



PO Box 3101
Wilmington, NC 28046



24th ANNUAL



April 24 & 25 and May 1 & 2, 2010

**OFFICIAL BUILDER
REGISTRATION PACKAGE**

NOW is your chance to get in on the premier new home showcase of the year, featuring the craftsmanship of Eastern North Carolina's **most talented builders!** Our **Award Winning Parade of Homes** is your best opportunity of the year to reach literally **thousands of potential buyers!**



REGULATIONS

24th ANNUAL PARADE OF HOMES
April 24 & 25 and May 1 & 2, 2010

I do hereby agree to enter the Wilmington-Cape Fear Home Builders Association 2010 Parade of Homes. By signing the entry form I agree to abide by the following regulations:

1. I understand I must be a member (i.e., dues are current) of the Wilmington-Cape Fear Home Builders Association to enter, and that my company will appear as listed in the 2010 membership database;
2. I understand that for the purposes of the Wilmington-Cape Fear Home Builders Association 2010 Parade of Homes, "new home" is defined as a home on a lot in a residentially zoned area or located on a residentially zoned property and situated on a permanent foundation, and not occupied at the time of the event;
3. I understand that if my Parade of Homes entry, or entries, are located in a gated community, that:
 - a. access may be denied to the public by the homeowner's association of that community;
 - b. this denial does not entitle me to a refund of my Parade of Homes entry fee after the stated refund date (see Item #7);
 - c. it is the responsibility of the builder to obtain permission in writing from the homeowners association to allow the public into the community to see the Parade of Homes home(s) located within that gated community (a copy of such written permission is to be submitted to the WCFHBA office NOT LATER THAN the final entry date for the 2010 Parade of Homes);
 - d. it is also the responsibility of the builder to arrange for transportation of the public into the community, in the event that personal vehicles of non-residents are not allowed.
4. I understand that the WCFHBA Parade of Homes logo (text "Parade of Homes" in oval) is service- marked and that this means it cannot be reproduced in any form without the express, in-writing, permission of the WCFHBA.
5. I understand the entry fee schedule is as follows:

(REMEMBER: The WCFHBA Office hours are 8:30 a.m. to 1 p.m. on Fridays)

*Complete "Early Bird" entry package for each home submitted to the WCFHBA office **NOT LATER THAN Noon, Friday, December 18, 2009: Fee: \$900**

*Complete entry package for each home submitted after December 16 at Noon and **NOT LATER THAN Noon, Friday, January 29, 2010: Fee: \$1,100**

*Complete "Why Did I Wait Till The Last Minute?" entry package for each home submitted after Noon, Friday, January 29, 2010, and **NOT LATER THAN Noon, Friday, February 26, 2010: Fee: \$1,400**

ABSOLUTELY NO ENTRIES WILL BE ACCEPTED AFTER FEBRUARY 26, 2010.

6. I understand that all Parade of Homes signs must be removed from the house within one week of the conclusion of the Parade of Homes, with the exception of "Winner" signs.
7. If a home is withdrawn from the Parade of Homes prior to Noon, Thursday, December 18, 2009 your entry fee is refunded. After that date no refund will be given.
8. Decorating Parade of Homes entries is strictly the builder's decision and responsibility.

2010 REGULATIONS (continued)

9. Definition of a "**completed entry package**" includes:

- Paid-in-full entry fee
- Completed entry form
- Profile Sheet

*The Profile Sheet details all the information you wish to highlight about your Parade of Homes entry in our Parade of Homes Plan Book magazine, as well as in the Parade of Homes insert in the *Star-News*. The WCFHBA strongly recommends that the Builder and sales agent discuss the information that appears on the Profile Sheet. The WCFHBA is not responsible for errors in information provided on the Profile Sheet. The Profile Sheet includes an explanation of how Parade of Homes entries are placed into categories for judging, so please read this carefully!

- Signed Authorization to Use Copyrighted Materials in Parade Publications Form

* If we do not have the "Authorization to Use Copyright Materials in Parade Publications" form, your entry can not be included in the Parade of Homes Plan Book.

