

ATTENTION DEVELOPERS – Register Your Subdivision as a “Village” for the 2010 Parade of Homes

“Village Sites”
for the
2010 Parade of Homes
Now being accepted !



2010 Parade Dates:
September 8, 19 &
September 25, 26

ADVANTAGES OF BEING A ‘VILLAGE’

- ◇ Your Village will be promoted through the Parade of Homes website: www.bchba.com, which had 220,612 hits during the month of September, 2009.
- ◇ Your Village will be shown in the Parade of Homes tabloids, which is distributed to 50,000 households through the Press Register and the Gulf Coast Newspapers and real estate publications.
- ◇ By becoming a Village, your subdivision will be **spotlighted** in the Parade of Homes to the general public and the builder members of the BCHBA.
- ◇ It's a proven fact: The general public enjoys viewing multiple homes in one area. By becoming a Village, you will give them that opportunity thereby **increasing traffic flow** into your subdivision!
- ◇ Once qualified as a Village, your subdivision will be featured in the Parade of Homes tabloids with a narrative about the development and the developer (i.e. school systems, services, recreational facilities, etc.)

Village entries will be located in the tabloids before the scattered site locations !

MAXIMIZE YOUR EXPOSURE !

**IF YOU WANT MAXIMUM EXPOSURE FOR YOUR SUBDIVISION,
REGISTER AS A VILLAGE TODAY FOR THE
2010 PARADE OF HOMES**



916 Plantation Boulevard
Fairhope, AL 36532
(251) 928-9927

See the “Village Policies & Guidelines” on Page -3-

2010 PARADE OF HOMES VILLAGE ENTRY FORM

(PLEASE PRINT OR TYPE .. USE BLACK INK) ... The BCHBA reserves the right to edit as is deemed necessary)

1. Name of Subdivision: _____
2. Developer's Name: _____ Planned Community: _____
3. Location: _____
4. # of Lots Available: _____
5. Lot Prices: from \$ _____ to \$ _____
6. Present Subdivision Status: _____
7. If Not Complete, Expected Completion Date: _____
8. Date Building Can Begin: _____
9. Check Those which Apply:
_____ Natural Gas _____ Underground Utilities _____ Sidewalks _____ Curbs & Gutters
10. Minimum Dwelling Size: _____
11. Average Price of Homes Currently Being Built in Subdivision: \$ _____
12. Past Twelve (12) Months Sales History of Homes in Subdivision: \$ _____
13. Marketing Restrictions (if any) _____
14. School Districts: _____
15. Address of Featured Home: _____
16. Your Telephone # _____ Cell Phone: _____

Submitted by: _____

(Authorized Representative)

Payment Method

Amount Enclosed: \$ _____
Paid by: _____ Check - Check # _____
Card # _____
CVV Code: _____ Expiration Date: _____

Cardholder Name (please print) _____

Billing Address: _____

Signature _____

The signature above accepts total responsibility governing the use of this card and agrees to comply with the terms of the issuer.

ATTACH THE FOLLOWING:

- ◇ Map to Subdivision
- ◇ Price List of Lots
- ◇ Registration Fee \$2,000 for BCHBA Developer Members
\$3,000 for Non-Members

Return to: BCHBA

916 Plantation Boulevard
Fairhope, AL 36532
Or Fax to:
(251) 928-9929



“VILLAGE” POLICIES & GUIDELINES FOR THE 2010 PARADE OF HOMES

◇ Developer and his/her development company must be a member in good standing of the BCHBA to qualify for the member “developer fee” and must maintain that membership through the Parade of Homes. In the event the development company is not a member, they have the option of joining the BCHBA or paying the non-member “developer fee”.

◇ All builders submitting a Parade of Homes entry in a “village” must be members in good standing of the BCHBA to qualify for the member entry fee and must meet all of the builder requirements as set forth in the individual entry forms. In the event the builder is not a member, they will have the option of joining the BCHBA or paying the non-member Parade of Homes entry fee.

◇ Each subdivision must have a minimum of three (3) entries for the Parade of Homes to be considered a “Village”. To be counted as an entry, the foundation of the home must be completed by the entry deadline date.

◇ BCHBA members are qualified to pay a \$2,000 developer fee, payable as follows: \$1,000 registration fee at time of registering Village, with the balance due June 30, 2010. Non-BCHBA Developer members are required to pay a \$3,000 developers fee at time of registration. Deadline for all Village entries is June 30, 2010. **The registration fee is not refundable in the event the subdivision does not qualify as a Village by the established deadline.**

◇ Any developer who has committed and registered with the BCHBA as a Village is obligated to comply with all provisions of a Village if three (3) homes are entered by builders in the Parade of Homes. A developer cannot cancel as a Village once promoted as such and meeting the minimum requirements for same.

◇ In the event a Developer determines he has enough entries to be considered a Village after the deadline date of June 30, 2010, and there is adequate time to still be included in the tabloid, the Developer will be allowed to include his subdivision as a Village; however, he will be assessed a \$200.00 late fee per Village, in addition to the regular developers fee.

◇ The BCHBA will provide an entrance sign to each Village which will include the name of the subdivision and all builders participating in the Parade of Homes located in the Village.

◇ **Villages must have streets paved and be curbed & guttered** (if required by governing agency in your area) by the **deadline date of June 30, 2010.**

◇ **In order to be officially registered, the developer must attach the following with the “Village Entry Form”: Map to subdivision, price list of lots, registration fee.**