

TO: All Builder Members

FR: Dan Robertson, Chair

The Parade of Homes is YOUR consumer brand. New construction and remodeling projects set the stage to market the best homes our builders and remodelers have to offer. Our year-round website www.iowacityhomes.com provides a direct link from you to the consumer every day of the year looking to build or remodel a home.

The Parade of Homes is a highly recognized event hosting thousands of visitors who search for the latest in innovative building and decorating trends in residential construction.

The Greater Iowa City Area Home Builders Association is comprised of developers, general and specialty contractors, suppliers and associates. Our members and their dedication make each and every Parade of Homes a special event.

Where else can you hit your target market more successfully and directly and have the opportunity to interact with prospects and demonstrate the actual product? Other advertising mediums won't render the same marketing results as the face to face, hands-on experience.

As an Association we strive to work closely with the builders to insure the homes are complete and ready to showcase for the Parade. Dates and times are listed below:

June 4 and 5
June 7 and 9
June 11 and 12
Saturday: 10:00 am - 5:00 pm.
Sunday - 12:00 Noon - 5:00 pm.
Tuesday and Thursday - 6:00 pm. - 9:00 pm.

The Parade of Homes is a very important marketing vehicle for builders and trade partners of the association. It has been shown through studies and personal documentary that the Parade of Homes peaks the area's home-buying interests and is seen as an annual ritual for the Home Builders Association housing market.

Last year, our association celebrated the 48th Annual Parade of Homes. The Parade of Homes Committee has met and subcommittees have been named to plan for our 49th Annual Parade of Homes. This letter, rules and regulations, and entry form have been designed to provide you with details that you will need to plan for the completion of your home and meet association deadlines. We stress the importance of reading and meeting these deadlines to avoid unnecessary delays and penalties for future years.

Our Parade is marketed with highly effective, targeted TV commercials with placement on local TV stations, regional cable networks and leading radio stations. High impact ads are created for print and websites. Amenities include: official guidebook, website, signs, booties, parade streamer flags, admission tickets, vouchers for your clients, professionally designed postcards, posters, newsletter supplements, membership recruiting, advertising discounts and a digitally produced community and tour map and direct mail pieces. The HBA's website has been designed to offer additional opportunities to promote your business and homes that you plan to showcase.

The Association looks forward to working with the builders. Please do not hesitate to contact me if I can be of assistance.

Dan Robertson
2016 Chairperson

Important Note: *The Remodelers Council will be hosting their Remodelers Parade the first weekend of the Parade of Homes. The Remodelers Parade and Parade of Homes will be a combined marketing effort. Remodeler's forms are sent separately.*

Refer to your builder agreement for information on how to create your builder page and promote your sub-contractors.

PARADE BUILDERS *we appreciate it if you would avoid and discourage your realtors from duplicating the exact times and dates of the Parade and holding open houses prior to the event. The Spirit and the integrity of the Parade are essential. We continue to build excellent promotional opportunities for you and encourage you to showcase your homes on the Parade and be part of the HBA team.*

2016 Parade of Homes Committee

Dan Robertson – Overhead Door Company – (319) 338-9747

Aaron McGlynn – CabinetWorks – (319) 530-8849

Glenn Weimer – Glenn Weimer Construction – (319) 321-0581

Jill Chambers - Technigraphics – (319) 354-5950

Katy Stutsman – Kitchens By Design – (319) 337-3374

Kim Miller – Light Expressions By Shaw – (319) 358-8311

Barbara Messer – Kitchens By Design – (319) 337-3374

Dave Oglesby – PSC Distribution – (319) 338-3601

Andy Martin – Martin Construction – (319) 541-8453

Danny Brandt – Lite Window & Door- (319) 626-2253

Karyl Bohnsack, staff rep. - Home Builders Association – (319) 351-5333

2016 Parade of Homes Entry Form

CONTRACTOR NAME _____
ADDRESS _____
CITY, STATE, ZIP _____
TELEPHONE _____ CELL _____
PARADE HOUSE ADDRESS _____
SUBDIVISION _____ E-mail address _____
Directions to the Parade
Home _____

Entry Fee: **\$1,500.00 per house non-refundable.**
 \$3,000.00 two homes non-refundable.
 \$4,500.00 three homes non-refundable.
Photo Gallery - \$ **50.00-** 15 photos (interior and exterior) high resolution per home

\$1,000.00 refundable deposit for all materials returned by June 15, 2016. The deposit also includes a re-inspection fee that may need to be done by the Parade Committee to insure homes are parade ready.

PLEASE INCLUDE ALL OF THE FOLLOWING INFORMATION WITH YOUR ENTRY:

- **AUTOCAD FILE:** Must include floor plan and front elevation. Please make sure you have noted all changes if any on the plan. The file needs to be in a dwg format
- **Proof of Insurance,** check and entry form.
- **Please sign all documents and date.**

Registration process

All participants in the Parade of Homes are required to submit their entry form for the Parade of Homes. After we receive your entry, we will send you instructions to build your builder page online. You will receive login instructions and a password to create your builder page. The deadline for your builder page is important and we ask that you make every effort to complete your information in a timely fashion

DEADLINE: January 8, 2016 is the deadline and entry fees are due on that date. All required information as well as \$1,000.00 refundable deposit is due at that time. **NO LATE REGISTRATIONS.** All entry forms and information should be returned to **Karyl - HBA Office, 11 S. Gilbert Street, PO Box 3396, Iowa City, IA 52244** by **4:00 p.m. on January 8, 2016.**

We understand and agree to the terms and conditions of the Builder Participation Agreement and Entry Form as set forth by this committee.

(Signature of builder or owner of the company) _____