- **Blueprints AND/OR floor plans**, (IF HOUSE WAS CHANGED ON SITE, DETAILS OF CHANGES MUST BE EXPLAINED)
- THREE PICTURES OF THE FRONT ELEVATION OF THE PARADE OF HOMES HOUSE FROM THREE DIFFERENT ANGLES. These pictures will assist with the rendering process. **Only renderings produced by the official rendering artist will be used in the Parade of Homes Plan Book magazine. NOTE: The artist drawing the renderings of Parade of Homes entries will charge an additional fee to make changes to completed renderings (unless it is an error on her/his part). Also, the artist will use the blueprints submitted to draw floor plans, unless otherwise indicated. If other material should be used to draw the floor plan (i.e., brochures, flyers, etc.) it is the responsibility of the builder or sales agent to indicate this, in writing, with the completed entry package.
- Buildable lot entries must have three high res. pictures submitted with entry. (plan book picture will be at the discretion of the WCFHBA staff)
- Copy of Map Quest directions to the property or detail written (typed) directions; (starting point; 3801 Wrightsville Ave)

10. No home entered in the Parade of Homes shall have been occupied prior to or during the Parade of Homes. Homes sold after entry but before the Parade of Homes dates can still be entered, but must not be occupied until after the event is completed.
11. Model homes may be entered in the Parade of Homes every year; however, they will only be eligible for judging the first year they are entered in the Parade of Homes. PLEASE SPECIFY if your home has been entered before.
12. All builders and/or their representatives must pick up signs and plan books at the WCFHBA offices prior to the first public date of the Parade of Homes.
13. Each Parade of Homes entry must have a builder representative present from 12 noon until 5 pm on each specified day of the Parade of Homes. **(Buildable lot entries do not have to have a representative present during the Parade of Homes)**
14. The builder will be responsible for returning registration forms for any public drawing or contest to the designated location.
15. Judging of eligible Parade of Homes entries will take place on Friday, April 23 during the hours of 8 am to 5 pm. HOMES MUST BE UNLOCKED AND AVAILABLE FOR VIEWING DURING THESE HOURS. In order to be judged ALL work must be completed on the house (certificate of occupancy issued and power turned on by utility company) by 8 am the day of judging. Judges will not enter a Parade of Homes entry where work is still going on, subcontractors are present in the house, and above conditions are not met. If a home is locked, an attempt will be made to contact the builder or representative to unlock the home. IF TIME PERMITS, the decision to return to the home is strictly up to the judges. Judging forms are available for review at any time by calling the WCFHBA office. **(Buildable Lot Entries will not be judged)**

Also, if the builder and/or sales agent are present when the judges arrive at the house THEY MUST LEAVE THE HOUSE UNTIL THE JUDGES HAVE FINISHED THEIR WALK-THROUGH. NO COMMENTS ABOUT THE PARADE OF HOMES ENTRY ARE TO BE DIRECTED TO THE JUDGES BY EITHER THE SALES AGENT OR THE BUILDER.

NOTE: Each builder entering the 2010 Parade of Homes will receive two (2) free tickets to the Awards Banquet in May; however, the builder must still call in a reservation and pick up the tickets at the WCFHBA office at the appropriate time. Each builder entering the Parade of Homes must have at least one representative at the Awards Banquet.



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November 16th, 2009

TO: WCFHBA Builder Members

FROM: Deans Hackney, Signature Homes of Wilmington, Inc.
Chairman, 2010 Parade of Homes

Welcome to the 2010 Parade of Homes - **the premier new home showcase**, featuring the craftsmanship of Eastern North Carolina's most talented builders! The Parade of Homes is your best opportunity of the year to promote your home to **thousands of potential buyers**, and best of all, the promotional opportunities do not stop when the Parade of Homes is over. Our **Award Winning Parade of Homes Plan Book** magazine is available to the public year-round, and your home stays on our **Parade of Homes website** for an entire year after the event.

The Parade of Homes is promoted to the public utilizing a strong advertising campaign including **television, newspaper, internet, magazines, flyers, posters, radio commercials and outdoor signs. NEW THIS YEAR, POH participants will be marketed through social media such as Twitter and Facebook.** Our Parade of Homes website receives *thousands of hits* each month, and that volume more than doubles during and immediately after the Parade of Homes each year. Our Parade of Homes Plan Book magazine has twice won Best Parade of Homes Publication in the State and won in 2009!

The dollar value of the exposure you get through the Parade of Homes is immeasurable! Pete Bourne of Waterway Homes says about his success during past Parade of Homes, *"I had so many inquiries during the Parade of Homes that I could have sold my home four or five times!"*

Enclosed is the Official Builder Registration Packet for the 2010 Parade of Homes, including your Official Entry Form, an Authorization to Use Copyrighted Materials, and your Profile Sheet. Please read each form carefully, and note the deadlines for submissions. Participation in the Parade of Homes is **only available to members** of the Wilmington-Cape Fear Home Builders Association, and between the **foot-traffic generated to your home, the year-long web presence** and the **future sales** produced by the event that our builders have experienced, **the Parade of Homes is a benefit you can't afford to ignore!**

Please feel free to contact Bryan Sartin in the WCFHBA office at 799-2611 with any questions. We look forward to having you in the 2010 Parade of Homes, and we sincerely appreciate your support of the Wilmington-Cape Fear Home Builders Association!

Special thanks to our Pacesetter Platinum Sponsors:

