



## 28th ANNUAL 2017 PARADE OF HOMES SEPT. 30 & Oct. 1 OCT. 7 & 8

### WHY JOIN THE 2017 PARADE OF HOMES?

#### WHAT IS THE PARADE OF HOMES?

This will be the 28th annual Parade of Homes coordinated by the Baldwin County Home Builders Association. It is presented through the efforts of volunteer members and staff.

#### PURPOSE OF THE PARADE

- To Market homes entered by builders and remodelers to potential home buyers and
- To promote a positive image of the homebuilding industry and the association. On September 30 - October 1 and October 7-8, we will host the largest open house event in Baldwin County.
- Last year we featured 38 new homes in the Parade.

Builders and Remodelers that enter homes in the Parade agree to have their homes open to the public during both weekends of the Parade.

#### BENEFITS OF THE PARADE

Traffic through your home:

- Last year traffic through the Parade was over 4,000 people.
- 98 percent of the builders that participated last year said they got their money's worth and were satisfied with the traffic they received.

#### MARKETING AND ADVERTISING

By entering the Parade of Homes your home will be advertised using:

- Online Parade ap
- Parade of Homes Tabloids
- Newspapers
- Radio and live remote
- Television
- Realtor Publications
- Website: [www.bchba.com](http://www.bchba.com) for 10 months
- al.com
- Facebook
- Digital Billboard

In addition, we receive generous editorial coverage from Mobile and Baldwin publications.

#### PARADE OF HOMES TABLOIDS

We produce the Parade of Homes Tabloids that feature each home in the Parade in two newspapers. Many Baldwin residents collect our tabloids from year to year. Over 50,000 copies of our tabloids are distributed through home delivery and newsstands in two counties.

#### EXCLUSIVE SIGNAGE

Each Parade home receives signage that clearly identifies it as a Parade site. Signage includes: individual site sign with builder's name and phone number, no food/drink signs for inside home, and directional signs to get to your home.

#### 2017 PARADE OF HOMES DEADLINES

July 7	Final Entry Deadline
September 6	Parade Home Inspections
September 28	Builders Pick Up Signage
September 28	Tabloids Out to Public
September 30-October 1	Parade of Homes
October 7-8	Parade of Homes

#### PARADE OF HOMES HOURS

SATURDAY - 10 AM TO 5 PM

SUNDAY - 10 AM TO 5 PM

Homes must be open and manned during advertised hours. You may hold your home open additional hours but they MUST be open during the advertised hours.

Entry forms at [www.BCHBA.com](http://www.BCHBA.com) or call HBA office at **928-9927** to have forms faxed

**This is an excellent marketing opportunity –  
Don't let the Parade pass you by!**

# 2017 PARADE OF HOMES BUILDERS CONTRACT

Please read this contract thoroughly.

This agreement is an application by the undersigned to build or remodel a house in the 2017 Parade of Homes. In consideration of the Baldwin County Home Builders Association (BCHBA) providing services in conjunction with the Parade of Homes, the applicant agrees and is bound by the following rules and regulations:

1. Builder must be a member in good standing of the BCHBA to receive BCHBA Member fee. Dues must be current. All fees are non-refundable.

New Home fees:	Member	Non Member
	\$1,250	\$1,725
Remodeled Homes fees:	Member	Non Member
	\$725	\$1,225

2. Change Fee: any changes made to plans, descriptions or any part of your entry after the original date of entry will require a \$200 change fee. No changes will be accepted under any circumstances after July 7.

3. Entry is completed when all of the following required material has been submitted and accepted. Partial submission does not constitute entry. Proof of insurance, plan designer's signed release form, front elevation, home plotted on map, directions to the home, completed page of information for publications including house description and builder bio, signed contract and entry fee.

4. Builder shall maintain General Liability insurance policy in the amount of \$500,000 and name the BCHBA as an additional insured during the dates of the Parade. Builder shall provide the BCHBA with a certificate showing Proof of Insurance. (Call regarding Indemnification and Hold HARMLESS Agreement).

5. The Builder shall be solely responsible for making the site safe and secure for the entry and use by the public and all other persons whose entry to the site is foreseeable. The builder warrants and represents that the site will be safe and secure at all times during the Parade so as to avoid or minimize the potential for bodily harm or property damage. Builder hereby indemnifies and holds harmless BCHBA, BCHBA's agents, directors, officers, employees, volunteers, committee members and chairpersons and all other participants in the Parade from and against any and all claims, demands, suits, losses or other liability for or relating to injury or loss of life to persons or damage to or loss of property arising from Builder's entry in the Parade or from the conduct of Builder's business or from any work done, permitted or suffered by Builder in or about the site except for liability for damages arising out of bodily injury to persons or damage to property caused by or resulting from the sole negligence of the indemnified persons or indemnities specified herein.

