway and landscaping costs) that the builder communicates to the buyer: _____

BUILDER INFORMATION:

Builder Company Name: _____

Builder Contact Person: _____

Phone: _____

Fax: _____

Email: _____

ENTRY DESCRIPTION:

Email a short description of this entry to showcase features you want judges to review. Description must be emailed to kimberly@batc.org. Please refer to Fall ShowcaseSM home number in your correspondence.

Eligible Entries:

- Any home open during the 2010 Parade of Homes Fall ShowcaseSM
- Builder must complete one form for every home entered and indicate categories entered.
- At least one associate (or in house architecture design department) partner is required for each category. Builder and Associate must submit separate Entry forms.
- Previous Trillium winning homes are not eligible in winning category.
- **Entries Due by Friday, July 23, 2010**

TIP: Download this form at batc.org as an editable PDF.

ENTRY CATEGORY & ASSOCIATE(S) INFORMATION:

(You may enter as many categories as you would like.) This event is a partnership between you and BATC Associate members. All associates are required to complete a separate entry form and pay a fee.

List the BATC associate members participating in this category with you. This event is a partnership between you and BATC Associate members. All associates need to complete page 7 and pay the appropriate fees.

KITCHEN

Associate Company #1: _____
 Contact Person: _____
 Email Address: _____
 Product Supplied: _____

Associate Company #3: _____
 Contact Person: _____
 Email Address: _____
 Product Supplied: _____

Associate Company #2: _____
 Contact Person: _____
 Email Address: _____
 Product Supplied: _____

Associate Company #4: _____
 Contact Person: _____
 Email Address: _____
 Product Supplied: _____

BATH

Associate Company #1: _____
 Contact Person: _____
 Email Address: _____
 Product Supplied: _____

Associate Company #3: _____
 Contact Person: _____
 Email Address: _____
 Product Supplied: _____

Associate Company #2: _____
 Contact Person: _____
 Email Address: _____
 Product Supplied: _____

Associate Company #4: _____
 Contact Person: _____
 Email Address: _____
 Product Supplied: _____

ENTRY CATEGORY & ASSOCIATE(S) INFORMATION:

(You may enter as many categories as you would like.) This event is a partnership between you and BATC Associate members. All associates are required to complete a separate entry form and pay a fee.

List the BATC associate members participating in this category with you. This event is a partnership between you and BATC Associate members. All associates need to complete page 7 and pay the appropriate fees.

INTERIOR

Associate Company #1: _____
Contact Person: _____
Email Address: _____
Product Supplied: _____

Associate Company #3: _____
Contact Person: _____
Email Address: _____
Product Supplied: _____

Associate Company #2: _____
Contact Person: _____
Email Address: _____
Product Supplied: _____

Associate Company #4: _____
Contact Person: _____
Email Address: _____
Product Supplied: _____

EXTERIOR

Associate Company #1: _____
Contact Person: _____
Email Address: _____
Product Supplied: _____

Associate Company #3: _____
Contact Person: _____
Email Address: _____
Product Supplied: _____

Associate Company #2: _____
Contact Person: _____
Email Address: _____
Product Supplied: _____

Associate Company #4: _____
Contact Person: _____
Email Address: _____
Product Supplied: _____

SPECIAL AREA

Associate Company #1: _____
Contact Person: _____
Email Address: _____
Product Supplied: _____

Associate Company #3: _____
Contact Person: _____
Email Address: _____
Product Supplied: _____

Associate Company #2: _____
Contact Person: _____
Email Address: _____
Product Supplied: _____

Associate Company #4: _____
Contact Person: _____
Email Address: _____
Product Supplied: _____

TRILLIUM ENTRY FORM - ASSOCIATE

Multiple Entry Discounts per Associate Company!

1-4 Entries ~ Regular Price ~ \$100 per category ~ All Entries
5-9 Entries ~ 10 percent discount ~ \$90 per category ~ All Entries
10 or More Entries ~ 20 percent ~ \$80 per category ~ All Entries

Please type or print. Make copies of this form for additional entries/categories.

Each Associate Must Complete One Associate Entry Form

Associate Company Name: _____

Associate Contact Person: _____

Associate Phone: _____ Fax: _____

Email: _____

Eligible Entries:

- Any BATC Associate member which contributed to the design and/or construction of a home open during the Parade of Homes Fall ShowcaseSM.
- Associate and Builder must complete separate forms.
- Previous Trillium winning homes are not eligible in winning category.
- **Entries Due by Friday, July 23, 2010**

TIP: Download this form at batc.org as an editable PDF.

ENTRY INFORMATION

List the projects/BATC builder members participating in this category with you. This event is a partnership between you and BATC builder members. All builders need to complete pages 5 & 6. (Copy this form for additional entries).

ENTRY #1

Fall ShowcaseSM Number: _____

Builder _____

Location of Entry: _____

KITCHEN BATH INTERIOR

EXTERIOR SPECIAL AREA

ENTRY #6

Fall ShowcaseSM Number: _____

Builder _____

Location of Entry: _____

KITCHEN BATH INTERIOR

EXTERIOR SPECIAL AREA

ENTRY #2

Fall ShowcaseSM Number: _____

Builder _____

Location of Entry: _____

KITCHEN BATH INTERIOR

EXTERIOR SPECIAL AREA

ENTRY #7

Fall ShowcaseSM Number: _____

Builder _____

Location of Entry: _____

KITCHEN BATH INTERIOR

EXTERIOR SPECIAL AREA

ENTRY #3

Fall ShowcaseSM Number: _____

Builder _____

Location of Entry: _____

KITCHEN BATH INTERIOR

EXTERIOR SPECIAL AREA

ENTRY #8

Fall ShowcaseSM Number: _____

Builder _____

Location of Entry: _____

KITCHEN BATH INTERIOR

EXTERIOR SPECIAL AREA

ENTRY #4

Fall ShowcaseSM Number: _____

Builder _____

Location of Entry: _____

KITCHEN BATH INTERIOR

EXTERIOR SPECIAL AREA

ENTRY #9

Fall ShowcaseSM Number: _____

Builder _____

Location of Entry: _____

KITCHEN BATH INTERIOR

EXTERIOR SPECIAL AREA

ENTRY #5

Fall ShowcaseSM Number: _____

Builder _____

Location of Entry: _____

KITCHEN BATH INTERIOR

EXTERIOR SPECIAL AREA

ENTRY #10

Fall ShowcaseSM Number: _____

Builder _____

Location of Entry: _____

KITCHEN BATH INTERIOR

EXTERIOR SPECIAL AREA

Please type or print. Make copies of this form for additional entries.

Please complete One Form Per Home

Parade of Homes Fall ShowcaseSM Home number: # _____

ENTRY INFORMATION:

Company: _____

Name of Contact Person: _____

Address: _____

City/State/Zip: _____

Phone/Fax: _____

Email: _____

Website: _____

Structure Price Only (excluding Lot*): _____

**Price of the Lot (including any septic/well, sewer, water, driveway and landscaping costs) that the builder communicates to the buyer: _____*

Eligible Entries:

- Any home open during the 2010 Parade of Home Fall ShowcaseSM
- 500 postage paid postcards will be provided for visitors to mail directly to BATC.
- Winners will be selected based on the total score and weighted for total number of cards returned.
- **Entries Due by Friday, July 23, 2010**

TIP: Download this form at batc.org as an editable PDF.

Please type or print. Make copies of this form for additional entries.

Please complete One Form Per Entry

ENTRY INFORMATION:

Name of Contact Person: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone/Fax: _____

Email: _____

Website: _____

BROCHURE CATEGORY:

- Choose one:
- Builder or Developer Corporate Brochure
 - Community/Neighborhood Brochure
 - Associate member Corporate/Product/Service Brochure

1. Please attach a copy of the brochure including any inserts or adjuncts when applicable.

2. Price per piece of the brochure: \$ _____

3. Describe your target market for this brochure:

4. Please attach a marketing statement describing the strategy and goals for this brochure and how it fits into the company's overall marketing plan (maximum 500 words):

ENTRANT:

By my signature below I hereby certify that all responses and information provided with this application are true and correct to the best of my knowledge and belief.

X _____

Eligible Entrants:

- Any printed brochure designed to sell the products or services of a BATC member. Entry will be judged on concept, copy, layout, budget, overall design and execution as it relates to the specific target market.

Judging:

- Administered by BATC Sales & Marketing Council
- **Entries Due by Friday, July 23, 2010**

TIP: Download this form at batc.org as an editable PDF.

Please type or print. Make copies of this form for additional entries.

Please complete One Form Per Entry/Category

ENTRY INFORMATION:

Name of Contact Person: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone/Fax: _____

Email: _____

Website: _____

WEBSITE CATEGORY:

- Choose one:
- Overall Company website
 - Community/Neighborhood website
 - Product/Service Provider website

1. Describe your target market for this website:

2. Please attach a marketing statement describing the strategy and goals for this website and how it fits into the company's overall marketing plan (maximum 500 words):

ENTRANT:

By my signature below I hereby certify that all responses and information provided with this application are true and correct to the best of my knowledge and belief.

X _____

Eligible Entrants:

- Any website designed to promote a BATC member. Entry will be judged on ease of access, ease of navigation through the site, design, layout and content.

Judging:

- Administered by BATC Sales & Marketing Council

- **Entries Due by Friday, July 23, 2010**

TIP: Download this form at batc.org as an editable PDF.

