

2011 Parade of Homes Entry Packet

Dear Builder,

The Asheville Home Builders Association is pleased to announce the 30th Anniversary of the Parade of Homes! This unique event highlighting new construction in our area has been a staple in the homebuilding industry for years! The opportunity comes once a year to showcase your craftsmanship by entering your home in the Parade of Homes.

As we venture into the 30th Anniversary Year we are excited to continue to offer a full color glossy publication which features each of the homes and builders. Consumers in our area use this guide to tour the homes during the Parade Weekends as well as for future reference when finding a builder or remodeler!

In an effort to protect the integrity of the Parade and provide a true service to the community, your Parade Committee has implemented a NEW "Level of Completeness" process. This year builders will be required to select a minimum level of completeness that they can guarantee that their home will meet when the Parade Weekends arrive. Utilizing this system will help guide the public through our magazine and into homes that are safe and open for viewing while notifying them of homes that are not complete enough to be toured. Builders will be required to put down a deposit securing their selection but they will be able to change their level up until August 1, 2011. Builders meeting their guaranteed level of completeness will receive their deposit back in full, while those not meeting their guaranteed level will lose their deposit. This process is new and we want to work with you to make it a success! Check out the details on page 3 of this packet.

This annual event provides great exposure for both builders and associates. Utilize this opportunity to get your company the recognition it deserves within the building industry! The AHBA promotes each Parade to the general public through an all encompassing media campaign including radio, print, billboards, tv and more!

Additionally, builders participating in the 2011 Parade have access to the exclusive Associate Member Discount Program. There are over 35 companies that are ready to offer you a discount for using their products and services in your 2011 Parade Home! These discounts range from free estimates, to paid entry fees and much more. Don't miss this opportunity to "Do Business with a Member" while saving yourself money!

We look forward to working with you and your company during the 2011 Parade of Homes. Please feel free to contact us at any time as we are here to help walk you through this entry process while making your company shine in the AHBA Parade of Homes!

Kind Regards,
AHBA Staff



Entry Packet Table of Contents

Page 1.....Builder Letter & Entry Fees
Page 2.....Entry Information Sheet
Page 3.....Judging Eligibility & Level of Completeness
Page 4.....Rendering Information Sheet
Page 5.....Participation Agreement
Page 6.....Builder Commitment Form
Page 7.....Special Projects Entry Information Sheet
Page 8.....Elevation Guidelines

Parade Entry Requirements:

At time of deadline builder must provide the following completed forms and information:

- Page 2, Page 3, Page 4, Page 5, Page 6

Items required to be submitted on disk or by email at time of entry include:

- Special Features
- Directions to Home
- Builder Biography
- Builder Photo
- Logos
- Elevation
- Floor plan
- Rendering Information Sheet

Payment required at time of entry

- Entry Fee based on deadline
- Level of Completeness Deposit

Special Project Entry Requirements

At time of deadline builder must provide the following completed form and information:

- Page 7

Items required to be submitted on disk or by email at time of entry include:

- Description
- Photos
- Logos

Payment required at time of entry

- Entry Fee

Deadlines & Entry Fees

Early Bird Special

⇒ Entries received by Thursday, June 9 will be \$1250

Main Deadline

⇒ Entries received between June 10 & June 28 will be \$1600

Extended Deadline

⇒ Entries received between June 29 & July 13 will be \$1900

Last Minute Entries

⇒ Entries received after July 13 deadline will be \$2250

Surrounding HBA Members: We will accept entries from HBA Members of the following counties: Haywood, Hendersonville, Transylvania, Madison, Yancey, McDowell & Rutherford at the AHBA Member Rate plus a non member charge of \$200 per entry

Judging Eligibility: Only AHBA Member Entries will be eligible for judging and there must be a minimum of 3 entries per county for judging. Homes previously entered and/or judged in an AHBA Parade of Homes are eligible to be re-entered and included in judging again.

Information Required by Entry Deadline: It is important to note that all entry information must be completed and submitted at time of entry in order to qualify for deadline pricing. Incomplete submissions will be returned.

JUDGING ELIGIBILITY & LEVEL OF COMPLETENESS

Please complete for your entry in the 2011 Parade. PRINT LEGIBLY.

Judging Eligibility

Will this home be eligible for judging? Yes No

Judging Eligibility Requirements (*7 out of 10 features must be fulfilled for judging eligibility*):

- Interior Paint & Trim Completed
- Lighting Fixtures installed and operable with permanent power
- All areas to tile/vinyl to be installed and complete
- All areas to receive carpet to be installed and complete
- All areas to receive hardwood must be installed
- Driveway paved
- Areas to be landscaped to be 'passable' for traffic accessing house
- All plumbing fixtures installed
- All kitchen cabinets installed with countertops
- All bathroom cabinets installed with countertops

Level of Completeness

Any home entered into the 2011 Parade must select a level of completeness below for information/viewing purposes. Your home will be categorized in the publication based on the selection below.

