



2019 BUILDER PACKET

Dates: June 1-2 & 8-9

What is the Parade of Homes?

The Parade is essentially a super open house. HBA members from seven different Parishes pay a minimal fee to participate; those entry fees are leveraged to purchase more advertising than a single builder could purchase on their own. HBA staff and the Parade committee work together to promote the Parade of Homes and produce a high gloss guidebook magazine that features every home on its own full page spread. The guidebook is available in print as well as online, and contains a map to guide potential home buyers from house to house.

Builder Benefits

At a minimum, all Parade builders receive:

- Full Page Feature in the Parade of Homes Guidebook
- Professionally Developed Social Media Campaign
- Feature on the HBA/Parade of Homes Webpage

Inclusion in extensive professional PR and media campaign, usually including print, TV, and radio

Builder Requirements

Builders must have each Parade home open for tour during the official Parade times (1-5pm Saturday & Sunday) The builder will be responsible for staffing the home during those hours. Homes must be complete, including landscaping, and safe for the public to enter. Builders must provide all information for publications requested by staff and committee in a timely manner. All rules and schedules are outlined in this packet.

Why participate in the Parade of Homes?

Small commitment. Big results. Most builders reported 300+ visitors over the 2 weekends of the 2018 Parade. The collective purchasing power of Parade Builders multiplies marketing dollars exponentially, so builders have the opportunity to participate in a unique marketing plan.

Important Dates

- Early Bird Deadline: February 13th
- Final Deadline: April 3rd
- Parade of Homes: June 1st – 2nd & 8th – 9th

Return Contract to HBA Office
Phone: 504.837.2700 Fax: 504.837.4663
Email: info@home-builders.org
Mail: 2424 N. Arnoult Road, Metairie, LA 70001

**2019 PARADE OF HOMES
BUILDER/REMODELER PARTICIPATION AGREEMENT**

Parade Dates are June 1-2 & 8-9, 2019

As a Builder/Remodeler Participant of the 2019 Parade of Homes sponsored by the Home Builder Association of Greater New Orleans, further referred to as HBAGNO,

I, _____ agree to comply with the following guidelines and regulations:
Print Name Here

1. HBA MEMBERSHIP

I acknowledge that I am a member in good standing of HBAGNO as of the time this Agreement is signed and that I will maintain my membership throughout the period of the Parade of Homes.

2. RULING ON NON-PARADE HOMES

Scattered and fixed site Builder/Remodelers shall have no homes opened other than official Parade Homes during Parade hours. If found in violation, the Builder/Remodeler will be subject to forfeiture of his deposit and participation in up to a maximum of three (3) years in future Parades.

3. START OF CONSTRUCTION

I will ensure construction of my Parade Home will be 100% complete by May 31, 2019, as determined by the Parade Inspection Committee.

4. CLEAN UP

I agree to remove trash and building debris from my building site periodically during the construction of my Parade Home and to thoroughly clean up the entire property prior to opening day.

5. LANDSCAPING

I agree to sod or seed grass the front of the property on which my Parade Home is located commencing at the curb and extending to a line even with the main front line of the home and to purchase and install a minimum of \$1,000.00 worth of shrubbery or landscaping in the front yard. I have the right to sod or seed grass a larger area or to purchase an additional amount of shrubs if I so desire.

6. SIGNAGE

I will place the official Parade of Homes site signs on my property. Said signs will be furnished by the Association, and it will be the only signs permitted on the property, other than one builder sign with no attachments, during official Parade of Homes hours. WITHIN 5 DAYS OF THE PARADE'S CONCLUSION ALL PARADE SIGNS WILL BE REMOVED FROM THE PROPERTY AND RETURNED TO THE HBA OFFICE. I understand that failure to return signs issued by the Parade of Homes committee in the condition which they were issued to me will result in a forfeiture of part of my deposit. The amount of sign deposit is listed on page four (4) of this contract.

I further understand that I am obligated to display any sponsor signage provided to me by an approved Parade of Homes sponsor. Any desecration or removal of sponsor signage will result in the forfeiture of my full security deposit.

7. COMPLETION AND INSPECTIONS

I agree that if my Parade Home is not fully completed by Friday, May 31, 2019, my Parade Home will be closed to public viewing until it is completed in all respects. The Parade of Homes Inspection Committee will resolve any questions regarding whether or not my Parade Home is completed in all respects. I agree to allow periodic inspections of my Parade Home prior to the Parade of Homes by authorized individuals.

30-Day Substantial Completion: I understand that if my Parade entry is not to a level of substantial completion by the 30-day inspection, it may not appear in the official guidebook.

8. OPEN HOURS

I agree to keep my Parade Home open to public viewing, with my official representative or myself in attendance, on the days and during the hours fixed by the Parade of Homes committee, such times constitute the official hours of the Parade of Homes advertised to the general public. Official Hours are **1pm to 5pm during the weekends of June 1-2 & 8-9, 2019.**

9. PUBLIC ADMITTANCE FEE (IF APPLICABLE)

I agree to provide the facilities and personnel necessary to efficiently handle ticket sales on the days and during the hours fixed by the Parade of Homes Committee, such constituting the official hours of the Parade of Homes advertised to the general public.

