



NORTHWEST ARKANSAS 2021 PARADE OF HOMES

REGISTRATION

ONLINE BUILDER SHOWCASE
SEPTEMBER 30- OCTOBER 3

IN-PERSON TOURS
OCTOBER 8-10

EARLY REGISTRATION AUGUST 6, 2021 | REGISTRATION DEADLINE AUGUST 27, 2021

NWAPARADEOFHOMES.COM



We are so proud to announce that registration is now open for our 2021 Parade of Homes! Our Online Showcase is scheduled for September 30- October 3, 2021, and the In-Person Parade of Homes will be October 8-10, 2021. Whether you are new to our Parade or have been participating for years, we hope you register your homes so you can take advantage of the marketing benefits we have in store for you this year.

A very special thanks to all of our builders who participated in our very successful 2020 Parade of Homes. You all participated without knowing exactly how it was going to work, or if it would be successful- thank you SO MUCH! But good things often come from the unknown, and our pivot to include a more prominent online presence paid off: our 2020 Online Showcase got over 65,000 views in its first year, and we anticipate that number growing two-fold in 2021. We were also able to collect and share attendee contact information with our builders and sponsors. That, added with the anticipated increase in our In-Person Parade, makes 2021 the best year ever to register your home(s) in the Parade!

Our committee is focusing on the advertising and marketing benefits you will get from this year's Parade; the awards will always be an honor, but the exposure you will get from your home registration will last for years. We will be sharing the Parade's marketing benefits with you through our very first (and FREE) Marketing and Analytics Class on August 11th. We will show you how to market your homes and your brand after the parade (and this building upturn) is over so you will be successful for years to come.

As always, admission is free to all attendees, and we will be using social media to direct all of our guests to visit your homes in our Online Showcase and our In-Person tours. We look forward to seeing you there!



Here's to a successful 2021 NWAHBA Parade of Homes,
Your 2021 Parade of Homes Committee

CHECKLIST FOR COMPLETED REGISTRATION FORM

- ☐ Builder Membership current with NWAHBA
- ☐ Registration forms completely filled out
- ☐ Builder Profile, Home Description, Directions emailed to marketing@nwabuilders.com
- ☐ Company logo (electronic format) emailed to marketing@nwabuilders.com
- ☐ Certificate of general liability insurance
- ☐ Payment in full
- ☐ Front Elevation photo of entry
- ☐ Registration returned (**REGISTRATION WILL NOT BE PROCESSED UNTIL ALL INFORMATION IS RECEIVED**)

BUILDERS RULES & GUIDELINES

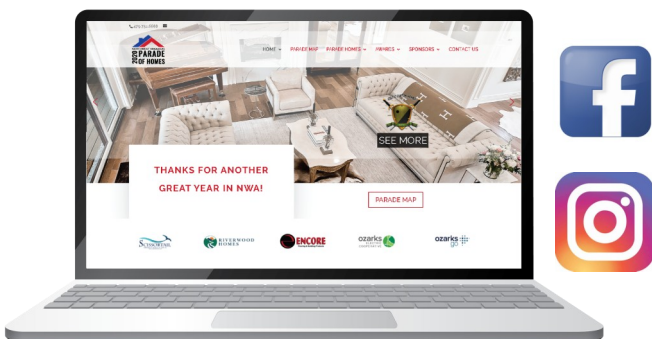
- a. **Builder Membership must be current & active by August 27, 2021 and remain active through November 1, 2021.**
- b. **Parade home(s) MUST be unlocked by 7AM on judging day or home WILL NOT be judged (Date TBD).**
- c. **Parade Home must be staffed during Parade Hours. Builder is responsible for the staffing Parade Home and the Home(s) must be OPEN and manned during the entire Parade!**
- d. **All homes must be 100% complete (including landscaping), by Monday, September 27, 2021. Incomplete homes will not be eligible for judging.**
- e. Please send all logos and photos with your registration in an electronic format.
- f. The builder will carry General Liability insurance, listing NWAHBA as a "certificate holder", on each home entered and will provide the association with a certificate of insurance coverage with registration forms. ****Registration will not be complete without the Certificate.**
- g. Registration denotes agreement to all 2021 Parade of Homes guidelines and rules as well as compliance with all CDC and city & state issued guidelines, regulations, and recommendations in regard to the COVID-19 pandemic for in-person home tours.
- h. We strongly recommend at least **50%** of your subs and suppliers be members of the NWAHBA. We have attached a copy of our membership application for you to make copies of and promote membership with your non-member subs and suppliers. Please provide a list of those sub-contractors and suppliers no later than **September 10, 2021** for verification of membership.
- i. **Any MEMBER who is a supplier or subcontractor for a specific Parade Home may display their brochures or signage in the home, free of charge as a member benefit and a thank you for supporting the NWAHBA. Date to join to be eligible as a member is September 1, 2021.**
- j. **NON-MEMBER suppliers or subcontractors for a specific Parade Home WILL NOT be allowed to display their brochures/business cards/signage of any type on the Parade Home property. Please be aware that each builder will be responsible in making sure this does not occur.**
- k. **Cancellation Policy:** If it becomes necessary for the NWAHBA to cancel the Parade of Homes for any reason, eligible refunds will be mailed and the entrant hereby specifically waives any claim for damages. **Withdrawal Policy:** No Refunds will be issued for early withdrawal and/or non-completion of entry.
- l. Builder must properly identify Parade Home with the appropriate house numbers.
- m. Signage will be provided to each home to identify it as an In-Person Parade Entry for easy public access. Entries will also be provided with additional event signage such as directional arrows.
- n. Complete registration releases all submitted photos to be used by the NWAHBA for marketing and advertising purposes.
- o. All signage (specifically any signage placed on public streets) needs to be removed and returned to the NWAHBA office by **Friday, October 15th. A \$25 fee will be charged if signs are not returned by October 15th.**

