

2025–2026 Competitive Events Guidelines

Marketing & Sales Case Competition



Marketing & Sales Case Competition challenges members to analyze a real-world case involving key marketing and sales strategies. Members present their findings and recommendations to a panel of judges, demonstrating knowledge in areas such as customer service, social media, campaign development, market analysis, and sales techniques.

Event Overview

Division	Collegiate
Event Type	Team of 1, 2, 3, or 4 members
Event Category	Case Competition
Event Elements	Presentation with a Topic

Educational Alignments

Career Cluster Framework Connection	Marketing & Sales
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Technology

2025–26 Marketing, Sales, & Communication Case Competition

The case competition and rating sheet can be found starting on page 5. ***The business entity should not be contacted for additional information.***

This case competition for educational purposes only, offering a real-world scenario to help FBLA Collegiate members develop critical skills.

State

Check with your State Leader for state-specific competition information and deadlines.

National

Required Competition Items

<i>Items Competitor Must Provide</i>	<i>Items FBLA Provides</i>
- Technology and presentation items Photo identification - Conference-provided nametag - Attire that meets the FBLA Dress Code	Table

Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

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- **Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits:** Each state may submit up to four entries per event.
- **Event Participation Limits:** Each member may participate in:
 - Two individual or team events, and
 - One chapter event (e.g., *Community Service Project* or *State of Chapter Presentation*).
- **Competitor Responsibility:** Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes:**
 - Some events may begin before the Opening Session.
 - All schedules are posted in local time for the NLC host city.
 - Schedule changes are not permitted.

Event Administration

This event consists of two phases: a preliminary presentation and a final presentation.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 10 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 5 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- The preliminary round is closed to conference attendees and audience.

Technology Guidelines

- **Internet Access:** Not provided

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- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Final Presentation Details

The presentation guidelines outlined above will apply to the final presentation.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
 - 2 sections: Top 6 from each section advance
 - 3 sections: Top 4 from each section advance
 - 4 sections: Top 3 from each section advance
 - 5 sections: Top 3 from each section advance
 - More than 5 sections: Top 2 from each section advance

Scoring

- The rating sheet will be released with the case competition.
- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.

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- All judging decisions are final. Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

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Problem Statement

SummitRow Properties's digital marketing efforts have successfully increased website traffic and online lead generation; however, the company is not converting these leads into clients and closed real estate transactions at the rate projected. Despite strong brand visibility, inconsistent communication, unclear value differentiation, and fragmented follow-up processes are limiting SummitRow Properties's sales performance.

Overview and Background Information

SummitRow Properties is a mid-sized residential real estate brokerage founded in 2016. The company operates in three metropolitan markets within the United States and specializes in serving first-time homebuyers, young professionals, and small-scale real estate investors. SummitRow Properties has positioned itself as a modern, digital-first brokerage that combines local market expertise with personalized service. The company relies heavily on online listings, digital advertising, and social media marketing to generate buyer and seller leads. While these efforts have driven strong awareness, leadership has identified lead conversion and client retention as critical areas of concern.

SummitRow Properties's Unique Value Proposition

SummitRow Properties differentiates itself by offering a client-centered, transparent real estate experience supported by digital tools and local market expertise. Key elements of the company's value proposition include:

- Personalized guidance for first-time buyers and sellers
- Local market expertise supported by data-driven insights
- Full-service support from home search through closing
- A modern, digital-first client experience
- Clear and transparent communication throughout the transaction process

Current Status:

- Active Real Estate Agents: 48
- Monthly Website Visitors: Approximately 85,000
- Monthly Online Leads Generated: Approximately 1,100
- Lead-to-Client Conversion Rate: 6%
- Client-to-Closing Conversion Rate: 42%

Business Model:

SummitRow Properties operates using a commission-based revenue model, earning income through buyer and seller representation in residential real estate transactions.

