



Marketing Professional of the Year

The marketing professional is responsible for developing and implementing overall marketing policy, including market research, product development, merchandising and advertising for new home communities within budget. The responsibilities may also include hiring, training and supervising the marketing team. Entrant must be a current SMC member.

Candidate Name:
Company Name:
Phone:
Candidate's Email:

Please attach a complete achievement statement that includes information on:

- Professional achievements and performance in the past year
- Development and implementation of the company's overall marketing plan
- Ability to create and implement unique and innovative marketing ideas
- Service to and involvement in the industry and community
- Overall attitude, cooperation and leadership candidate brings to the company and its employees
- Number of years in marketing for the home building industry
- Number of employees directed
- Number of communities marketed
- Number of homes CLOSED between January 1, 2017 through December 31, 2017
- Average marketing budget

Submitted by:	Title:
Company:	
Email:	Phone:



Entry Statement: