

Lake Norman 2 0 Parade 1 1 Homes of

September 24-25, October 1-2, 8-9

ENTRY PACKET

The Charlotte Observer
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Don't miss this exciting promotional opportunity to showcase your house!

INCREASED TRAFFIC - Media coverage includes newspaper, magazine print, radio, internet, plan books, branded directional and site/yard signage. Participating in the Parade of Homes is the most effective way to target consumers who are actively improving their homes or shopping for a new one. Reach over 105,000 adult readers through the 2011 Lake Norman Parade of Homes special section of the Charlotte Observer.

PEOPLES CHOICE AWARDS

Best House Award - Homes to be compared to other entries in the same price point and judged as "Best House" per price category.

Awards Banquet - Awards will be presented at the annual "Best of the Lake" banquet.

Application Deadlines

Early Bird Discount Deadline: July 11th, 2011

Final Entry Deadline: July 31st, 2011

Late Bird Deadline: August 10th, 2011



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 Mooresville, NC 28117
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www.LakeNormanHBA.com

Lake Norman 
HOME BUILDERS ASSOCIATION

Lake Norman 2 0 Parade of 1 1 Homes

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ENTRY SUBMISSION CHECKLIST

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ENTRY SUBMISSION CHECK LIST

Please use this form as a checklist to ensure that you are submitting all of the required documentation, information and digital files for each entry.

Each completed entry must be received no later than July 31st, 2011 and include:

- Entry Form** (page 4): Please complete all sections.
- Entry Information** (page 5): Submit all entry information on CD per guidelines.
- Participation Agreement** (pages 6 -9): Please initial & date pages 5 - 8, sign and date page 9.
- Copyright Authorization** (page 10): Please complete all sections.
- Certificate of Insurance:** Submit a certificate of liability insurance coverage naming the Lake Norman Home Builders Association as an additional insured. (refer to page 6, paragraph 3)
- Important Dates & Timeline** (page 11): Please refer to this page for important information on important dates, events and deadlines.
- Entry Fee:** Check, Visa or MasterCard.

Lake Norman 2/1 Parade of 1/1 Homes

ENTRY FORM

September 24-25, October 1-2, 8-9



Take advantage of this tremendous marketing opportunity!

Please complete this entry form and return with full payment no later than July 31st, 2011

Early entrants receive a discount (see chart below) if full payment is received by July 11th, 2011

*Entry fee does NOT include a \$50 sign deposit per entry. Deposits are refundable only if site signs are returned to LNHBA office by 10/11/2011

Entry Listing	Early Bird Discount By 7/11/2011	Entry Fee By 7/31/2011	Multiple Entry Discount	NAHB 10% Member Discount	Late Entry Fee By 8/10/2011	Sign Deposit	Total Entry Fee
Home # 1	\$1,350*	\$1,650*			\$250	\$50	\$
Home # 2	\$1,350*	\$1,650*	\$ (100.00)		\$250	\$50	\$
Home # 3	\$1,350*	\$1,650*	\$ (100.00)		\$250	\$50	\$
Home # 4	\$1,350*	\$1,650*	\$ (100.00)		\$250	\$50	\$
TOTAL ENTRY FEES PAID:						\$	\$

Company Name:		Tel:	
Contact Name:		Fax:	
Mailing Address:		Cell:	
Email:			
Website:			

FEE CALCULATION - Payments must accompany entry form.

ENTRY INFORMATION

Entry Deadline: July 31, 2011

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Entry Information

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Please submit all entry information in electronic format (as described below) on a CD. Include all required information EXACTLY as you want it to appear in the Plan Book. You will be able to PROOF your information. If you do NOT proof the information, LNHBA is NOT RESPONSIBLE for incorrect information. **Refer to Plan Book sample on page 12.**

I. GENERAL INFORMATION - Please submit all general information in Word format on your CD. All CDs must be labeled with your company name and the address of your entry.

Builder/Entrant Name

Entry Type - Single Family Home (detached) **OR** Condo/Town Home (attached)

Entry Address (Street, City, State, Zip Code, County)

Subdivision

Price

Features - Bulleted list of 6 to 8 notable features of your home.

Directions - Provide clear, concise directions to your home from a major highway, interstate or thoroughfare.

Partner Listing - List your sub-contractors, vendors & suppliers that you want to appear in the "Partners" section of the Plan Book. Only members of the LNHBA may be listed as a "Partner".

II. HOUSE PHOTO/RENDITION & FLOOR PLANS

Digital submissions are to be high resolution (jpg format), delivered on a CD as part of your entry packet. CDs must be labeled with your company name & the entry address.

The LNHBA will not be responsible for poor quality images of floor plans and renderings.

House Photo or Rendition - high resolution jpg; at least 300 dpi on CD

Floor Plans - high resolution jpg; at least 300 dpi on CD; submit each floor level as a separate file.

Lake Norman 2/1 Parade of 1/1 Homes

PARTICIPATION AGREEMENT

Entry Deadline: July 31, 2011

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Participation Agreement

PLEASE READ CAREFULLY

Initial Page: _____

Date: _____

I acknowledge and agree to the following entry guidelines and rules and regulations:

- ◆ Requirement for entry is that your home be COMPLETE - Certificate of Occupancy (CO) required.
- ◆ A price point **MUST BE** provided on each entry.
- ◆ Your price will be used to establish price point categories for Peoples Choice Awards.

I agree to allow my sub-contractors, vendors and suppliers, who are participating in the Parade Partner Discount Directory, to identify themselves as supplying products/services during the Parade of Homes in a manner in which we independently agree upon. **I understand that only current LNHBA members can be listed as a Partner in the Plan Book.**

I agree that I will not represent to the public, directly or indirectly, that the Lake Norman Home Builders Association warrants or guarantees any aspects of my home, in any way.

I agree to have my Parade of Homes home open ALL WEEKENDS. My home will be OPEN and STAFFED for public viewing from 10:00 - 5:00 pm Saturdays and 1:00 - 5:00 pm on Sundays during the Parade of Homes (rain or shine). **I agree to have liability insurance in effect at all times for injury or damage to members of the public that may be viewing or touring my Parade home, and will provide a certificate of liability insurance coverage naming Lake Norman Home Builders Association as additional insured.**

The undersigned covenant is an agreement with the LNHBA to fully protect, defend and save harmless the LNHBA from and against all loss, costs, damages, and attorneys' fees and expenses of every kind and nature which the LNHBA may suffer, expend or incur under or by reason, or in consequence of the undersigned participating in the Parade of Homes including loss, costs, damages, fees and expenses incurred in actions brought to enforce this agreement.

I agree that, in the event my Parade home entry is purchased prior to the Lake Norman Parade of Homes, I will ensure the owner of the home will provide a written release of liability stating that neither the LNHBA nor myself/my company is in any way responsible for any damages or property loss that may occur during the Parade of Home events.

I understand that ALL payments for the 2011 Lake Norman Parade of Homes are NON-REFUNDABLE.

*Membership is current by the entry deadline and remains current throughout the Lake Norman Parade of Homes dates, and no invoices/payments owed to the LNHBA are more than 30 days past due (must be brought current, immediately).

PARTICIPATION AGREEMENT

Entry Deadline: July 31, 2011

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Participation Agreement (continued)

PLEASE READ CAREFULLY

Initial Page: _____

Date: _____

2011 Parade of Homes Dates & Times

All home entries must be open and available to the public on the following Parade dates:

Saturday, September 24, October 1 and 8, 2011 10:00 am until 5:00 pm.

Sunday, September 25, October 2 and 9, 2011 1:00 pm until 5:00 pm.

STAGE OF COMPLETION INSPECTION (August 31, 2011)

If your home is currently under construction, Parade Committee members may perform a Stage of Completion "Drive-By" inspection on August 31st, 2011 to ensure that the construction of the home is at least to the MECHANICAL stage of completion. If the home is not at the mechanical stage by xx/xx/2011, the home will marked UNAVAILABLE in the Lake Norman Parade of Homes publication. NO REFUND of entry fee will be given.

FINAL COMPLETION INSPECTION (September 21, 2011)

Parade Committee members may perform a Final Completion Inspection on September 21, 2011. This is CRITICAL, as the home must be SAFE and must be in FULL compliance of all OSHA regulations regarding railings, walk ways, and other safety related items. Driveways must have (at a minimum) a fresh load of gravel - NO mud is permitted. Homes that are not complete or in compliance of OSHA regulations at the time of Final Completion Inspection September 21, 2011 will NOT be available for tour (this is a liability the LNHBA can not afford to have). Certificate of Occupancy due no later than September 21, 2011.

OPEN HOURS AND STAFFING

All homes must be opened and staffed by the builder/entrant or appointed representative of the building company at all times during the 2011 Parade of Homes.

Homes must be opened and ready for the public no later than 15 minutes prior to the time of opening (10:00 am on Saturday and 1:00 pm on Sunday).

Homes may not be closed prior to the closing time of 5:00 pm. Upon closing, the building company representative should conduct a walk-through of the house to ensure that all doors and windows are locked and secure, turn off unnecessary interior lights, and arm the security system if available.