Level 1: 100% Complete, must hold a Certificate of Occupancy prior to Parade Viewing days and must meet 10 out of 10 Judging Eligibility Requirements, listed above).

Level 2: 80% Complete, Certificate of Occupancy not required but home must be clear of debris and safe for consumers to tour through. Home must meet 7 out of the 10 Judging Eligibility Requirements listed above.

Level 3: Under Construction, not open for public viewing. No address or directions will be printed in the publication. Builder responsible for ensuring that home is properly locked and/or blocked for entry. AHBA to provide signage stating home is not open for viewing.

Builder must select level at time of entry and will have the right to change level but must do so by August 1, 2011. This system is required to protect consumers, builders and the AHBA as well as the integrity of the Parade of Homes.

All builders will be required to provide a Level of Completeness deposit of \$500 at time of entry. All homes will be viewed and status confirmed by the Parade Compliance Committee between October 3rd and 5th. All builders who are in compliance with their selected status will receive their deposit back by October 31, 2011.

When selecting level of completeness builders are encouraged to select the minimum level that will be complete. The level of completeness will be explained to consumers within the Parade Publication and also noted on your individual entry page.

Builder Agreement

Builder Selected Level of Completeness: Level 1 Level 2 Level 3

Builder Signature Confirming Selection: _____ Date: _____

Deposit provided by: Check Enclosed OR Credit Card: MasterCard VISA

Credit Card #: _____

Billing Address: _____ City/State/Zip: _____

Security Code: _____ Expiration Date: _____

Signature of Cardholder: _____ Date: _____

Completed form and deposit required at time of entry—No Exceptions

RENDERING INFORMATION SHEET

In an effort to complete your Color Sketch Rendering to form you will be required to complete the details below and submit at time of entry.

Builder Company Name: _____

Address of Parade Entry: _____

Rendering Contact Number: _____ Email: _____

**For each item below, please provide Manufacturer Color Name/Number.
(Do not list just a description of the color: brown, blue, etc.)
If you do not have that information please include a sample.**

ROOF: _____

SIDING: _____

SHAKES: _____

BOARD & BATTEN: _____

BRICK: _____

STONE: _____

STUCCO: _____

WINDOWS: _____

TRIM: _____

SASH: _____

SHUTTERS: _____

FRONT DOOR: _____

GARAGE DOORS: _____

FASCIA: _____

FRIEZE BOARD BETWEEN LEVELS: _____

FRIEZE BOARD AT SOFFITT: _____

CORNER BOARDS: _____

BRACKETS: _____

GABLE VENTS AND TRIM: _____

HAND RAILS: _____

PORCH POSTS: _____

CHIMNEY: _____

OTHER: _____

*Please contact the AHBA directly at 828-299-7001 with additional questions regarding this form.
This form must be completed and must accompany entry packet at time of entry.*

PARTICIPATION AGREEMENT

The Participation Agreement is entered into this _____ day of _____, 2011 by and between the Asheville Home Builders Association (AHBA) and _____ (Builder).

The purpose of this Participation Agreement is for the mutual understanding of said Builders and the AHBA for the showing of a house(s) in the 2011 Parade of Homes (POH).

The Builder agrees that the house(s) entered in said POH shall conform to the rules and regulations established by the POH Executive Committee for the 2011 POH, a copy of which is enclosed hereto and made part of this agreement.

The AHBA agrees that all entry fees shall be used for the purpose of producing and promoting the 2011 POH to insure public attendance to the greatest extent possible. All methods of the 2011 POH promotions shall be determined by the AHBA.

If Builders home is complete to Level 1 or Level 2 standards then the Builder agrees to have their house(s) open for public showing during the published times of the 2011 POH. The builder agrees that they, staff or a company representative **MUST** be present during all parade hours. **NON COMPLIANCE will result in loss of privilege to participate in future parades!** None of the Builder's employees, family, company representatives or their employees shall be eligible for any drawings for prizes which may be part of the overall 2011 POH production.

Builders meeting a Level 3 standard are aware that their home will not be open for public viewing and that they, as the builder, are responsible for locking or blocking all entry to the home during the POH hours. Failure to follow the rules outlined will result in suspension from future parades or possible fines.

Each Builder will be required to submit, to the AHBA, the completed Builder Entry Packet by the respective deadlines for pricing and inclusion in the 2011 POH.

