



***Remodelers Council of the Greater Iowa City Area Home Builders Association
20th Annual Remodelers Parade
June 3 and 4, 2017
Saturday 10:00 am – 5:00 pm
Sunday 12:00 pm – 5:00 pm***

For over 20 years the Iowa City Area HBA Remodelers Council has proudly presented the Remodelers Parade to help area homeowners meet remodelers and see their work. The Parade of Homes is the brand area families recognize and trust to provide the information they need to make smart decisions about their home. For 6 years we have added the strength of the new home Parade of Homes to our Remodelers Parade. This allowed us to reach more families, with our message to visit your home. Admission continues to be strong and overall remodelers agreed that moving the event to the spring was a good idea. Good reasons to continue:

- Combined Guidebook adds the reach of the new home tour's motivated, housing-interested prospects.
- Forty-nine percent of new-home visitors are looking for remodeling ideas (according to our independent consumer research).
- Combined promotional budget will reach more residents than ever before with our remodeling message.

The Remodelers already have a strong reputation in this community. This is the 20th Annual Remodelers Parade sponsored by the Remodelers Council of the Greater Iowa City Area Home Builders Association previously held in the fall. The Parade has grown in scope of projects and continues to generate interest from the general public. The Parade will focus on remodeling projects of any type that will appeal to the general public. Consider a kitchen, great room, family room, bath, master suite, deck, four season's porch or an entire house remodel or renovation. History has proven that larger more innovative projects generate more traffic. Remodeled projects in 2016 and 2017 are eligible for entry.

Only members of the Home Builders Association and the Remodelers Council in good standing are eligible to participate. The entry fee is \$700.00. The deadline for entries is February 14, 2017.

To enter, complete all information enclosed in this packet. All questions should be directed to Karyl Bohnsack, HBA of Iowa City at 319-351-5333. The Remodelers Parade grows yearly and had record visitors in 2016. We showcase the excellent craftsmanship of our Remodelers and look forward to an even bigger and better Parade each year.

GT Karr
2017 Remodelers Council Chair





Rules and Regulations

Registration process

All participants are required to submit their entry form prior to the deadline. 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. Check the HBA website or 2017 Membership Directory for a list of all sub-contractors and material suppliers. Be sure to provide company names and contact information of all non-members.

Entry Form/Participation Agreement – A completed entry form, building permit, insurance certificate, homeowner and builder participation agreements and photos/renderings with a check payable to the Greater Iowa City Area Home Builders Association must be submitted by **February 14, 2017**.

Photos – Before photos of the project or an elevation (either or exterior for use in drawing the rendering of the project) needs to be submitted with your materials. Electronic photos are preferred; otherwise make sure the quality of the photo is good.

Liability Insurance: A certificate of liability insurance must be attached to the entry forms due on or before **February 14, 2017**. You must have this certificate with your registration materials. **There will be no exceptions.** As a participant in the Parade, you agree to contact the Association if your insurance coverage has been changed, altered or modified in any way from the insurance coverage represented on the certificate previously submitted to the Association at the time of registration. The remodeler agrees to indemnify, defend and hold the Association harmless from damages resulting from the remodeler's breach of the requirements of this paragraph.

Directions: Submit your directions electronically when building your builder page online.

Safety and parking requirements: - All Parade homes that are on main highways or arterial streets must include with their registration materials proof of parking arrangements for the general public during the Parade.

Non-Members: You must be a member of the Association to participate in the Parade. Non-member subcontractors/suppliers will not be listed in the guidebook. Please encourage them to contact Karyl about membership. Also, non-members may not display promotional items in or outside the home. Please submit a list of all non-member companies that will be working on your homes. The Membership Committee will invite them to consider membership in the Association.

Building Permit/Code Inspection: PLEASE READ THIS SECTION CAREFULLY! All applicable building permits must be submitted with your entry. For safety reasons, all Parade homes must pass building code requirements before the Parade starts. All remodelers must supply the Association with a copy of the final inspection certificate that indicates you passed the inspection for the home on or before **10 days prior**. Please refer to your jurisdiction for all applicable permits that may be needed.

Final Inspection: –Association representatives will inspect your home one week before the Remodelers Parade begins. A checklist will be provided after we receive your entry. Failure to have all items completed on this checklist will result in your home not being shown on the 2017 Remodelers Parade.

Withdrawing an Entry

- Withdrawing an entry from the Remodelers Parade must be submitted in writing. No refunds will be issued.

Reservation of Rights and Waiver: The Greater Iowa City Area Home Builders Association reserves all rights to inspect Remodelers Parade Homes (deadlines set forth in this document) and has the exclusive authority to exclude your home from the Remodelers Parade if you fail to meet the criteria set forth by the Remodelers Council Board of Directors, as determined by the Association in its sole discretion. In consideration of the Association granting the remodeler permission to participate in the Parade and its accepting the application and non-refundable entry fee, the remodeler, and anyone entitled to act on its behalf, hereby waives and releases the Association, its employees, officers, directors, organizers, sponsors, promoters, agents, volunteers, their representatives and successors, and all other persons connected with the Association, from any and all rights, claims, demands, suits, actions and causes of action, of any and every nature whatsoever that the remodeler may have including, but not limited to, claims for indemnification caused by participating in the Remodelers Parade, or caused by any act or failure to act of the Association, its employees, supervisors, organizers, sponsors, promoters, agents, volunteers, and their representatives and successors, or any other person connected with the Association. In signing this Agreement, the remodeler acknowledges and represents that the remodeler has read the foregoing, understands it and signs it voluntarily as their own free act. No oral representations, statements or inducements, other than as written above, have been made.

Guidelines

Cooperative Clients

Experience in similar promotions has shown that many homeowners are willing to Parade their home. Satisfied clients are very proud of the work done in their homes. If you appeal to their pride and Parade your professionalism, you should not have difficulty getting their permission. Providing "perks" can also help Parade your appreciation. Do whatever it takes!

Site Preparation

The inside and outside of the home is a reflection on your project. Please have everything cleaned and ready for the weekend.

Isolate the areas

- Provide attractive ropes and standards
- Close doors to adjacent rooms or use professional signage
- No Photography in or outside the home

Protect areas

- Use attractive vinyl or carpet runners to protect flooring
- Provide controlled access to your home to protect lawn areas
- Remove personal articles to insure their safety (Special art pieces, collectables, antiques, breakables, etc.)
- Cover or use signage to protect furnishings and counters
- Have vacuum, broom and cleaning supplies available for staff

Staffing

- Have a person available to greet the public
- Have a representative to speak to potential clients and answer questions
- Have a guest register
- Have staff keep traffic within defined areas, keep the home neat and clean
- Have company brochures and literature available

Signage

- Use professional signage
- Promote your product and protect your client's home
- Display before and after photos

****PROMOTION SUGGESTIONS***

- Promote your product
- Mail to your client lists
- Advertise
- Tell associates, friends and family
- Use signs and banners
- Have company brochures and literature available
- Have sales representative/owner speak to potential clients and answer questions

Timeline

Entry deadline - Entries must be received before Noon on **February 14, 2017** with a \$700.00 entry fee.

Proofs mailed to Remodelers Council

You must return the proof of parade magazine page or cancel your entry in a timely manner to accommodate promotional schedules.

Checklist

- A completed typed entry form, building inspection report
- A check for \$700.00 payable to:
Greater Iowa City Area Home Builders Association
- Signed participation agreements and checklist
- A photo of the project or an elevation (either interior or exterior for use in drawing the rendering of the project)
- A certificate of liability insurance. HBA and Remodelers Council will be noted as additional insured

If any of the above information is missing, the **entire** application will be returned as unacceptable.

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This form must be filled out completely and returned before Noon on **February 14, 2017**, to the Greater Iowa City Area Home Builders Association Remodelers Council, P.O. Box 3396, Iowa City, Iowa 52244. The completed form must be accompanied by your check for \$700.00 for the entry fee for each entry in the Remodelers' Parade. Make checks payable to HBA of IC. Incomplete forms will be returned.

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 will be sent as well and we ask that you make every effort to complete your information in a timely fashion. The file has a list of all sub-contractors and material suppliers. There is also a field for non-members, be sure to provide company names and contact information.

THIS FORM MUST BE TYPED OR PRINTED CLEARLY.

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

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

REMODEL PARADE HOME ENTRY INFORMATION

NAME: _____
ADDRESS: _____

DIRECTIONS TO THE PARADE HOME: _____

TYPE OF PROJECT: _____

Mail Completed form with payment and Certificate of Liability Insurance to:
Greater Iowa City Area Home Builders Association
P.O. Box 3396
Iowa City, Iowa 52244

All materials will become property of the Greater Iowa City Area Home Builders Association.

