



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 3 and 4
June 6 and 8
June 10 and 11
Saturdays: 10:00 am – 5:00 pm
Sundays: 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 49th Annual Parade of Homes. The Parade of Homes Committee has met and subcommittees have been named to plan for our 50th Annual Parade of Homes. Special events and Parade Magazine are being planned to celebrate this momentous occasion.

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, posters, newsletter supplements, membership recruiting, advertising discounts and a digitally produced community and tour map through Parade Craze. 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 our members. Please do not hesitate to contact me if I can be of assistance.

Dan Robertson
2017 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 on Parade Craze.

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.*

2017 Parade of Homes Committee

Dan Robertson – Overhead Door Company (319) 338-9747
Aaron McGlynn – CabinetWorks (319) 530-8849
Jill Chambers - Technigraphics (319) 354-5950
Katy Stutsman – Kitchens By Design (319) 337-3374
Jen Vens – 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
Robin Sueppel – Urban Acres (319) 631-0522
GT Karr – Sueppel's Siding & Remodeling (319) 631-4342
Karyl Bohnsack, staff rep. - Home Builders Association (319) 351-5333



2017 50TH ANNUAL PARADE OF HOMES ENTRY FORM

COMPANY NAME: _____
ADDRESS: _____
CITY, STATE, ZIP: _____
TELEPHONE: _____
WEBSITE: _____

CONTACT NAME: _____
E-MAIL ADDRESS: _____
CELL: _____

PARADE HOUSE ADDRESS: _____

SUBDIVISION: _____

DIRECTIONS TO THE PARADE HOME: _____

Entry Deadlines and Fees:

December 31, 2016 - \$1,500.00 per house, non-refundable

January 16, 2017 - \$1,750 per house, non-refundable

January 31, 2017 - \$2,000 per house, non-refundable

February 15, 2017 - \$2,500 per house, non-refundable

Deposit - \$1,000.00 refundable deposit per home for all materials returned by June 19, 2017. The deposit also includes a \$500 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.
- Color Rendering Job Sheet.
- Proof of Insurance, check and entry form.
- Please sign and date all documents.

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 and the 2017 Parade Craze App has been created, 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: February 15, 2017 is the last deadline to submit a Parade of Homes application and entry fees are due on that date. All required information as well as the \$1,000.00 refundable deposit are also due at that time. **NO REGISTRATIONS WILL BE ACCEPTED AFTER FEBRUARY 15, 2017.** All entry forms and information should be returned to Karyl: **IC Area HBA Office, 11 S. Gilbert Street, PO Box 3396, Iowa City, IA 52244 by 4:00 p.m. no later than February 15, 2017.**

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 Company Owner)

(Date)

The 2017 Parade of Homes is Co-Sponsored By:



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