I understand that I am financially accountable for any unsold tickets placed in my charge, and that I will be responsible for depositing all funds collected from said ticket sales with the HBAGNO Office within 5 days following the close of the 2019 Parade of Homes

10. OCCUPANCY

I agree that my Parade Home shall not be occupied by an owner or tenant nor display any personal effects until after the day the Parade of Homes officially ends. I understand that certain penalties, such as forfeiture of deposit and possible elimination from future Parade of Homes events, will be faced should I break this rule.

11. DECISIONS AND ARBITRATION

The Parade of Homes Chairman shall have the right to decide all questions concerning the general conduct and the day-to-day operation of the Parade of Homes. The Parade of Homes Chairman will resolve any and all disputes, which may arise between Parade participants concerning this Agreement, and such decisions in these matters are binding on to me.

12. FUTURE PARTICIPATION

I understand that if I fail to comply with this Agreement in any respect, I may be declared ineligible to participate in future Parades by the Board of Directors of the HBAGNO for a period of up to three (3) years, **AND FORFEIT THE SECURITY DEPOSIT.**

13. LIABILITY

I agree that I am, and shall remain for so long as I continue to own my building site and/or home, solely responsible for ensuring that it is maintained in a condition safe for entry of the general public. I agree to protect, indemnify and hold harmless the HBAGNO, the Parade of Homes Chairman, the Parade of Homes Committee, and employees from and against any loss, claim or damage sustained by said parties as a result of personal injury caused to any person by any defect or dangerous condition in my home and/or construction site. In addition, I specifically agree to defend at my own cost any claim or action covered by the aforesaid indemnified parties, which is asserted or brought against any of these parties. Along with the submission of this signed agreement, I agree to furnish my contractor license number attesting that it is current and in good standing with the Louisiana State Licensing Board for Contractors as required.

14. ENTRY FEE

A signed **Builder/Remodeler Participation Contract Agreement** and a **security deposit**** are payable upon entry. **This deposit fee will be refunded as long as the Builder/Remodeler has adhered to all terms of this Agreement. In addition to the other requirements outlined herein, the refund of deposit is contingent upon the participant completing any exit surveys request by Parade of Homes committee.

For participation of my home as an official entrant in the Parade of Homes, I agree to pay to the HBAGNO an **Entry Fee** in accordance with the attached fee schedule.

15. WITHDRAWAL

An entrant in the Parade of Homes may withdraw at any time subject to the following qualifications.

- A. Withdrawal from a Fixed Site Parade after title is taken to the lot may cause forfeiture of the Entry Fee at the discretion of the Parade of Homes Chairman.
- B. In all cases, withdrawal after **April 3, 2019** will cause forfeiture of Entry Fees and Security Deposits.

16. FIXED SITE PARADE ONLY (DESIGNATED SUBDIVISIONS)

I agree to submit a plan for my Parade Home to the Parade of Homes Chairman and/or subdivision architectural review committee for approval prior to commencement of construction.

- A. My Parade Home is to be of such type as will be appraised by a recognized authority in the square foot area and price bracket as well as conform to any applicable building codes or subdivision restrictions.
- B. I further agree to my pro-rata share of any on-site Parade related expenses incurred by the Parade Builder/Remodelers at my Parade sub-division and agreed to by a majority of my site's Builder/Remodeler Participants. This expense, if any, is in addition to any fees paid to the Association for the right to participate in the Parade of Homes.
- C. I understand that I shall be exclusively liable for any and all such payments. The HBAGNO assumes no obligation whatsoever regarding such payments.

17. RESTORED SITE CRITERIA

Restored entries are defined as dwelling units whose value has been increased by a minimum of twenty-five percent (25%) of the total value of the structure as the result of the restoration work performed, exclusive of land or site improvements.

Restored entries will be subject to eligibility for entrance into the Parade of Homes through an on-site inspection performed by the Parade Chairman or representative to ensure they conform to all eligibility requirements contained herein in all material respects.

18. ADVERTISING

I will receive one page to advertise my home in the Parade of Homes Guidebook. I agree to provide all requested information, and understand that the information on this page will be laid out according to the common template for all entries.

I agree that the house to be placed in the Parade of Homes is the result of an original design and that I am the sole owner of such design and have exclusive rights, including copyright, in and to the design as represented in the structure, plans, specifications and drawings for the house. I further represent that I have not pledged, assigned or encumbered my rights to the design and that such design does not violate any copyright, property or common-law right of others. I hereby indemnify and hold harmless the HBAGNO from any and all claims of third parties, including, but not limited to, copyright infringement or conversion, which may be asserted as a result of the inclusion of the house in the Parade of Homes or inclusion of drawings or floor plans of the house in any publication of the HBAGNO, Parade of Homes magazine publicizing or in conjunction with the Parade of Homes.

