

## **SC1 Best Sales & Information Centre – Single Family**

### **Member Eligibility**

- Only **CHBA – ER Single Family Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

### **Eligibility**

- Sales/Presentation Centre **must** have been active and located in the Edmonton Region during the time frame of **October 1, 2017 to September 30, 2018.**
- **If you entered your sales centre last year, you cannot enter it again this year if it's at the same address location.**
- Excludes permanent design centers & show rooms.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

### **Judging Procedures / Details**

Entries will be judged according to the following criteria:

- 75% Visual Presentation
- 25% Marketing Feature Sheet

### **Requirements**

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Eight (8) different digital images of the following:
  - Exterior of sales/presentation centre
  - Interior of sales/presentation centre
  - Showing walls
  - Sales message and displays
  - Four (4) images of your choice
- Digital image of your company logo

***\*If any of the above requirements are not met, this will result in disqualification***

### **Number of Entries**

Two (2) submissions in this category.

### **Builder of the Year**

This award qualifies for the Builder of the Year Single Family Awards.

Please refer to the Builder of the Year Submission Guidelines for point allocation.

**NOTE:** Company name and location of sales centre will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

## **Marketing Feature Sheet Questions (SC1)**

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. Describe the exterior of the sales centre:**
- 2. Describe the interior of the sales centre:**
- 3. Special features/functionality:**
- 4. Describe what makes the sales centre visually appealing:**
- 5. Additional comments (optional):**

## **SC2 Best Sales & Information Centre – Multi - Family**

### **Member Eligibility**

- Only **CHBA – ER Multi - Family Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

### **Eligibility**

- Sales/Presentation Centre **must** have been active and located in the Edmonton Region during the time frame of **October 1, 2017 to September 30, 2018.**
- **If you entered your sales centre last year, you cannot enter it again this year if it's at the same address location.**
- Excludes permanent design centers & show rooms.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

### **Judging Procedures / Details**

Entries will be judged according to the following criteria:

- 75% Visual Presentation
- 25% Marketing Feature Sheet

### **Requirements**

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Eight (8) different digital images of the following:
  - Exterior of sales/presentation centre
  - Interior of sales/presentation centre
  - Showing walls
  - Sales message and displays
  - Four (4) images of your choice
- Digital image of your company logo

***\*If any of the above requirements are not met, this will result in disqualification***

### **Number of Entries**

Two (2) submissions in this category.

### **Builder of the Year**

This award qualifies for the Builder of the Year, Multi-Family Award.

Please refer to the Builder of the Year submission guidelines for point allocation.

**NOTE:** Company name and location of sales centre will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

## **Marketing Feature Sheet Questions (SC2)**

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. Describe the exterior of the sales centre:**
- 2. Describe the interior of the sales centre:**
- 3. Special features/functionality:**
- 4. Describe what makes the sales centre visually appealing:**
- 5. Additional comments (optional):**

## **SC3 Best Design Centre/Show Room**

### **Member Eligibility**

- Only **CHBA – ER Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

### **Eligibility**

- Design Centre/ Show Room **must** have been active during the time frame of **October 1, 2017 to September 30, 2018**.
- Single Family, Multi – Family, Renovators and General Members may submit into this award.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

### **Judging Procedures / Details**

Entries will be judged according to the following criteria:

- 75% Visual Presentation
- 25% Marketing Feature Sheet

### **Requirements**

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Eight (8) different digital images of the following:
  - Exterior of Design Centre/Show Room
  - Interior of Design Centre /Show Room
  - Showing walls
  - Sales message and displays
  - Four (4) images of your choice
- Digital image of your company logo

***\*If any of the above requirements are not met, this will result in disqualification***

### **Number of Entries**

Two (2) submissions in this category

### **Builder of the Year**

This award qualifies for all Builder of the Year Awards

Please refer to the Builder of the Year submission guidelines for point allocation.

**NOTE:** Company name and location of Design Centre / Show Room will be displayed exactly as indicated on online entry form in all advertising at the Awards of Excellence in Housing Gala.

