

## REGISTRATION

ONLINE BUILDER SHOWCASE
SEPTEMBER 16-18

IN-PERSON TOURS
SEPTEMBER 23-25

EARLY REGISTRATION JULY 22, 2022 | REGISTRATION DEADLINE AUGUST 10, 2022

NWAPARADFOFHOMES.COM



#### Hello Builders!

We are so excited to announce throughout our 2022 NWA Parade of Homes we will be celebrating our local builders' success in Northwest Arkansas! We have seen extraordinary growth --unlike anything we have seen in decades-- and this year's Parade will be a chance for you to showcase your hard work, your homes, and your business. Registering a home in this year's Parade will also give you the marketing and publicity opportunities your business needs to help you continue to grow and prosper for years to come.

Our Online Showcase is scheduled for September 16-18, 2022 and our In-Person Tours will be September 23-25, 2022. This year, we have added an "Incomplete Home" category, so you can still take advantage of all the marketing our Parade has to offer even if your home is not scheduled to be completed in time for the Parade.

Our 2021 Online Showcase got over 88,000 views, and over 11,500 attendees voted in our Online People's Choice Awards. This showcase enables potential buyers from all over the country to view your work from the comfort of their own home. If you participate in the In-Person Parade (whether your house is completed or not), your work will be shown live and in-person on our annual tour, which attracts thousands of visitors each year directly to your lot and into your home.

The 2022 Parade of Homes committee is continuing to focus on giving our participating builders quality marketing and advertising avenues during the parade, but we also want to give you a chance to CELEBRATE and show off your work in this incredible market! We will cap off our Parade's success at our Awards Dinner and Celebration on September 29th, hosted by Leadership Properties and Scissortail.



We are excited to have you join us! 2022 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 or sketched plan of entry
Registration returned ( <b>PECISTRATION WILL NOT BE PROCESSED LINTIL ALL INFORMATION IS RECEIVED</b>



#### **BUILDERS RULES & GUIDELINES**

- A. Builder Membership must be current & active by August 10, 2022 and remain active through November 1, 2022.
- B. To be judged, Parade home(s) MUST be unlocked by 7AM on judging day (Thursday, September 15, 2022).
- C. Parade Home must be staffed during Parade Hours. <u>Builder is responsible for the staffing Parade Home and the Home(s) must be OPEN and manned during the entire Parade!</u>
- D. All judged homes must be 100% complete (including landscaping), by Monday, September 12, 2022. 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 2022 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 **August 30**, **2022** for verification of membership.
- 1. 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 August 10, 2022.
- 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 a 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, September 30th. A \$25 fee will be charged if signs are not returned by September 30th.
- P. Builder/Participant agrees that they are responsible for insuring the site and maintaining it in a condition that is safe for entry of the general public. They further agree to provide the NWAHBA a certificate of insurance showing general liability limits of \$1,000,000 each occurrence and \$2,000,000 aggregate listing NWAHBA as an additional insured on a primary and non-contributory basis, and an umbrella policy with a \$1,000,000 limit.

### WHAT TO EXPECT WHEN YOU ENTER A HOME IN THE 2022 PARADE OF HOMES

- Sign stating "This home will be featured in the 2022 Parade of Homes" will be available for pick up at the NWAHBA office beginning in September.
- Average 500 to 700 people 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 Parade of Homes Award Celebration on September 29, 2022.
- 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 88,000 views during the 2021 Parade!
- Free Marketing/Analytics Class: DATE TBD



#### SAMPLE ADS FOR THE 2022 NWA PARADE OF HOMES

#### Interactive Parade Website & Social Media



nwaparadeofhomes.com | @nwaparadeofhomes

#### Geofencing, Retargeting Digital Ads











Social Media Campaigns





#### PARADE OF HOMES IMPORTANT DATES & DEADLINES

#### JULY 22 - 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 10 - REGISTRATION DEADLINE**

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

#### SEPTEMBER 12 - HOME(S) MUST BE COMPLETE

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

#### SEPTEMBER 14 - JUDGE'S DINNER AT SCISSORTAIL NWA

- Hosted by Scissortail NWA
- Wednesday, September 14th at 6:00pm
- Dinner to review judging criteria for In-Person Judging to prepare our judges.

#### SEPTEMBER 15 - 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

#### **SEPTEMBER 16-18: ONLINE BUILDER SHOWCASE**

#### **SEPTEMBER 23-15: IN PERSON TOURS**

- Friday and Saturday Hours: 10:00 AM to 6:00 PM
- Sunday: 12:00 PM to 5:00 PM
- Builder or builder representative must be present and home must be open during all viewing hours.