**PARTICIPATION
AGREEMENT**

Entry Deadline: July 31, 2011

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Initial Page: _____

Date: _____

Participation Agreement (continued)

PLEASE READ CAREFULLY

MAINTENANCE

In keeping with the Parade of Homes standards of excellence, it may be necessary for you to clean your house daily and maintain the landscaping due to the number of visitors touring your home. Interior maintenance crews should be scheduled to clean before or after show hours only. If your cleaning is scheduled for the morning, please make sure that the crew is complete and have exited the premises at least 30 minutes prior to opening time.

VISITOR PRIZE REGISTRATION

Each builder/entrant is encouraged, but not required, to conduct a registration for a prize at his/her Parade home. This could be anything from a restaurant gift certificate to a product donated by one of your suppliers such as a ceiling fan, mirror, piece of art work, etc.

SIGNAGE

Directional Signs: The LNHBA will provide 3 directional signs per entry based on the directions provided by the builder/entrant. It is the responsibility of the builder/entrant (per the attached signage agreement) to place and retrieve these signs each weekend. **LOCAL SIGN ORDINANCES MUST BE OBSERVED!** Be mindful of other nearby Parade homes, and if possible, try to coordinate your sign placement to maximum advantage.

Sign Ordinances: It is imperative that each builder/entrant abide by the lake and surrounding area municipality sign ordinances. It is the responsibility of the builder/entrant, per this signed agreement, to place and retrieve directional signs each weekend. If a fine is incurred due to sign placement in violation of any ordinance, the payment of the fine will be the responsibility of the builder/entrant.

Site Signs: The LNHBA will provide one (1) Lake Norman Parade of Homes sign (approximately 2' x 3') indicating the home's tour # for placement in the front yard. It is the builders/entrants responsibility to place the sign and to ensure that it is placed firmly in the ground and is stationary. Additionally, each entry fee must include a sign deposit of \$50 and will be retained by the LNHBA if site sign is not returned by specified date of October 11, 2011.

Interior Signs: All interior signage shall be at the discretion of the builder/entrant. Signs identifying home price, interior details, craftsmen, suppliers and furnishings shall be tasteful, appropriately sized, lettered and displayed. The use of price tags (other than that of the home price), furniture identification cards, etc. is discouraged. The use of garages is encouraged as an appropriate location for marketing purposes and advertising by subcontractors and suppliers.

PARTICIPATION AGREEMENT

Entry Deadline: July 31, 2011

September 24-25, October 1-

Participation Agreement (continued)



PLEASE READ CAREFULLY

CERTIFICATE OF OCCUPANCY (Wednesday, September 21 by 3:00 pm)

Certificate of Occupancy must be turned in to the Lake Norman HBA office by 3:00 pm, Wednesday, September 21, 2011.

Directional and Site signs are to be picked up by the builder/entrant, or a representative at the LNHBA.

RETURN SITE SIGNS

All site signs provided by the LNHBA are to be returned to the LNHBA office no later than October 11, 2011. Failure to return site signage by this date will result in forfeiture of \$50 sign deposit.

HOLD HARMLESS AGREEMENT

Builder/Entrant agrees to indemnify and hold harmless the LNHBA against and from any and all participation in any activity, work or other things done, permitted or suffered by Builder/Entrant in connection with the Lake Norman Parade of Homes arising from any act or negligence by Builder/Entrant or any officer, agent, employee, guest or invitee of Builder/Entrant, and from all costs, attorney fees and liabilities incurred in or about the defense of any such claim or action proceeding brought thereon.

FORCE MAJEURE

In the event that either party or parties hereto shall be delayed or hindered in or prevented from the performance or promotion herein by reason of labor difficulties, inability to procure materials, restrictive governmental laws or regulations, insurrection, war, acts of God, acts of terrorism, economic conditions or other reason of like nature not the fault of the party performing work or doing acts required under the terms of this Agreement, then performance of such act shall be excused. The Association may either postpone or cancel said performance or may at its option terminate this Agreement, with no further liability on the part of either party or parties to the other.

I have read, understand and hereby agree to Participation Agreement and all the rules and regulations for the 2011 Lake Norman Parade of Homes.

Signature

Printed Name

Company

Date:

**COPYRIGHT
AUTHORIZATION**

Entry Deadline: July 31, 2011

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**Authorization To Use Copyrighted Material
(please make copies for multiple entries)**

I hereby authorize the Lake Norman Home Builders Association hereinafter called "LNHBA," to publish in its 2011 Lake Norman Parade of Homes Publications, the LNHBA's own or other rendition of copyrighted elevations and floor plans.

This authorization applies to the home plan known as

OFFICAL PLAN NAME AND NUMBER, FILE NUMBER

By signing this authorization, the undersigned represents that he/she has the authority to authorize the publication of the copyrighted materials.