### **Marketing Feature Sheet Questions (SC3)**

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. Describe the exterior of the design centre:**
- 2. Describe the interior of the design centre:**
- 3. Special features/functionality:**
- 4. Describe what makes the sales centre visually appealing:**
- 5. Additional comments (optional):**

## **CS1 Rookie of the Year - Single/Multi-Family**

### **Member Eligibility**

- Only **CHBA – ER Single Family or Multi - Family Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

### **Eligibility**

- The candidate must be a full-time new home salesperson employed or under contract by a CHBA-ER Builder Member.
- Candidate must be the primary customer contact acting as an Area Manager. Area Manager is defined as one who signs the contract with the customer and is the primary customer contact.
- **(18 months or less) in that role** with no previous home sales experience as an Area Sales Manager.
- The following positions are excluded: Sales Manager, Marketing Director, Advertising Manager, Vice-President of Marketing, or company owner. Hosts, assistants and associates are NOT eligible.
- The entry form must be submitted by the candidate's immediate supervisor.
- If you entered last year, you cannot submit again this year.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

### **Judging Procedures / Details**

Entries will be judged according to the following criteria:

- 60% Marketing Comments (**candidate**)
  - 20% Describe your sales techniques
  - 20% Sales/Accomplishments
  - 20% Challenges faced
- 40% Marketing Comments (**owner/manager**)

**\*\*Use paragraph or point form\*\***

### **Requirements**

- Online Entry Form
- One (1) digital image (head and shoulders) of the candidate
- Marketing Comments from the candidate - 200 words or less
- Marketing Comments from the owner/manager - 200 words or less

***\*If any of the above requirements are not met, this will result in disqualification***

### **Number of Entries**

Three (3) submissions in this category

### **Builder of the Year**

This award qualifies for all Builder of the Year Awards.

Please refer to the Builder of the Year Submission Guidelines for point allocation.

**NOTE:** Company name and sales person name will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

## CS2 Sales Person/Team of the Year - Single Family

### Member Eligibility

- Only **CHBA – ER Single Family Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

### Eligibility

The candidate must be a full-time new home salesperson employed or under contract by a CHBA-ER Builder Member and signs purchasing with the customer; but cannot accept the agreement on behalf of the builder.

- The following positions are excluded: Sales Manager, Marketing Director, Advertising Manager, Vice-President of Marketing, or company owner.
- Sales team constitutes of 2 or more people selling out of the same community; must be with the member company during the time frame of **October 1, 2017 to September 30, 2018**. Please specify the community in your submission.
- **Cannot combine your sales with a past member company** you are no longer working with
- The entry form must be submitted by the candidate's immediate supervisor.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

### Judging Procedures / Details

Entries will be judged according to the following criteria:

- 60% Marketing Comments (**candidate**)
  - 20% Describe your sales techniques
  - 20% Challenges Faced
  - 20% Accomplishments (How have you supported your Builder and/or Community through Marketing or Leadership initiatives?)
- 40% Marketing Comments (**owner/manager**)

**\*\*Use paragraph or point form\*\***

### Requirements

- Online Entry Form
- One (1) digital image (head and shoulders) of the Candidate
- Marketing Comments from the candidate - 200 words or less
- Marketing Comments from the owner/manager - 200 words or less
- While sales volumes are relevant, it is not a determining factor.
- Community in which the sales person/team sells out of.

***\*If any of the above requirements are not met, this will result in disqualification***

### Number of Entries

Three (3) submissions in this category.

### Builder of the Year

This award qualifies for the Builder of the Year, Single Family Awards.

Please refer to the Builder of the Year submission guidelines for point allocation.

**NOTE:** Company name and sales person name will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

### NOTE:

REMINDER: This is not a sales volume award.



## CS3 Sales Person/Team of the Year – Multi – Family

### Member Eligibility

- Only **CHBA – ER Multi - Family Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

### Eligibility

The Candidate must be a full-time new home salesperson employed or under contract by a CHBA-ER Builder Member and signs purchasing with the customer; but cannot accept the agreement on behalf of the builder.

- The following positions are excluded: Sales Manager, Marketing Director, Advertising Manager, Vice-President of Marketing, or company owner.  
Sales team constitutes of 2 or more people selling in the same community; must be with the member company during the time frame of **October 1, 2017 to September 30, 2018**. Please specify the community in your submission.
- **Cannot combine your sales with a past member company** you are no longer working with
- The entry form must be submitted by the candidate's immediate supervisor.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.