The undersigned Builders agree to indemnify and hold harmless the AHBA, its Board of Directors, its agents and employees and the 2011 POH Executive Committee from any claims, causes of action or judgments of any kind which may be made against any or all of them arising out of or relating to the undersigned's participation in the AHBA 2011 POH. This indemnification agreement includes, without limitations, claims for bodily injury, death, damage or loss of personal property, breach, of contract, copyright infringement or conversion, or from any financial loss sustained by participation in the 2011 POH and claims arising out of the acts of subcontractors or agents of any profession employed by the Builder.

Violation of the 2011 POH rules and guidelines will result in suspension of future POH

The address(es) of the house(s) entered in the 2011 Parade of Homes is (are):

1. _____
2. _____
3. _____

Builder Signature: _____ Date: _____

Company Name: _____

AHBA Representative Signature: _____

BUILDER COMMITMENT FORM

By signing the commitment form, I agree to abide by the following regulations. Please initial in the appropriate space. If you have any questions, contact the AHBA at 828-299-7001. **PLEASE READ CAREFULLY!**

- _____ 1. It is the responsibility of the builder to obtain customer approval to enter a custom home. Homes that have been occupied are NOT eligible to be entered.
- _____ 2. Complete Remodels will be accepted in the 2011 Parade of Homes. A complete remodel is defined as a complete renovation and the home must be unoccupied at time of entry. Remodels will be approved and accepted on a case by case basis.
- _____ 3. Builder agrees to erect Parade of Homes signage prior to Judging on October 7th according to POH guidelines. All signage (including directional signs) must be removed by October 20th
- _____ 4. Homes must be accessible from 9:00 a.m. to 5:00 p.m. on the day of judging, Friday, October 7th. **NOTE:** If you cannot be available at this time of judging, you may leave a duplicate key in an envelope and clearly marked at the AHBA office the day before judging. Judges will close the house after entry has been judged and leave the key inside the home. Judges will leave a card indicating that they have been there. Builder and/or representative shall have no communication with the judges whatsoever.
- _____ 5. The home must be open and shown by you or your representative(s) between the hours of 12:00pm and 5:00 pm on October 8,9 and October 15,16. No parties serving alcoholic beverages shall be held within a Parade Home during the designated POH weekends & times.
- _____ 6. All builders will be required to submit a signed Level of Completeness, page 3. Of packet, and a \$500 deposit at time of entry. Changes to the level of completeness will be permitted until August 1, 2011.
- _____ 7. Homes will viewed and level of completeness verified by the Parade Compliance Committee between October 3rd and 5th. All builders who are in compliance with their selected status will receive their deposit back by October 31, 2011.
- _____ 8. Homes meeting Level 1 or Level 2 as described on page 2 will be judged. Homes not meeting a Level 1 or Level 2 will not be judged and will not be open for public viewing.

Level 1: 100% Complete, must hold a Certificate of Occupancy prior to Parade Viewing days and must meet 10 out of 10 Judging Eligibility Requirements, listed above).

Level 2: 80% Complete, Certificate of Occupancy not required but home must be clear of debris and safe for consumers to tour through. Home must meet 7 out of the 10 Judging Eligibility Requirements listed above.

Level 3: Under Construction, not open for public viewing. No address or directions will be printed in the publication. Builder responsible for ensuring that home is properly locked and/or blocked for entry. AHBA to provide signage stating home is not open for viewing.

- _____ 9. Only homes entered in the 2011 POH are eligible for Associate Discounts offered in 2011. Discounts are negotiable between the builder and the associate member, independent of the Home Builders Association. Associate discounts only apply 1 time.
- _____ 10. There will be a maximum of two proofs of entry furnished without charge. Your signature will be required.
- _____ 11. There will be a \$125 refundable deposit required for all Builder Signs per entry. Please bring credit card and/or check when picking up your signs, made payable to AHBA. Signs will be available for pick-up the week of October 4th at the AHBA Office and during the Builder Open House on Tuesday, October 4th, from 3:30pm until 5:30pm.
- _____ 12. Modular Homes will be allowed in the Parade as long as the following are met: Permanent Foundation, Deeded Lot, Off Frame Modular ONLY.
- _____ 13. "If Home Sells Policy" - If home sells and AHBA is notified BEFORE August 1st, entry can be removed from book and monies refunded less a 30% administrative fee on total entry price prior to applied discounts. If home sells AFTER August 1st, and AHBA is notified prior to August 26th entry remains in book with "SOLD—Not Open For Viewing" banner and builder is given a \$200 credit for 2011 Parade Entry. Builder is responsible for additional signage on the days of the Parade when home is closed for viewing due to the sell of the home.
- _____ 14. If Parade entry is pulled prior to July 31st for any reason other than the sell of the home, partial refunds will be considered on a case by case basis.
- _____ 15. Only one AHBA discount or credit will be applicable towards any entry fee in any given year.
- _____ 16. Entries for judging will be classified in the following categories: 1. New Construction Single Family Homes by price categories, 2. Townhomes/Condos (possible split of category), 3. Complete Renovations and 4. Special Projects
- _____ 17. Any entry that does not fully abide by the regulations disclosed in the Parade of Homes Entry Packet, each year, will be pulled from the official judging process and the builder/company will be placed on a one year probation from the Asheville Home Builders Parade of Homes. Furthermore, any additional entries in the Parade under the builders name or company will also be pulled from judging during that year.
- _____ 18. Builders will be provided with AHBA Parade Signage that lists Parade Sponsors. Builder is required to clearly display AHBA provided signage during Parade hours.

