



HBA DAYTON

2020 PARADE OF HOMES

Because we know how important it is for you to succeed, we have reinvented the way we bring our highly anticipated Home Tours to the public and showcase the communities and homes available within the Dayton market.



WHEN

The 2020 HBA of Dayton Parade of Homes will be for two consecutive weeks, W-Sun.
Wk 1: Sept 30 - Oct 4
Wk 2: Oct 7 - Oct 11



WHY

Collectively market the latest features, trends, and communities the Dayton region affords to new home buyers.



WHO

The Parade of Homes is open to any HBA Builder member with a pre-sold, spec, or model home... We want to highlight all options to the consumer!

Builders choose us!

We are the residential construction experts in the Dayton region, serving our members, industry and civic partners, and consumers in a robust and dynamic way. This is an opportunity to make the Dayton region more attractive to businesses and residents.



Entry Fees

FIRST HOME	\$1,250
SECOND HOME	\$1,000
EACH ADDITIONAL HOME	\$800

Important Details

Adequate exterior lighting, driveways and sidewalks must be completed. Landscape must be installed (sod is not required, but highly recommended).

Builders must obtain a Certificate of Occupancy prior to opening day (September 30) and have it on file with the HBA.

Builders are required to carry liability insurance for each home entered in the Parade of Homes in the amount of \$1,000,000.

Builders must comply with all laws concerning Equal Opportunity Housing.

FAQs

IS THIS HOMEARAMA OR THE TRADITIONAL FALL PARADE OF HOMES, OR SOMETHING NEW?

When the coronavirus put a halt to Homearama planning, we immediately knew we had to showcase builders and the new homes available in the Dayton region to the consumers. With builders in mind, we launched this initiative that will be all-inclusive of homes represented in the Dayton market, which means this show will feature pre-sold, spec, and model homes. Think of it as a hybrid between Homearama and the Parade of Homes concepts.

HOW WILL MY HOME BE PUBLICIZED AND MARKETED?

We will explore all our marketing avenues available to us, including traditional print advertisements in newspapers, targeted native marketing pieces on digital platforms, paid and organic social media reach, billboards, and virtually.

WHAT DO YOU MEAN THE HOMES WILL BE MARKETED AND PUBLICIZED VIRTUALLY?

We are glad you asked! One thing the coronavirus taught us is that consumers are digesting content from the convenience of their homes more than before. We are partnering with organizations to provide all builders participating in the Parade Matterport technology and a video tour of their home that will live on our website while driving consumers who are staying in to still tour homes.

WHAT ELSE DO I NEED TO KNOW?

Parade participants must be members of the Home Builders Association in good standing with current dues and no outstanding invoices.

The HBA of Dayton will provide directional signage, ground stakes, and house signs.

Please return completed entry forms - including driving directions, high resolution JPG of your entered home, signed Parade participation agreement and payment to the HBA of Dayton:

1740 E. Stroop Rd. Unit 291972 | Dayton, OH 45429

*Registration deadline is **Monday, September 7, 2020**. There will be a \$250 late fee for homes submitted after the deadline.*

Contact Info

For more information, contact:
Eric Farrell, C.E.O.
(c) 937-361-8432
(e) efarrell@hbadayton.com

Show Times

SEPTEMBER 30 - OCTOBER 4
OCTOBER 7 - OCTOBER 11
WEDNESDAY - FRIDAY
4:00 - 8:00 PM
SATURDAY & SUNDAY
12:00 - 6:00 PM



HOME BUILDERS ASSOCIATION OF DAYTON

Please email your entry form and information about your house/houses, and high resolution JPG of your Parade home/homes to Eric Farrell at EFarrell@HBADayton.com no later than **Monday, September 7, 2020**.

Company Information

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: OH Zip: _____ Telephone: (____) _____

Website: _____ Facebook: _____

Please ensure that your email address and information about your Parade home is correct; a text proof will be emailed for review prior to print.

Information for 2020 Parade of Homes Entry

Subdivision: _____ Township: _____

Address: _____

City: _____ State: _____ Zip: _____ Home Price: _____

Driving Directions: _____

Description/Highlights of Home (Please limit to 100 words): _____

If you are submitting more than one home, you may email the information for the additional home/homes to efarrell@hbadayton.com

Payment Information

Check Enclosed

Bill Credit Card

One Home: \$1,250, Second: \$1,000, Each Additional Home: \$800/ea *Please note: Payment is due at time of registration.

Name on card: _____ Amount: _____

Credit Card Number: _____ Exp: _____ CV Code: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

I, as the signee of this document, authorize the Home Builders Association of Dayton (HBAD) to charge my credit card above for agreed upon purchases. I understand that my information will be used for this transition and indemnify the HBAD against future card transactions.

Signature: _____

Please return completed entry form, signed Parade of Homes participation agreement, and payment in full to
HBA of Dayton | 1740 E. Stroop Rd. Unit 291972, Dayton, OH 45429 | or email to info@hbadayton.com