



HOME BUILDERS
ASSOCIATION OF DAYTON



PARADE OF HOMES

*"It is a great way to meet a lot of people in a short period of time.
With the increased online presence, we will do it again!"*

- 2020 Participant



WHEN

The 2021 Spring Parade of Homes will be for two consecutive weeks,
Thurs.-Sun.
Wk 1: April 22 - 25
Wk 2: April 29 - May 2



WHY

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



WHO

The Spring Parade of Homes is open to any HBA Builder member with a pre-sold, spec, or model home - highlighting all housing options in the Dayton region.

Capitalizing on the success of the 2020 Virtual Parade of Homes, we will showcase the communities and homes available within the Dayton market in a powerful way... Helping you succeed!

60 Rhoads Center Drive - Ste. D | Dayton, OH 45458 | efarrell@hbadayton.com | 937-361-8432

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.



FAQs

THE SUCCESSES OF OUR PARADE OF HOMES IN 2020 SHOWED TREMENDOUS TRAFFIC TO OUR WEBSITE AND HOUSES.

Google Analytics **12,718** unique users
22,684 user sessions
54,089 pageviews

Facebook **109,285** individuals reached
302,748 digital impressions
5,612 unique user clicks

Cox Media **1,335,580** impressions
23,469 clicks from ads

Foot Traffic **~2,200** visitors

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, and billboards.

THE VIRTUAL EXPERIENCE

Consumers continue to digest 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.

OTHER FAQs

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

60 Rhoads Center Drive - Ste D | Dayton, OH 45429

*The registration deadline is **Monday, March 29, 2021**. 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

APRIL 22 - APRIL 25

APRIL 29 - MAY 2

THURSDAY - FRIDAY

4:00 - 6:30 PM

SATURDAY & SUNDAY

1:00 - 6:00 PM

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 (April 22) 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.



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, March 29, 2021**.

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 2021 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 the completed entry form, signed Parade of Homes participation agreement, and payment in full to
HBA of Dayton | 60 Rhoads Center Drive - Ste D, Dayton, OH 45458 | or email to info@hbadayton.com