6. The Parade Committee may, upon survey and consensus of participating parade builders, delay the parade dates if it is deemed necessary if weather conditions prevent parade homes from being completed in time.

7. During construction, each participating Builder agrees:

- a. To be responsible for the removal of rubbish and excess materials and keep site clean.
- b. Sub-contractors and material men will not block access to other jobs and will not drive across other lots, and track dirt in the streets, and to confine parking for tradesmen away from existing homes in the neighborhood.

8. During the Parade, no vehicles of builders, contractors, or Realtors may be parked in the driveway, yard or street in front of a parade home. Vehicles may be in closed garages or parked off-site for accessibility and safety purposes. All vehicles not in garage must be removed at least one half hour prior to opening of Parade each day.

9. Each home will have an improved drive and improved walkway. Each home will have sod in front yard, side yards, and at least partial back and appropriate landscaping.

10. New Parade Homes may not be occupied before or during the Parade of Homes. Such occupancy may mandate withdrawal of home from Parade publications and marketing and will result in forfeiture of entry fee.

11. Parade entries will be evaluated the week of September 6th by the Home Inspection Committee to determine if they will be available for show in the Parade. C.O.'s should be made available at time of inspection. Homes deemed not ready to show at this time will be evaluated on a case by case basis with the builder. See rule #10. Houses not ready by the inspection deadline, but completed and approved after opening day, may be opened for the remainder of the parade. Final determination of homes as ready for show will be made by the Parade Committee.

12. In the event the entry is not complete when the Parade begins, the following criteria shall be adhered to:

- a. All construction shall cease during the hours of the Parade of Homes.
  - b. Construction debris and trash on the inside and outside shall be removed from the entry. Construction debris and trash shall be placed in a suitable container.
  - c. No portable toilets, roll-off or trash cans shall be allowed on site except for unfinished entries.
  - d. Entry to the home must be in such a manner to be safe to those touring the home. Porches, interior stairs and landings must have railings.
  - e. Any open floor areas in the home must be covered (i.e. floor register vents).
  - f. If power is on, all electrical outlets shall be covered and sealed.
- Should this criteria not be met, in the judgment of the Committee, the Builder forfeits his entry fee and all signage relating to the Parade will be pulled (includes directional and yard signs).

13. All Parade homes must be held open to the public during the dates and times specified by the Parade of Homes Committee. Homes must be manned during these times. Homes may be held open additional hours if builder chooses to do so, but MUST be open during the Parade hours.



14. BCHBA will furnish official Parade signs, directional sign and other materials for Parade. Only official Parade signs shall be used during the Parade dates. Official Realtor signs with name and phone number will be made available for a nominal fee. These will be attached to the Parade site signs. NO OTHER SIGNS, BANNERS, FLAGS, ETC, WILL BE ALLOWED OUTSIDE THE HOMES. This includes signs from vendors. It will be the responsibility of the Builder to enforce this rule. Flyers, literature, business cards, etc. will be allowed inside the homes or garages at the builder's discretion. All signs must be returned after the Parade.

15. Absolutely no admission fees will be charged to the public to view Parade homes. The Parade of Homes is marketed as a free event to the public, therefore, any builder that charges visitors to view his home(s) is violating the Federal Trade Commission through false advertising. Such actions may mandate withdrawal of home from Parade of Homes and result in forfeiture of entry fee. BCHBA will permit a chosen housing related charitable organization to collect donations at Showcase Home only.

16. Copyright materials provided to BCHBA: No photographs, pictures, renderings, or floor plans will be accepted for publication unless accompanied by:

- a. Written representation by the architect designer, creator, etc. that he/she has the authority to grant permission to publish the work.
- b. Written permission to publish whatever work is submitted.
- c. Agreement signed by Builder indemnifying BCHBA against loss and expense resulting from claims of copyright infringement in connection with items furnished by the Builder.

15. In consideration of this application and agreement, if accepted, I, the undersigned applicant agree to abide by the rules and regulations of BCHBA and the Parade of Homes Committee, and shall be responsible for participating Realtors or representatives abiding by said rules. In the event of any misunderstandings of this agreement, I agree to accept the decisions of the Parade of Homes Committee as final.

16. The applicant agrees that in the event he/she does not build a house in the Parade or fails to comply with any of the rules and regulations set forth herein that the applicant will forfeit the entry fee to BCHBA.

\_\_\_\_\_  
Builder Name

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Date