Builder Name (print) _____

Company Name _____

Signature _____

Date _____

SPECIAL PROJECTS ENTRY INFORMATION SHEET

The Special Projects section provides great opportunity for builders to highlight a specific project on a home. The idea behind this section is to encompass a smaller portion of a home versus the entire home. This section will allow a builder to enter a kitchen, master suite, bathroom, closet and much more. The overall goal of the Parade of Homes is focused on promoting the craftsmanship and style of our members—this section will allow us to continue to focus on the main Parade of Homes entries while offering a supplement of small projects that are of interest to consumers in our area. This section is ideal for the custom builder who doesn't have an unoccupied home to enter into the Parade. Special Projects are not allowed to be on tour during the Parade so you can feature aspects of your homes even when they are already occupied!

Entries into this section will be displayed on a 1/2 (half) page template in the 2011 Parade of Homes Magazine. All entries will be inserted into the same pre-set template. No physical location of project will be published. Entries in this section are strictly prohibited from being open to the public to view/tour during the Parade. In addition these entries will not be advertised online. Builder is responsible for gaining prior consent from homeowner to use any photos of occupied space for entry.

Builder Information

Builder Name: _____
Company Name: _____
(List as it will appear in POH Magazine)
Company Mailing Address: _____
City/State/Zip: _____
Email: _____ Website: _____
NC Builder License Number: _____ Qualifier: _____
Phone: _____ Cell: _____ Fax: _____

Special Project Details

Product Description: In 100 words or less describe the entry. Consider providing info such as the major features while identifying the cost effectiveness, value & benefit to the community, etc. Email description to office@ashevillehba.com

Project Category: _____
AHBA will classify all projects into categories, please list your suggested category for your project (kitchen & bath, decks, additions, etc.)

Project Presented By: _____
Company Name (must list an AHBA Builder company and may include one AHBA Associate company)

Project Photos & Logos: May include up to 3 professional photos and 3 logos to be included on entry page. Email to office@ashevillehba.com. Acceptable formats are JPEG, TIFF or EPS. Must be at least 300 dpi.

Logo 1 Name: _____ Logo 2 Name: _____ Logo 3 Name: _____

I have read and agree to the terms and conditions listed above. I am aware that failure to comply with Parade Rules & Regulations will result in loss of future privilege to participate in any AHBA Parade.

Builder Signature: _____ Date: _____

Entry information must be received by July 15, 2011.
Payment of \$500 per entry is due in full at time of submission. Space is limited.
Contact the AHBA to see a sample template for layout purposes

ELEVATION GUIDELINES

1. CLEAN ELEVATION: Required Format for Parade Submission

Details: From a blueprint or computer drawing, with solid lines and where there are no arrows, notes, dimensions, etc. All that is needed is for elevation to be colored and landscaped.

**Acceptable
Format provided
by Builder**



**If acceptable
format is provided
by builder, final
version will look
like this with the
addition of color.**

2. NEED FOR REDRAW: Will NOT be accepted for Parade Submission*

*Details: Lines are rough or there are details notes, dimensions, arrows, etc. Changes will need to be made prior to submission by builder's architect, draftsman or through Plaxico Architectural Illustrations.***



Unacceptable Format, redraw required*



**Example of acceptable Redraws, to be
submitted by builder.****



3. MAJOR CHANGES TO HOUSE NEEDED: Will NOT be accepted for Parade Submission

Details: Doors, windows, porches, roofs or other elements have different placement, style or design. Need for parts of the house to be added or changed—changing of materials (siding to stone, etc.). Flipping of a house is not considered a major change. Changes will need to be made prior to submission by builder's architect, draftsman or through Plaxico Architectural Illustrations.

NOTES: Plaxico Architectural Illustrations is the hired artist company through the AHBA to complete the color and landscape for all Parade entries. A builder in need of changes referencing number 2 & 3 above may contract Plaxico Architectural Illustrations separately, outside of the AHBA, for changes, modification, etc. at a rate of \$100 per hour.