



2017 STARS Awards Entry Form

Project Statement

FOR PROJECTS COMPLETED January 1, 2016 July 1, 2017	
Entry Number	
Project Location (City)	
Primary Target Market	
Sales Price of Plan or Project	
Square Footage of Plan	
Date Community Opened for Sales	
Website Address of Community	

Project Statement

In the space below, explain the major objectives of the entry and why you think it deserves an award in the category entered. Identify the target market, any unusual constraints or opportunities that the project presented, and how the marketing objectives were met. The submission may be in bullet or paragraph form. Please refrain from mentioning the builder or project name in the project statement. (200 words or less)