All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

### Judging Procedures / Details

Entries will be judged according to the following criteria:

- 60% Marketing Comments (**candidate**)
  - 20% Describe your sales techniques
  - 20% Challenges Faced
  - 20% Accomplishments (How have you supported your Builder and/or Community through Marketing or Leadership initiatives)
- 40% Marketing Comments (**owner/manager**)

**\*\*Use paragraph or point form\*\***

### Requirements

- Online Entry Form
- One (1) digital image (head and shoulders) of the candidate
- Marketing Comments from the candidate - 200 words or less
- Marketing Comments from the owner/manager - 200 words or less
- While sales volumes are relevant, it is not a determining factor.
- Community in which the sales person/team sells out of.

***\*If any of the above requirements are not met, this will result in disqualification***

### Number of Entries

Three (3) submissions in this category.

### Builder of the Year

This award qualifies for the Builder of the Year, Multi-Family Award.  
Please refer to the Builder of the Year submission guidelines for point allocation.

**NOTE:** Company name and sales person name will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

### NOTE:

REMINDER: This is not a sales volume award.

## **GS1 General Member Sales Person / Liaison Builder of the Year**

### **Member Eligibility**

- Only **CHBA – ER General Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

### **Eligibility**

- The Candidate must be a full-time salesperson / Builder Liaison employed or under contract by a CHBA-ER Member. No Owner, Vice President or President permitted to enter.
- A minimum of 5 survey results must be returned to be eligible.
- CHBA- ER will be sending out an email to all housing and renovator members to fill out survey.

### **Judging Procedures / Details**

- Surveys will be sent to all CHBA- ER Builder/Renovator Members
- 100% Survey questionnaire
- Winner will be determined by highest average of tabulation

### **Requirements**

- Online Entry Form
- One (1) digital image (head and shoulders) of the sales person.

***\*If any of the above requirements are not met, this will result in disqualification***

### **Number of Entries**

One (1) entry per company.

### **Builder of the Year**

Not Applicable for this award.

**NOTE:** Company name and sales person name will be displayed exactly as indicated on the entry form in all advertising and at the Awards of Excellence in Housing Gala.

## **General Member Sales Person / Liaison Builder of the Year Survey Questions (GS1)**

Your company name or CHBA-ER membership number:

Click on a General Member sales person you deal with:

I (Your Name) work with the member company below. (Signature) on website

1. Does the general sales representative keep you up to date on changes, Improvements, new products, and ideas related to their business? (15%)
2. Is the general sales person responsive to, and knowledgeable about your questions and concerns? (15%)
3. Does the general sales person perform all service requests/or return calls and/or emails in a timely manner? (15%)
4. Was the representation made about the quality of workmanship, service or product you purchased accurate? (15%)
5. How likely are you to recommend this General Member Sales person to others? (40%)

**Surveys Scale: 1 to 5 (never, sometimes, and always)**

## SV1 Sales Volume Awards

### Member Eligibility

- Only **CHBA – ER Single Family or Multi - Family Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

### Eligibility

The candidate must be a full-time new home single family or multi-family salesperson employed or under contract by a CHBA-ER builder member and signs the purchasing agreement with the customer; but cannot accept the agreement on behalf of the builder.

- The candidate must **not** be a full-time Realtor.
- All sales must be unconditionally approved from **October 1, 2017 to September 30, 2018**.
- **Dollar values must exclude GST but land must be included.**
- Team sales will **not** be accepted; except for a job share situation where two individuals are in the same sales centre.
- The following positions are **excluded**: investment groups, Sales Manager, Marketing Directors, Advertising Managers, Vice-President of Marketing, or company owners.
- Properties must be sold directly to the customer by the candidate. Example – MLS properties sold by a third party Realtor on MLS will **not** be accepted.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

### Judging Procedures / Details

- The sales plateaus will be established by CHBA - ER once the deadline has passed and submission totals have been reviewed.
- A maximum of 30 awards will be presented.

### Requirements

- Online Entry Form
- One (1) Affidavit, signed by the candidate(s), President/Owner, and accountant of the company – Affidavit follows – complete, scan, and upload when requested on the online entry form
- One (1) hard copy financial statement of the candidate's **purchase contract total excluding GST**; unconditionally from **October 1, 2017 to September 30, 2018**, signed by the candidate, President/Owner, and Accountant of the company. Financial Statement must include: legal address and property descriptions, unconditional date and amount sold less GST. Financial statement form follows – complete, scan, and upload when requested on the online entry form
- One (1) digital image (head and shoulders) of the candidate(s). Must be a high resolution professional photo.

***\*If any of the above requirements are not met, this will result in disqualification***

### Number of Entries

No limit.

**NOTE:** Company name and candidate name will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.