#### **SEPTEMBER 29 - CELEBRATION DINNER**

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

#### **SEPTEMBER 30 - SIGNAGE RETURNED**

• Return signage to HBA office

#### 2022 SPONSORSHIP OPPORTUNITIES (LIMITED AVAILABILITY)

#### For sponsorship inquiries contact Shana at 479-751-6688 or eo@nwabuilders.com

Subdivision Sponsor - \$3,500 (5) Parade Sponsor - \$2,250 (SOLD) Gold Sponsor - \$1,500 (3) Award Sponsor - \$1,275 (1) Media Sponsor - \$1,250 (4) SOLD Parade Sign Sponsor - \$700-\$1,100 Silver Sponsor - \$900 (4) Realtor Sponsor - \$850 (1) Bronze Sponsor - \$500 (6) Prize Sponsor - \$150 - \$350 + Prize Donation



#### 2022 PARADE OF HOMES REGISTRATION FORM

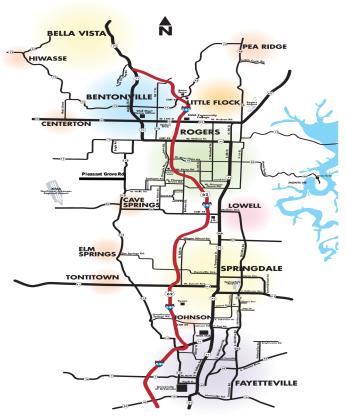
Company Name		Builder Name		
Contact Name				
Company Address				
Mailing Address (if different fro	om above)			
Phone	Cell	Fax		
Email Address		Website		
FACEBOOK		TWITTER		
INSTAGRAM		HOUZZ		
Parade Home Address		on Tours   Incomplete Home (Not judged)		
		ubdivision		
		Expected Date of Home Completion		
		Price to be published? Y N		
		Condo/Townhome Remodel Other		
Listed by (realtor)	Featured Sign?	Y N		
Internet available at home?	□Y □N			
<b>IMPORTANT INFORMATION:</b> If a question is left blank, that		in advertising materials (if registered by applicable deadlines).		
# of Stories	# of Bedrooms	# of Bathrooms		
# of Living Areas	Sq. Ft. of Home	Price		
- Home description (60 wor - Directions to home from e - Front Elevation Photo - Builder Profile (100 words Example Profile : ABC Builder, area. ABC Builder has been builder of Builder received the Builder of foundations for a customer's of	either I-49, 71B or both  or less): All builders participating in the less of	in the NWA Parade of Homes will be listed.  Specializing in custom homes in the Fayetteville flember of the Better Business Bureau and the NWAHBA. In 2001, ABC Member of the Year award. ABC Builder's mission is to build strong ients interior decorating services and in-house financing. ABC Builder builds luxury homes in the \$225,000—\$400,000 range.		
Signature				

Signature denotes agreement to all rules and guidelines of the 2022 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 JULY 22, 2022**

Total Home Entries	Payment Type 🔲 Cash 🔲 Check 🔲 Credit Card						
try Type 🔲 \$1,200 (In-Person Tour) 🔲 \$1,200 (Online Builder Showcase) 🔲 \$1,500 (In-Person and Online Showcase)							
☐ \$750 (Not Completed, Not Judged)							
Credit Card #	Exp Date:	CVV:					
Billing Address							
Printed Name on Card							
	gnature Date						
*There will be an additional \$25.00 fee if all Parade of Homes Signage is not returned by September 30th  2022 PARADE OF HOMES SPONSORSHIPS							
Company Name							
Phone  List type of Sponsorship  Payment Type							
Credit Card #	Exp Date:	CVV:					
Billing Address							
Printed Name on Card							
Signature							



# PLEASE MARK THE LOCATION OF YOUR HOME ON THE MAP





#### 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: (Pleas President/CEO Construction Superintendent Financial Mgr/Dir	se circle one) 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):								
		.L: Private? Yes No						
E-MAIL:	WEBSITE:							
FACEBOOK:	OTHER SOCIAL MEDIA:							
ADDITIONAL COMPANY REPS (to add to email lis	st): TOTA	L NUMBER OF EMPLOYEES:						
NAME/POSITION:	E-MA	IL:						
NAME/POSITION:	E-MA	IL:						
TYPE OF BUSINESS: (please circle): Corporation	n Sole Proprietorship Partnership Othe	er (please explain)						
DATE ESTABLISHED:	(If a Builder, Applic	ant must have been building locally for six (6) months)						
the use of association insignia.  We assume the responsibilities stated in the HBA Code of Ethics	tion, the Arkansas Home Builders Association and the Nation and Mission Statement, mindful that they are part of our obl	nal Association of Home Builders. Upon termination, I will discontinue						
Applicant Signature		Date						
NWAHBA Sponsor Name	Company							
PRIMARY BUSINESS ACTIVITY: (Please list/nam	e your top three business activities for our dire	ctory)						
	DINI DED ADDI ICANTO CANA							
		Ponton County Dural NIV/A						
Please select the area(s) in which you are buildi		Benton County Rural NWA						
Please select your companies focus area(s):		stom Homes Spec Homes						
Price Range for homes you are building:	Do vou offe	er 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 AHBPAC 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:					