WHAT TO EXPECT WHEN YOU ENTER A HOME IN THE 2021 PARADE OF HOMES

- Sign stating "This home will be featured in the 2021 Parade of Homes" will be available for pick up at the NWAHBA office beginning in September
- Average 500 to 700 (from 2019) walking through your home in one weekend
- Judging of Homes: In-Person Entries will be judged in person; Online Entries will be judged online.
- Invite to Award Dinner | Hosted by Scissortail NWA and Leadership Properties: October 14, 2021
- Good Solid Leads and name recognition
- Marketing through Parade Website, Facebook, digital marketing and more (the value far exceeds the cost of entry). Last year our Parade of Homes website received over 65,000 views during the 2020 Parade!
- Free Marketing/Analytics Class: August 11, 2021

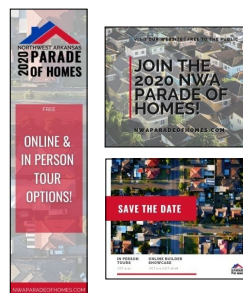
SAMPLE ADS

Interactive Parade Website & Social Media



nwaparadeofhomes.com | @nwaparadeofhomes

Geofencing, Retargeting Digital Ads



Signs



Social Media Campaigns



PARADE OF HOMES IMPORTANT DATES & DEADLINES

AUGUST 6 - EARLY REGISTRATION DEADLINE

- Completed registration form with payment per entry
- Company Logo, Builder Profile, Home Description & Directions (for In-Person Homes) emailed to marketing@nwabuilders.com
- Certificate of General Liability Insurance
- Builder membership must be current
- List of sub-contractors and suppliers must be submitted

AUGUST 27 - REGISTRATION DEADLINE

- Payment must be received in full or home WILL NOT appear in marketing

SEPTEMBER 17 - HOME(S) MUST BE COMPLETE

- Home 100% complete including landscaping (*incomplete homes will be disqualified from Judging*)

WEEK OF SEPTEMBER 27 - DAY OF JUDGING (IN PERSON HOMES)

- Parade Homes will be judged this year on the following criteria: Best Curb Appeal, Best Master Suite, Best Kitchen, Best Floorplan, Best Overall

OCTOBER 14 - AWARDS DINNER

- Hosted by Scissortail NWA
- Reservations are required
- All Entries must have at least one representative at the dinner

SEPTEMBER 30-OCTOBER 3 - ONLINE BUILDER SHOWCASE

OCTOBER 8-10 IN PERSON TOURS

- Friday and Saturday Hours: 10:00 AM to 7:00 PM
- Sunday: Noon to 5:00 PM
- Builder or builder representative must be present and home must be open during all viewing hours.