Please type or print. Make copies of this form for additional entries.

Please complete One Form Per Entry/Category

ENTRY INFORMATION:

Name of Entrant: _____

Title: _____

List Credits & Affiliates (CSP, MIRM, etc): _____

Company: _____

Address: _____

City/State/Zip: _____

Phone/Fax: _____

Email: _____

Website: _____

SALES INFORMATION:

Years in New Home Sales: _____ Years with Company: _____

Type of Company: Home Builder Developer
 Marketing/Real Estate Firm

1. Describe the sales environment within which you worked during the Sales Period (if you worked at more than one community please copy and complete for each):

Community Name: _____

Start/End Dates: _____

Operating Hours: _____

Selling Environment (sales office, design center, model, trailer): _____

Describe number and type of display models (e.g. two-story single family home priced at \$500,000, fully merchandised): _____

Price Range you sell: _____

Did you work with another agent at this community?: _____

Did you have a sales assistant during the Sales Period?: _____

2. Please indicate if you participated in the Parade of HomesSM, Luxury Home Tour, Grand Openings or other special promotional events during the Sales Period and what percent of total sales under your management came as a result of these events:

3. Sales Data During Sales Period:

Number of total (gross) sales: _____

Number of Cancellations: _____

Number of net sales: _____

Total (gross) traffic units: _____

Overall conversion ratio (divide gross traffic by gross sales): _____

Effective conversion ratio (divide gross traffic by net sales): _____

4. Please provide a written overview of your sales presentation (100-150 words, attach separately label as Exhibit A)

Eligible Entrants:

- Any new home sales agent in the employ of or under contract by a BATC member (if contract employee, real estate company must also be a member of BATC) whose primary position was selling new homes during the period of July 1, 2009 and June 30, 2010 (referred to as sales period).

Judging:

- Administered by BATC Sales & Marketing Council

- **Entries Due by Friday, July 23, 2010**

TIP: Download this form at batc.org as an editable PDF.

5. Please provide a written overview of your follow up process (100-150 words, attach separately label as Exhibit B)
6. Describe how you utilize technology in the sales/follow-up process (100-150 words, attach separately label as Exhibit C)
7. What percentage of your gross sales volume was co-brokered?
8. Please describe your company's realtor co-op program and what you do to foster broker sales (100-150 words, attach separately label as Exhibit D)
9. Describe your job-specific education during the year (include classes, seminars, books, CDs etc.) and describe what you learned and how you applied this knowledge to your daily activities (100-150 words, attach separately label as Exhibit E)
10. Describe any competitive challenges your community faced during the Sales Period and how you applied your management skills and knowledge to overcome the challenges and successfully sell (100-150 words, attach separately label as Exhibit F)

SPONSOR:

I hereby certify that all responses and information provided with this application are true and correct to the best of my knowledge and belief.

X _____

Please attach Sponsor Statement indicating why Entrant should be declared the BATC Sales Person of the Year (100-150 words, attach separately label as Exhibit S)

SUPERVISOR: (If different from Sponsor)

I, the undersigned, as an officer of the company referenced in the application or a manager with direct responsibility to the supervision of the applicant hereby verify that all responses and information provided with this application are true and correct to the best of my knowledge and belief.

X _____

ENTRANT:

By my signature below I hereby certify that all responses and information provided with this application are true and correct to the best of my knowledge and belief.

X _____

Please type or print. Make copies of this form for additional entries.

Please complete One Form Per Entry/Category

ENTRY INFORMATION:

Name of Entrant: _____

Title: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone/Fax: _____

Email: _____

Website: _____

SALES INFORMATION:

Years in Sales: _____ Years with Company: _____

1. Describe types of BATC members you sell to:

2. Please provide a written overview of your sales presentation: (100-150 words, if needed attached additional paragraph labeled as Exhibit A)

3. Please provide a written overview of your follow up process: (100-150 words, if needed attached additional paragraph labeled as Exhibit B)

4. Describe any competitive challenges your company faced during the Sales Period and how you applied your management skills and knowledge to overcome the challenges and successfully sell: (100-150 words, if needed attached additional paragraph labeled as Exhibit C)

SPONSOR:

Please attach Sponsor Statement indicating why Entrant should be declared the BATC Sales Person of the Year (100-150 words, attach separately label as Exhibit S)

ENTRANT CERTIFICATION:

By my signature below I hereby certify that all responses and information provided with this application are true and correct to the best of my knowledge and belief.

X _____

Eligible Entrants:

- Any BATC Associate member employee whose primary position was selling product(s) and/or service(s) to BATC Builder and Remodeler members during the period of July 1, 2009 and June 30, 2010.

Judging:

- Administered by BATC Sales & Marketing Council
- **Entries Due by Friday, July 23, 2010**

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