



# Individual Achievement

## Criteria Questions - GCBA's PRISM Awards 2020

### Saturday, August 29, 2020

To enter visit: [www.GCBAPRISMAWARDS.com](http://www.GCBAPRISMAWARDS.com)

Contact GCBA with any questions: 561.228.6137

or email [kt@gcbafflorida.com](mailto:kt@gcbafflorida.com)

#### Online Entering Introduction:

This document was created to help you while entering online. Below are the list of questions and items that will be requested from you while entering. Please note once you submit your entry as final, there is no way to edit. The criteria sheet was created so that you are prepared and ready to breeze through your online submission. Good luck!!

To enter, sponsor or to buy tickets visit [www.gcbaprismawards.com](http://www.gcbaprismawards.com).

**When entering, make sure to fill out all category questions below or type N/A if not applicable. Only GCBA members may enter Individual Achievement Categories.**

#### Individual Achievement Entry numbers 0a through 4b:

- 0a) Mortgage Lender of the Year
- 0b) Title Company Professional of the Year
- 0c) Customer Service/Warranty Manager of the Year
- 0e) Sales Person of the Year
- 0d) Sales Team of the Year
- 1a) Rookie Sales Person of the Year ~ Non-Builder
- 1b) Rookie Sales Person of the Year ~ Builder
- 2a) Sales Team of the Year ~ Non-Builder
- 2b) Sales Team of the Year ~ Builder
- 3a) Sales Director of the Year ~ Non-Builder
- 3b) Sales Director of the Year ~ Builder.
- 4a) Realtor of the Year ~ Local Transactions
- 4b) Realtor of the Year ~ International Transactions

#### Following are the questions and items you will be asked for categories 0a through 4b criteria questions

- Sales Techniques and Ability
- Prospecting Techniques and Broker Relations
- Sales Philosophy
- Individual Sales Goals
- Achievement and Significant Contribution to the Building Industry
- Marketing Statement ~ Amplify unusual constraints, market served and market acceptance
- You will be asked to upload one 1 Image\* for this entry
- **VIP TIP** - Before you click "Continue" review your answers in their entirety. Unanswered questions may result in disqualification.

#### Individual Achievement Entry numbers 5 through 7b:

- 5) Brokerage of the Year ~ New Home Sales
- 6) On-Site Salesperson of the Year ~ Builder Only
- 7a) Million Dollar Sales Achievement ~ Individual
- 7b) Million Dollar Sales Achievement ~ Team Sales

#### Following are the criteria questions you will be asked for categories 5 through 7b

- Sales Techniques and Ability
- Prospecting Techniques and Broker Relations
- Sales Philosophy
- Individual Sales Goals
- Achievement and Significant Contribution to the Building Industry
- Total Dollar Volume of new home sales closed from 01/01/18 to 12/31/19.
- Marketing Plan for 2018/2019

- Marketing Statement ~ Amplify unusual constraints, market served and market acceptance
- You will be asked to upload up to 1 Image\* for this entry
- **VIP TIP** - Before you click "Continue" review your answers in its entirety. Unanswered questions may result in disqualification.

#### Individual Achievement Entry 8a:

- 8a) Marketing Director of the Year ~ Non-Builder

#### To follow are the questions and items you will be asked for this category

- Marketing Plan for 2018/2019
- Overall Marketing Strategy
- To include Creative & Innovative Marketing Ideas
- Personal and Professional Goals
- Achievement and Significant Contribution to the Building Industry
- Number of Employees Directed
- Marketing Statement ~ Amplify unusual constraints, market served and market acceptance
- You will be asked to upload 1 Image\* for this entry
- **VIP TIP** - Before you click "Continue" review your answers in its entirety. Unanswered questions may result in disqualification.

#### Individual Achievement Entry 8b:

- 8b) Marketing Director of the Year ~ Builder

#### To follow are the questions and items you will be asked for this category

- Marketing Plan for 2018/2019
- Overall Marketing Strategy
- Include Creative & Innovative Marketing Ideas
- Personal and Professional Goals
- Achievement and Significant Contribution to the Building Industry
- Number of employees directed
- Type of Communities Built
- Number of Communities Managed
- Number of Future Projects
- Total Dollar Volume of new home sales closed in timeframe
- Number of homes closed during timeframe
- Marketing Statement ~ Amplify unusual constraints, market served and market acceptance
- You will be asked to upload 1 Image\* for this entry
- **VIP TIP** - Before you click "Continue" review your answers in their entirety. Unanswered questions may result in disqualification.

\*Image to be submitted in a digital format (pdf, jpg, gif or bmp) that is at least 600 wide at 72 DPI for monitor viewing. Pixelated and blurry photos and images will be disqualified. Pictures and Images must be named according what the photo/ image represents. Upload Limit: Maximum 1MB per file size limit.