## NORTHWEST ARKANSAS S PARADE B PARADE B OF HOMES

# REGISTRATION

ONLINE BUILDER SHOWCASE SEPTEMBER 16-18

IN-PERSON TOURS SEPTEMBER 23-25

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

NWAPARADEOFHOMES.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 (*REGISTRATION WILL NOT BE PROCESSED UNTIL ALL INFORMATION IS RECEIVED*)



## **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 (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 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.
- 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

PARAD

FREE TO HE PUBL

Geofencing,

Retargeting

Digital Ads

Signs

BE FEATURED

PARAD

Social Media Campaigns

PARADE

NWAPARADEOFHOMES.COM

OF HOMES

NWAPARADEOFHOMES.COM

ENTER TO WI

ENTER FOR YOUR CHANCE

Interactive Parade Website & Social Media



nwaparadeofhomes.com | @nwaparadeofhomes

## 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)

#### WEEK OF SEPTEMBER 16 - 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 from c	ıbove)			
Phone	Cell	Fax		
Email Address		Website		
FACEBOOK		TWITTER		
INSTAGRAM		HOUZZ		
		division		
City	Sub	division		
Current Stage of Entry (framing, fi	nish, etc)	Expected Date of Home Completion		
Price of Home	Price of Land/Lot	Price to be published?		
Type of Entry (please select)	Single Family Duplex D	Condo/Townhome 🛛 Remodel 🗍 Other		
Listed by (realtor)	Featured Sign? 🛛 Y			
Internet available at home? $\Box$ Y	′ 🗆 N			
IMPORTANT INFORMATION: The If a question is left blank, that info		advertising materials (if registered by applicable deadlines).		
# of Stories	# of Bedrooms	# of Bathrooms		
# of Living Areas	Sq. Ft. of Home	Price		
<ul> <li>Home description (60 words of Directions to home from either</li> <li>Front Elevation Photo</li> </ul>	or less) er I-49, 71B or both	abuilders.com to complete your registration! 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 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



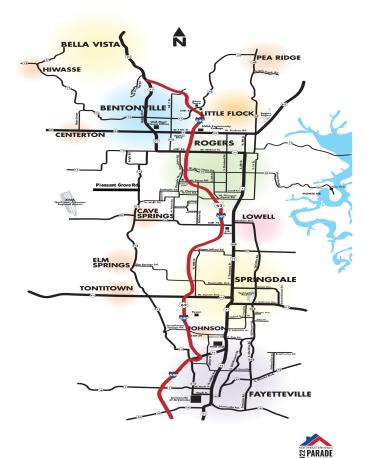
## **REGISTRATION FOR HOME – EARLY REGISTRATION BY JULY 22, 2022**

Total Home Entries Payment Type 🛛 Cash 🛛 Check 🗍 Credit Card					
Entry Type 🛛 \$1,200 (In-Person Tour) 🗋 \$1,200 (Online Builder Showcase) 🗍 \$1,500 (In-Person and Online Showcase)					
🛛 \$750 (Not Completed, N	ot Judged)				
Credit Card #	Exp Date:		CVV:		
Billing Address					
Printed Name on Card					
Signature	Date _				
Credit Card # Billing Address Printed Name on Card	Exp 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	Contact	
Phone		
	Total Payment Amount \$	
Payment Type 🛛 Cash 🔲 Check 🔲 Credit Card		
Credit Card #	Exp Date: CVV:	
Billing Address		
Printed Name on Card		
Signature	Date	



## 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 President/CEO Construction Superintende Financial Mgr/Dir		<i>circle one)</i> Owner/Princip Sales & Marke VP/General M	ting Mgr/Dir	Architect/Desigr Other:	ner/Engineer	
COMPANY NAME:				TAX ID #:		
MAILING ADDRESS:						
	РО Вох		City	State	Zip	
PHYSICAL ADDRESS (if different): _						
PHONE:	F	AX:		CELL:	Private? Yes	No
E-MAIL:		WE	BSITE:			
FACEBOOK:		OTH	IER SOCIAL M	EDIA:		
ADDITIONAL COMPANY REPS (to ac	ld 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 loo	cally for six (6) moi	nths)

**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**

#### **NWAHBA Sponsor Name**

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 build	ding 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	e select one: Y	Yes	No

Revised 07/16/2019

Date Company

#### 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	e following:			
Card #:		Expiration Dat	te:	CVV:
Billing Address:				
Name on Card:				
Signature:		Date:		