



## **Contest Rules and Information: Retail Sales Center of the Year Awards**

The National Industry Awards are presented at the 2018 MHI National Congress & Expo for Manufactured and Modular Housing. Each award winner receives a personalized trophy and recognition in industry communications. Award winners are honored at the 2018 MHI National Congress and Expo for Manufactured and Modular Housing in Las Vegas, Nevada.

### **What Happens to Your Entry:**

Entries are screened at MHI headquarters to verify eligibility. All entries are judged by a panel of independent experts in the fields of architecture, development, home construction, multi-family housing, real estate appraisal, finance, public relations and community planning. The entries are evaluated using judging criteria based upon the submission information provided in this information sheet. The highest- scoring entry in each category receives an award. The decision of the judges is final and scores for individual entries will not be disclosed.

### **Entry Deadlines, Fees and Rules:**

\$75 for each entry. Entry materials must be entered into the online system by **March 9, 2018**. No refunds will be granted for entries withdrawn from the competition, late or incomplete entries, or entries determined not to meet the eligibility criteria. There will be no extensions to the deadline and no exceptions will be made.

### **Eligibility Criteria:**

Please pay special attention to the eligibility criteria for each award category and ensure that your entry meets the criteria outlined here. Any entry determined not to meet the eligibility criteria will be disqualified. No refunds will be granted for entries withdrawn from the competition, late or incomplete entries, or entries determined not to meet the eligibility criteria.

### **Award Notification:**

Award winners will be notified by no later than April 10, 2018. The results will not be provided by phone before April 10, 2018.

**Overall Eligibility:**

For the Retail Sales Center of the Year awards, the entry should be for a single retail sales center location selling manufactured (HUD-Code) and/or modular homes. You may enter more than one sales center in each category. The retail sales center entered must be a member in good standing of the state manufactured housing association in the state in which it is located. The Retail Sales Center of the Year awards are given to one company in each region; see map below.

**What to Submit in the Online Entry System:**

- A typed statement that includes a description of the retail sales center, information on sales volume, marketing programs, management philosophy.
- Descriptions of special awards presented to the sales center and information on industry involvement to include local community and state and/or national associations.
- Digital images in jpeg format of at least 300 dpi and measuring 4" X 5". For file size examples, a low KB size file such as 25 KB or 75 KB does not provide a clear photo. However, file sizes such as 800 KB, 1 MB or 2 MB provide clear, high resolution photos. Provide photos showing the retail sales center to include the sales center's signage, display homes, office and presentation from the street. Digital images do not have to be professionally produced, but should be of sufficient quality and quantity to adequately assist the panel of judges in visualizing the sales center.
- Marketing materials to include newspaper advertisements, magazine ads, brochures, videos, radio spots, and prospect kits, etc. used to promote the retail sales center.
- Information on homebuyer services such as real estate services, general contracting, mortgage brokerage, homebuyer education, and details of customer satisfaction programs.



### **Special Statement Regarding Photos and Videos:**

All materials submitted for the 2018 National Industry Awards Competition become the property of the Manufactured Housing Institute. By submitting your images, you are giving MHI permission to use the photographs included in the submission in its future publications, Photo Library, Web site and online Photo Gallery. Videos may also be used in the online Photo Gallery. Entrants are responsible for obtaining permission to use photography produced by others.

### **The Judging Process:**

Entries are screened by MHI staff to verify eligibility. All entries will be judged by a panel of independent judges. The entries are evaluated using objective judging criteria and the highest scoring entry in each category will receive the award. The decision of the judges is final and scores for individual entries will not be disclosed.

### **Important Notice:**

All materials submitted to the 2018 The National Industry Awards competition become the property of the Manufactured Housing Institute. Photographs may be used in MHI's publications, MHI's Photo Library and online Photo Gallery. Entrants are responsible for obtaining permission to use photography produced by others.

Should you have any questions, contact Lee Krinzman at (703) 558-0654 or [lkrinzman@mfghome.org](mailto:lkrinzman@mfghome.org) .