



## MANUFACTURED HOUSING INSTITUTE National Industry Awards for Manufactured & Modular Housing

### Contest Rules and Information: Land-Lease Community and Retail Sales Center of the Year Awards

The National Industry Awards are presented each year at the National Congress & Expo for Manufactured and Modular Housing, bringing recognition to the best manufactured home communities, and manufactured home retail sales centers in the country. Each award winner receives a personalized trophy and recognition in industry communications. In addition, award-winning communities and retail sales centers serve as an inspiration and model for others in the industry striving for excellence.

Award winners will be honored at the national Industry Awards Luncheon to be held on May 3, 2017 during the National Congress & Expo for Manufactured and Modular Housing in Las Vegas, Nevada. The awards luncheon is an annual highlight of the National Congress & Expo.

#### **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.

#### **Dates to Remember**

Entry notification, fees and materials must be entered in the online awards system **no later than March 24, 2017**. There will be no extension 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 No refunds will be granted for entries withdrawn from the competition, late or incomplete entries, or entries determined not to meet the eligibility criteria.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 18, 2017. The results will not be provided by phone before April 18, 2017.

## **Overall Eligibility**

For the Community of the Year awards, the entry should be for a single community. The community entered must be a member in good standing of the state manufactured housing association in the state in which it is located. Land-Lease Community of the Year (see map at the end of this document) is open to all HUD-Code manufactured home land-lease communities of any size in geographic area.

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

- A typed statement that includes a description of the community/subdivision, information on the market (such as entry level, empty nester, move-up, etc.) served by the community, information on home prices and monthly lease expenses (if land-lease), special amenities and resident services provided by the community and any other information you believe supports your entry, such as company goals or philosophy.
- 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 entrance to the community/ subdivision and its name, homes in the community, streetscape, amenities such as pools and clubhouses, common areas and signage. 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 community or subdivision.
- Marketing materials including media ads, radio and television spots, prospect kits, etc.
- Copies of lease agreement, architectural covenants, homeowners' association regulations, and other major documents governing residential life within the community or subdivision.
- A description of the individual or company's involvement in the industry, the local community and state and/or national associations.
- Site plan.

## **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 (single location) entered must be a member in good standing of the state manufactured housing association in the state in which it is located. Retail Sales Center of the Year (Each region, see map at the end of this document)

### **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 2017 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.