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Dear Homeowner Participating in the Remodelers Parade:

As Chairperson for the Greater Iowa City Area Home Builders Association Remodelers' Council, we would like to thank you for agreeing to display your home in the Remodelers Parade.

The Remodelers Parade represents a tremendous investment of time and talent by the Remodelers Council to publish the Parade program and advertise the event. It also requires a great deal of dollar investment to the remodeler, not just for the entry fee, but for the planning, staffing, and merchandising of your home during the event. For most Remodelers, it is the largest marketing effort for the entire year. The end result is to present your remodeled home, for you and your Remodeler, at its very best throughout the weekend of the Parade. The Remodelers Parade is June 3 and 4, 2017. Thanks again for your participation!

GT Karr, Chair
Remodelers Council

Remodelers Parade
Homeowner's Participation Agreement

The undersigned homeowner agrees to:

1. Make the home available during the entire event and allow for necessary time to set-up and clean up.
2. Make every effort to present the project at its best during the weekend.
3. Allow photographs to be used for publicity by the Remodelers Council of local HBA and/or the Remodeler.
4. Allow for the display of additional signage in his/her home during the event.
5. Remove personal property as agreed necessary by the homeowner and the remodeler.

And the Remodeler Agrees to:

1. Maintain adequate staffing throughout the event's duration to insure the homeowner's security.
2. Protect homeowner's property by sectioning off unavailable areas, protecting carpet & landscaping.
3. Maintain liability insurance on the property during the entire Parade. A certificate of insurance to the prescribed limits will be kept on file of the Remodelers Council - HBA of Iowa City office.
4. Assist homeowner with suggestions on personal property to remove.

Accepted the _____ day of _____, 201_____

Homeowner: _____

Address: _____

Phone: _____

Signature of Homeowner: _____

Remodeler's Name: _____

Address: _____

Phone: _____

Signature of Remodeler: _____

This agreement becomes part of the Remodelers Parade entry documents and should be attached to the entry form for a completed entry kept on file at the HBA of IC office.

2017 Remodelers Parade **Participation Agreement**

I am currently a member in good standing* of the Remodelers Council of the Home Builders Association (HBA) and I wish to enter the 2017 Remodelers Parade. I hereby agree to abide by the following rules and regulations.

1. If the project is not complete or presents a safety hazard to the public by the opening date of the Parade, I agree to remove the site sign and also remove any directional signs in the area. Failure to comply with this clause will result in denial of participation privileges in the Parade. The Parade Committee will make the final decision as to whether the home is complete or safe.
2. My home entry will be open for public viewing during the entire Parade.
3. A Remodeler entry form, signed by me, will be returned to HBA of IC Remodelers Council by **February 14, 2017** by 5:00 pm. If a signed entry form is not returned by this date, the Home Builders Association will make no attempt to contact me and any mistakes printed in the guide will be my responsibility.
4. I agree that all information on the Parade forms will come from me and be my responsibility. No information is to be dispensed by any agent. I can be reached during business hours at the number listed at the end of this form.
5. I agree that damages due to errors or omissions concerning my project, the maps or my firm, in the Parade publication or any related advertising or press releases, will be limited to a maximum of a refund of my Parade entry fee. I agree to call errors to the attention of the Parade Committee through written communication.
6. The Remodelers' Parade is a very visible housing promotion. Remodelers are allowed the privilege of placing directional signs in strategic street locations to direct potential buyers to Parade homes. I agree to remove all directional signs within 24 hours of the completion of the Parade.
7. No changes in text can be made after **March 31, 2017**.
8. I agree to staff my project adequately during all hours of the Parade.
9. I agree to follow the recommended guidelines, rules and regulations as set forth by the Remodelers Parade Committee.
10. I agree to have a liability insurance policy in effect covering my project during the time of the promotion, and will send a copy of the certificate of insurance with my entry form to the HBA of IC office. The HBA of IC Remodelers Council is to be noted as additional insured.
11. Any violation of the above rules will result in a one-year suspension from participation in the Remodelers Parade.
12. **PLEASE NOTE!** All information must be complete and submitted prior to the deadlines set forth. Entries will not be accepted unless 100% complete.

Remodeler's Signature: _____

Type or Print Remodeler's Name: _____

* A member in good standing means that your dues are paid by the entry deadline and you have no unanswered complaints on file.

MANDATORY: The remodeler themselves must sign this form. The form will be returned if not signed and complete.