OCTOBER 15 - SIGNAGE RETURNED

- Return signage to HBA office

2021 SPONSORSHIP OPPORTUNITIES (LIMITED AVAILABILITY)

For sponsorship inquiries contact Shana at 479-751-6688 or EO@NWABUILDERS.COM

Subdivision Sponsor - \$3,000 (5)

Parade Sponsor - \$1,950 (4)

Media Sponsorship - \$1,000 (4) SOLD

Gold Sponsor - \$1,300 (3)

Parade Sign Sponsor - \$700-\$1,000

Prize Sponsor - \$250 - \$500 + Prize Donation

Award Sponsor - \$1,200 (1)

Realtor Sponsor - \$850 (1)

Silver Sponsor - \$750 (4)

Bronze Sponsor - \$425 (6)

2021 PARADE OF HOMES REGISTRATION FORM

Company Name _____ Builder Name _____

Contact Name _____

Company Address _____

Mailing Address (if different from above) _____

Phone _____ Cell _____ Fax _____

Email Address _____ Website _____









Please choose which event you are registering for: ☐ Online Builder Showcase ☐ In Person Tours

Parade Home Address _____

City _____ Subdivision _____

Current Stage of Entry (framing, finish, etc) _____ Expected Date of Home Completion _____

Price of Home (including lot) _____ Price to be published? Y N

Type of Entry (please circle one) Single Family Duplex Condo Town Home

Listed by (realtor) _____ Featured Sign? Y N

Internet available at home? Y N

IMPORTANT INFORMATION: The information below will appear in advertising materials (if registered by applicable deadlines). If a question is left blank, that info will not be published.

of Stories _____ # of Bedrooms _____ # of Bathrooms _____

of Living Areas _____ Sqft of Home _____ Price _____

You MUST email the information below to marketing@nwabuilders.com to complete your registration!

- Home description (60 words or less)
- Directions to home from either I-49, 71B or both
- Front Elevation Photo
- Builder Profile (100 words or less): All builders participating in the NWA Parade of Homes will be listed.

Example Profile : ABC Builder, Inc designs, builds and remodels single family homes. Specializing in custom homes in the Fayetteville area. ABC Builder has been building and remodeling since 1968. Member of the Better Business Bureau and the NWAHBA. In 2001, ABC Builder received the Builder of the Year award and the NWAHBA Member of the Year award. ABC Builder's mission is to build strong foundations for a customer's growing needs. ABC Builder offers clients interior decorating services and in-house financing. ABC Builder will custom build on your lot or help find a lot for you. ABC Builder builds luxury homes in the \$225,000—\$400,000 range.

Signature _____

Signature denotes agreement to all rules and guidelines of the 2021 NWA Parade of Homes and compliance with all CDC and city & state issued guidelines, regulations, and recommendations in regard to the COVID-19 pandemic

REGISTRATION FOR HOME- EARLY REGISTRATION BY AUGUST 6, 2021

Total Home Entries: _____ **Payment Type:** Cash Check Credit Card
Entry Type:

☐ \$1,200 (In Person Tour) ☐ \$1,200 (Online Builder Showcase) ☐ \$1,700 (In Person & Online Showcase)

