



GREATER ORLANDO BUILDERS ASSOCIATION • ORANGE • SEMINOLE • OSCEOLA

NEW HOMES • REMODELS
INSPIRATIONAL DESIGNS
BUILDING TRENDS

JOIN THE PARADE STAY TOP OF MIND in the homebuilding arena.
DRIVE QUALIFIED HOMEBUYER traffic to your new home or remodel project.

DEADLINE TO REGISTER Monday, Feb. 11

Be among the more than 100 homes waiting to be discovered in Central Florida's annual Parade of Homes featuring the
2019 Showcase Home: POMELO AT HAWKS CREST BY MERITAGE HOMES.

Single Family Homes • Multi Family Homes • Communities • Custom Homes • Remodels
NEW Sub-categories: Pool/Spa & Landscaping



Pomelo at Hawks Crest



IMPORTANT DATES

Monday, Feb. 11 - Final Entries Due

Friday, Feb. 15 - Full Payment & All Materials Due

Thursday, Friday, May 2, 3 - Judging

Friday, May 10 - Grand Judging

Saturday, June 1 - Awards Ceremony

LEVERAGE THE MARKETING IMPACT of your Parade of Homes entry. Now is the time to create a fresh, positive buzz to increase overall awareness and attendance of the Parade of Homes through targeted social media, digital, online and print channels targeted to the Central Florida homebuyer.

ENHANCED SOCIAL MEDIA - engage homebuyers via interactive content on major channels, including a Facebook Fan Page, Facebook LIVE and Instagram stories

DIGITAL - programmatic ad campaign across the web and OrlandoSentinel.com targeting home buyers at every stage of their home-buying experience

OFFICIAL GUIDEBOOK - 60,000 copies of the 52-page guidebook will be available through insertion in the Orlando Sentinel and at Trustco Bank locations and Parade of Homes entries

NEW WEBSITE - upgraded and improved; launching March 2019

PARADE ENTRY FEES - \$7,500 Developer (Community + 3 Models)
\$2,700 New Home or Community • \$2,000 Remodels or Specialty Design



FOLLOW US #paradeofhomesorlando

Entries and payments received after Friday, Feb. 15 will be billed at FINAL DEADLINE pricing.

Contact Cherry Masih for more details: 407-636-6942 / cherry@greaterorlandoba.com