Should the Parade of Homes Committee hire a professional photographer for the event, I understand that pictures taken of my Parade of Homes entry by that contracted photographer will be the property of the HBAGNO. HBAGNO has the right to use those pictures for future marketing purposes.

I am aware that a rendering will be created for my home upon entry and submittal of required specs, and that the cost for this is included in my entry fee. I understand that should I withdraw from the Parade for any reason after this rendering has been created, I will be financially responsible for the cost. I know that I can contact the HBA staff to find out the cost for this service. I further understand that the cost for a rendering will not be deducted from my entry fee should I provide my own professional photograph or rendering.

I will represent the HBAGNO and Parade of Homes accurately in my company's marketing. *It is not recommended that companies create their own Facebook event, but rather to share the official event created by the Parade's marketing team.* I also agree that my company, or anyone representing my company, will not participate in any other event called "Parade of Homes" within the jurisdiction of HBAGNO. This is to maintain the integrity of the HBA's longstanding and successful event. HBAGNO's jurisdiction covers the parishes of Orleans, Jefferson, St. Bernard, Plaquemines, St. Charles, St. John the Baptist, and St. James.

All participants are encouraged to use the hashtag #nolaPOH in their marketing.

2019 Parade of Homes · Builder/Remodeler Participant Agreement

This page will be used for **internal purposes only**. The contact listed here should be the person that the Parade of Homes Committee can contact about the event and the home. PLEASE PRINT LEGIBLY.

Company

Contact Person *(for internal use only)*

Phone _____ Email _____
Contact information for administrative purposes only. This will not be the information used in the POH guidebook.

LA Builders License # _____ or Remodelers Registration # _____
Licenses & Registrations must be valid through June 9, 2019

Contractor/Builder/Remodeler Signature

Date

IMPORTANT – PLEASE REVIEW THIS AGREEMENT CAREFULLY

By signing this agreement, you are agreeing to the conditions outlined in this agreement. Failure to comply may result in the forfeiture of part or all of your deposit, and potential ineligibility to participate in the Parade of Homes for a period of up to three (3) years. Requirements include, but are not limited to, the following:

- Parade of Homes entry must be completed by Friday, May 31, 2019 to the standards set by the Parade of Homes committee.
- If your entry is deemed unable to open for any part of the Parade of Homes, your deposit refund will be prorated appropriately as determined by the Parade of Homes Committee.
- No home shall be occupied by an owner or tenant until after the day the Parade of Homes officially ends.
- **Withdrawal from the Parade of Homes after 5pm on Wednesday, April 3 will result in a forfeiture of Deposit and Entry Fee.**

BUILDER/REMODELER FEE SCHEDULE

There will be no refunds issued for withdrawals after Wednesday, April 3, 2019.

Deposit (Per Company) \$1,000

Included in this is a sign and flag deposit of \$200, which will only be refunded when all signs and flags are returned. If company enters more than 5 homes, an additional \$200 deposit per home is required.

First Home Entry Fee – Due by April 3, 2019

Builder/Remodelers who have participated in the Parade of Homes in the previous 2 years will be given a \$150 discount on their first house.

Before February 13th	\$ 2,100 (Early Bird Rate)
After February 13th	\$ 2,500
Each Additional Home	\$ 1,500

Information provided on the following pages will be listed in POH Guidebook & Website.
All information, including renderings, due no later than April 3, 2019.

Home 1

Status & Price will NOT be publicized: Presold For Sale Price Point _____

Address of Home _____

City, State, Zip _____ Subdivision/Neighborhood: _____

#Bedrooms: _____ #Bathrooms: _____ Square Footage (Living): _____

Contact Person: _____

Phone: _____

(Optional) Email: _____ Website: _____

Rendering: I need one created (no additional cost)
 I will provide a professional photograph or color rendering

Description (Can be emailed to info@home-builders.org)

Social Media Icons to Include:

Facebook Houzz Twitter Pinterest LinkedIn Instagram Other _____

Home 2

Status & Price will NOT be publicized: Presold For Sale Price Point _____

Address of Home _____

City, State, Zip _____ Subdivision/Neighborhood: _____

#Bedrooms: _____ #Bathrooms: _____ Square Footage (Living): _____

Contact Person: _____

Phone: _____

Home 2 Description continued on next page...

Home 2 Continued

(Optional) Email: _____ Website: _____

Rendering: I need one created (no additional cost)
 I will provide a professional photograph or color rendering

Description (Can be emailed to info@home-builders.org)

Social Media Icons to Include:

Facebook Houzz Twitter Pinterest LinkedIn Instagram Other _____

Home 3

Status & Price will NOT be publicized: Presold For Sale Price Point _____

Address of Home _____

City, State, Zip _____ Subdivision/Neighborhood: _____

#Bedrooms: _____ #Bathrooms: _____ Square Footage (Living): _____

Contact Person: _____

Phone: _____

(Optional) Email: _____ Website: _____

Rendering: I need one created (no additional cost)
 I will provide a professional photograph or color rendering

Description (Can be emailed to info@home-builders.org)

Social Media Icons to Include:

Facebook Houzz Twitter Pinterest LinkedIn Instagram Other _____