Credit Card #: _____ **Exp Date:** _____ **CVV:** _____

Billing Address: _____

Printed Name on Card: _____

Signature: _____ **Date:** _____

**There will be an additional \$25.00 fee if all Parade of Homes Signage is not returned by Oct 15th*

2021 PARADE OF HOMES SPONSORSHIPS

Company _____ **Contact** _____

Phone _____ **Fax:** _____

List type of Sponsorship _____ **Total Payment Amount** _____

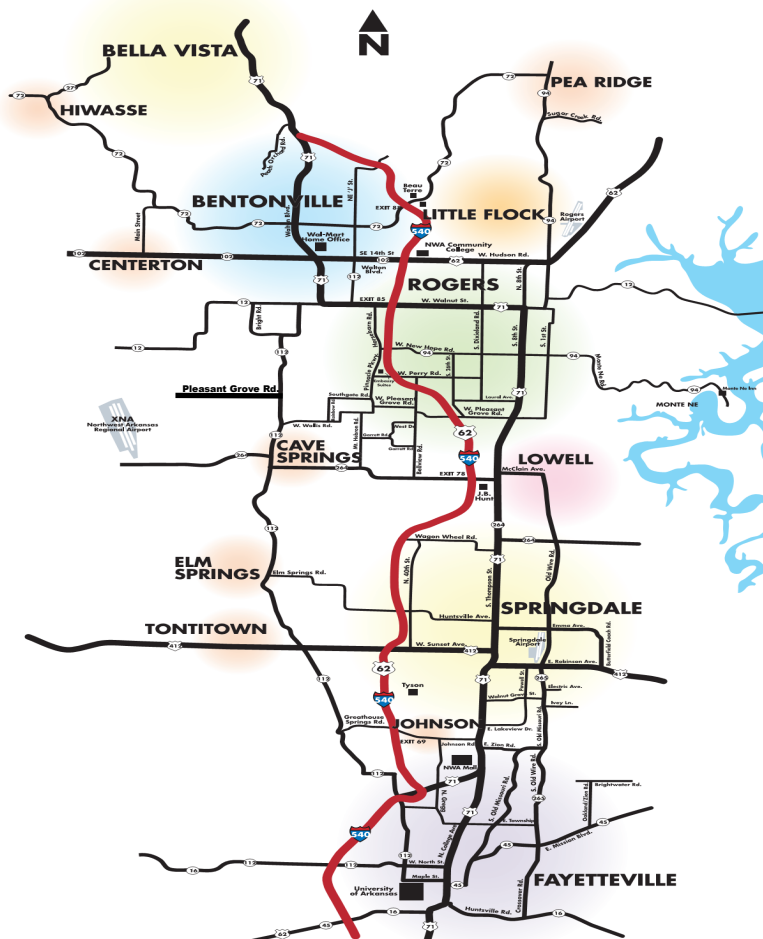
Payment Type: Cash Check CC

Credit Card # _____ **Exp Date** _____ **CVV** _____

Billing Address: _____

Printed Name on Card _____

Signature _____ **Date** _____



**PLEASE MARK THE
LOCATION OF YOUR
HOME ON THE MAP**



**IF YOU ARE NOT A CURRENT MEMBER IN GOOD STANDING,
PLEASE COMPLETE THE MEMBERSHIP APPLICATION BELOW**

NWA HOME BUILDERS ASSOCIATION MEMBERSHIP APPLICATION

MAILING ADDRESS: PO Box 6187, Springdale AR 72766-6187

STREET ADDRESS: 2022 N Long St Ste C, Springdale AR 72764

P: 479-751-6688 • F: 479-751-6116

E-MAIL: assist@nwabuilders.com • WEBSITE: www.nwahba.com

BUILDER & REMODELERS – COPY OF AR CONTRACTORS LICENSE & GL CERTIFICATE IS REQUIRED WITH APPLICATION

ASSOCIATE – IF APPLICABLE COPY OF AR CONTRACTORS LICENSE & GL CERTIFICATE IS REQUIRED WITH APPLICATION

APPLICANT'S INDIVIDUAL NAME: _____

INDICATE APPLICANT'S BUSINESS TITLE: *(Please circle one)*

President/CEO

Construction Superintendent

Financial Mgr/Dir

Owner/Principal/Partner

Sales & Marketing Mgr/Dir

VP/General Manager

Architect/Designer/Engineer

Other: _____

COMPANY NAME: _____ **TAX ID #:** _____

MAILING ADDRESS: _____

Street/PO Box

City

State

Zip

PHYSICAL ADDRESS (if different): _____

PHONE: _____ **FAX:** _____ **CELL:** _____ **Private? Yes No**

E-MAIL: _____ **WEBSITE:** _____

FACEBOOK: _____ **OTHER SOCIAL MEDIA:** _____

ADDITIONAL COMPANY REPS *(to add to email list):*

TOTAL NUMBER OF EMPLOYEES: _____

NAME/POSITION: _____ **E-MAIL:** _____

NAME/POSITION: _____ **E-MAIL:** _____

TYPE OF BUSINESS: *(please circle):* Corporation Sole Proprietorship Partnership Other *(please explain)* _____

DATE ESTABLISHED: _____ *(If a Builder, Applicant must have been building locally for six (6) months)*

REFERENCES: *(Applicant must present acceptable credit, material dealer and customer references. Submit properly completed membership application showing references from **at least one (1) NWAHBA members**, material dealers, showing applicant has a minimum one- year credit history.)*

Phone: _____

Phone: _____

Phone: _____

Investigation

The applicant hereby authorizes the NWAHBA to conduct such investigations of construction or professional business activities. I agree to abide by the Constitution and By-Laws (and amendments) of the Northwest Arkansas Home Builders Association, the Arkansas Home Builders Association and the National Association of Home Builders. Upon termination, I will discontinue the use of association insignia.