Target Consumer:

- First-time homebuyers (ages 24–35)
- Young professionals and dual-income households
- Sellers seeking a digitally marketed listing experience
- Small real estate investors

Company Employees

SummitRow Properties currently employs the following individuals, with the following responsibilities:

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- CEO / Managing Broker (Full Time): Sets company goals, oversees compliance, and leads growth strategy
- Director of Marketing (Full Time): Manages branding, digital marketing campaigns, and communications
- Sales Manager (Full Time): Oversees agent performance, lead distribution, and sales processes
- Transaction Coordinator (Full Time): Manages client communication and transaction timelines
- Marketing Coordinator (Contract): Supports social media, email marketing, and listing promotions

Marketing, Sales, & Communication Overview

- Website: The company website serves as the primary lead capture platform through home search tools, listing inquiries, and property valuation requests.
- Digital Advertising: SummitRow Properties invests in paid advertising through Google Ads and major real estate platforms to drive traffic and lead submissions.
- Social Media: The company uses Instagram, Facebook, LinkedIn, and TikTok to promote listings, provide market education, and increase brand awareness.
- Email Marketing: Automated email campaigns deliver listing alerts, buyer education content, and follow-up communications.
- Current Challenge: Despite strong traffic and lead generation, messaging across platforms is inconsistent, and follow-up communication varies by agent, reducing trust and conversion.

Technology

The following technology is currently used:

- Customer Relationship Management (CRM) system for lead routing and follow-up
- Email marketing automation software
- Social media management and analytics tools
- Digital advertising platforms

Finances

The noting financial information is for case study purposes only:

- Average Commission per Closed Transaction: \$9,800
- Average Marketing Cost per Lead: \$38
- Estimated Annual Revenue Loss from Unconverted Leads: \$400,000+

**These numbers and information are for case study purposes only.*

Specific Elements to Address

SummitRow Properties has engaged you as a consultant to advise on marketing, sales, and communication strategies. Your presentation should address the following key questions and provide actionable recommendations to support SummitRow Properties in making informed decisions:

1. Marketing & Communication Strategy Assessment

Conduct a detailed evaluation of SummitRow Properties's current marketing and communication efforts, including digital advertising, social media presence, email marketing, and website messaging. What improvements or shifts in messaging, platform focus, and communication consistency could enhance trust and lead conversion?

2. Brand Story Resonance and Impact

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Using current marketing and communication trends within the residential real estate industry, develop a marketing and communication plan for SummitRow Properties designed to resonate with first-time buyers and sellers. Based on this analysis, propose a marketing and communication plan that clearly communicates the company's value proposition and brand story. Explain how this proposed approach would strengthen credibility and customer confidence, and identify any recommended adjustments or enhancements needed to maximize impact.

3. Sales Strategies and Conversion Optimization

Based on your assessment of SummitRow Properties's marketing and sales processes, identify specific areas for improvement. What actionable strategies would you recommend to optimize lead nurturing, agent follow-up, and conversion from inquiry to closed transaction? Consider factors such as customer journey mapping, communication standards, and data-driven decision-making.

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Marketing & Sales Case Competition Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Demonstrates understanding of the case and issues to be solved	<i>No description or case synopsis provided, and no issues defined</i>	<i>Describes and provides case synopsis OR defines the issues</i>	<i>Describes and provides case synopsis AND defines the issues</i>	<i>Demonstrates expertise of case synopsis AND definition of the issues</i>	
	0 points	1-7 points	8-13 points	14-15 points	
Marketing & Communication Strategy Assessment <i>Evaluation of current marketing and communication efforts</i>	<i>No assessment or improvements presented</i>	<i>Assessments OR improvements were presented, with no details</i>	<i>Assessment and improvements are presented, with details missing or not accurate</i>	<i>Detailed assessments and improvements are presented, with proactive ways of improvement</i>	
	0 points	1-7 points	8-13 points	14-15 points	
Brand Story Resonance & Impact <i>Analysis of current trends and development of marketing and communication plan.</i>	<i>No brand analysis presented</i>	<i>Brand analysis presented or marketing and communication plan presented but lacks focus or relevance</i>	<i>Brand analysis explained, marketing and communication plan presented with details missing</i>	<i>Strong analysis and developed marketing and communication plan presented creative solutions for maximum impact</i>	
	0 points	1-7 points	8-13 points	14-15 points	
Sales Strategies & Conversion Optimization <i>Actionable recommendations to improve sales performance</i>	<i>No strategies presented</i>	<i>Strategies presented but lack clarity or feasibility</i>	<i>Logical and actionable strategies presented with details missing</i>	<i>Varied and specific strategies are presented tied to measurable outcomes</i>	
	0 points	1-7 points	8-13 points	14-15 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) seemed prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					