We assume the responsibilities stated in the HBA Code of Ethics and Mission Statement, mindful that they are part of our obligation as members of the Northwest Arkansas Home Builders Association. My signature below signifies that our company carries General Liability Insurance and we comply with Arkansas State Law in respect to the requirements for Workers Compensation Insurance.

Applicant Signature

Date

NWAHBA Sponsor Name

Company

PRIMARY BUSINESS ACTIVITY: *(Please list/name your top three business activities for our directory)*

-----BUILDER APPLICANTS ONLY-----

Please select the area(s) in which you are building homes:

Washington County

Benton County

Rural NWA

Please select your companies focus area(s):

New Construction

Remodel

Custom Homes

Spec Homes

Price Range for homes you are building: _____ **Do you offer lots for sale, please select one:** Yes No

NWAHBA MISSION STATEMENT & CODE OF ETHICS:

The NWAHBA is committed to its membership body and strives to convey industry pride and professional integrity in every element of our activity.

MISSION STATEMENT:

The Northwest Arkansas Home Builders Association, chartered in 1960, is a non-profit organization that represents all areas of the building industry and all related trades and professions. Affiliated with the Arkansas Home Builders Association and the National Association of Home Builders, we provide an atmosphere for networking and sharing information among our members, and promote home ownership for the general public in our communities. **We do this by encouraging ethics and professionalism among our members, providing education and information to our membership and the general public, providing leadership support and opportunities, and maintaining a sound political action program. Our goal is to continue to serve as the voice for the building industry in Northwest Arkansas and to provide safe and quality housing in our communities.**

CODE OF ETHICS:

The Goal of the members of the Northwest Arkansas Home Builders Association shall be to provide quality products and services at reasonable prices and thereby promote the well-being of our association, our industry, our community and our country through the American free enterprise system and by the following "Code of Ethics",

- HONESTY:** Honesty and integrity shall be guiding principles by which we conduct our business affairs.
- FAIRNESS:** We shall be fair in all our business relationships, particularly in the area of pricing, contracts, restraints of trade and negotiations in order to give our customers the best possible value.
- LAWS:** We shall comply with the letter and spirit of all federal, state and local laws that affect the construction industry, and work with legislators to improve these laws. We shall also abide by the by-laws of our association.
- INSURANCE:** We shall always maintain an appropriate amount of insurance coverage for our business, employees and customers.
- SAFETY:** We shall provide safe and healthy workplaces, as well as, construct safe and healthy buildings. (Builder Members)
- DESIGN:** We shall strive to design energy-efficient new buildings with appropriate drawings, contracts, and specifications. (Builder Members)
- QUALITY:** We shall conduct all our construction work and related services in a careful workman like manner in keeping with industry standards of quality.
- CONDUCT:** We shall strive to manage our businesses to meet professional standards of our industry and continue to learn by experience, education, research and sharing with one another in healthy competitive spirit.
- WARRANTY:** We shall acknowledge any defects in our material and workmanship and correct them in a mutually agreeable and timely manner.
- PAYMENT:** We shall pay all of our invoices in a mutually agreeable arrangement with our creditors.
- OPPORTUNITY:** We shall be equal opportunity employers and will not discriminate in the sale of any of our products or services.

PLEASE MAIL OR EMAIL APPLICATION WITH ANNUAL DUES TO:
NWA Home Builders Association
PO Box 6187
Springdale AR 72766-6187
ASSIST@NWABUILDERS.COM

\$10 of annual membership is donated to AHBPA to opt out please contact our office.

Dues are \$450 per year - Contact our office if you are interested in the monthly payment plan.

Forms of Payment Accepted: ☐ Cash ☐ Check ☐ Credit Card

For Credit Card please fill out the following:

Card #: _____ Expiration Date: _____ CVV: _____

Billing Address: _____

Name on Card: _____

Signature: _____ Date: _____