PRINT OR TYPE NAME OF DESIGN/ARCHITECTURAL FIRM OR OTHER

SIGNATURE OF PLAN DESIGNER / ARCHITECT / COPYRIGHT OWNER

This the _____ day of _____, 2011__

For use by (Builder)

PRINT OR TYPE NAME OF BUILDING COMPANY

SIGNATURE OF BUILDER

This the _____ day of _____, 2011__

NOTE TO PLAN DESIGNER/COPYRIGHT OWNER: PLEASE FORWARD THIS AUTHORIZATION FORM DIRECTLY BACK TO THE BUILDER SEEKING PERMISSION TO USE AND TO THE LNHBA.

IMPORTANT DATES & TIMELINE

September 24-25, October 1-2, 8-9



Important Dates & Timeline

Please make a note of the following important timeline and dates:

Table with 2 columns: DATE and EVENT. Rows include registration deadlines, entry deadlines, completion inspections, and parade dates.

Lake Norman 2/1 Parade of 1/1 Homes


PLAN BOOK SAMPLE PAGE

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Plan Book Sample Page

Design, Layout and components of page are subject to change without notice. This is a sample only.


INFORMATION / TEXT



FIRST FLOOR PLAN



SECOND FLOOR PLAN



124 Main Street, Davidson 9

\$ 525,000

Map number

FEATURES:

- 4 bedrooms, 3 full, 2 half-baths
- 4,220 sq. ft.
- Hardwood, ceramic tile, carpet
- Brick veneer, stone, Hardie board
- Spectacular home on approx. 1/4 acre, cul-de-sac lot, massive kitchen with granite countertops and walk-in pantry
- Heathroom, two-story greatroom
- 3 car garage

PARTNERS:

▪ Jim's Painting Service	▪ Jim's Painting Service
▪ 84 Lumber	▪ 84 Lumber
▪ Vélux Skylights	▪ Vélux Skylights
▪ Hanson Brick	▪ Hanson Brick
▪ Labor Finders	▪ Labor Finders

DIRECTIONS:
77 North to Exit 33. Top of ramp take left onto Williamson Rd. Travel approx. 2 miles, turn left on McGill Ave. Turn left on Willow Rd. Turn right Gabriel Way, house on left.

Best Builder of Lake Norman
 (t) 704-123-4567 ▪ www.bestbuilderoflakenorman.com

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1. **Q** / I own a small company; how do I staff my home for an extended event?
A / Many of our members are small companies - try reaching out to contractors, vendors, banks, and REALTORS® you work with. Many of them might be willing to help out.

2. **Q** / Should my home be decorated?
A / Yes, if at all possible. A decorated or staged home will show better than one that is empty. There are companies that specialize in home staging in our association.

3. **Q** / What materials should I have on hand during the Parade of Homes?
A / Make sure to have a supply of the **Parade of Homes Guidebook** available from the Lake Norman HBA. If you run low, stock up before you run out. You should also have floorplans, brochures, business cards, and any other informational materials relevant to your entry and your company.

4. **Q** / Should I use the garage to set up a marketing area?
A / The garage can be set up with tables displaying informational materials that feature your entry and your company. This is an excellent use of space and avoids using living space surface areas (i.e. kitchen counter) that can become cluttered. You can designate tables in the garage for your contractors, vendors, and service providers to also place their marketing materials.

5. **Q** / Should I offer giveaways and/or prizes?
A / Giveaways and prizes are an excellent way to gather leads. Each entry may select to permit all participating companies aligned with your entry to have individual giveaways.

6. **Q** / Can I offer the public more than just a walk-through tour on Parade dates?
A / This is your Parade of Homes and you should make the most of it! You may opt to have wine tasting, appetizers, handcrafted items on display and for sale, etc. The sky is the limit, however, be certain that you are fully staffed for your event, and that you have a plan in place with all possible incidents covered.

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7. **Q** /What type of insurance do I need for the Parade?

A /Check with your builders risk and/or homeowners hazard insurance policy provider. In most cases, you need to convert to model home coverage during the length of the parade. To be certain that you have the proper coverage, contact your insurance agent.

8. **Q** /Can we do our own promoting?

A /Absolutely, yes! The association will be promoting the event through a variety of local and regional media outlets. That being said, good old fashioned word of mouth still works. Make sure you tell everyone you know – REALTORS®, friends, neighbors, etc.

9. **Q** / What is a hub/cluster neighborhood?

A /A hub or cluster neighborhood contains a minimum of three homes entered into the event. These can be from three different builders in a large community, or all three from the same builder. Because of the larger grouping of homes in one location, the attendance is expected to be higher with an opportunity for supplier booths/tables in the garages of homes entered.

10. **Q** / Do I need to be a member of LNHBA to participate?

A /No, membership is not a requirement, although it is recommended. Members of LNHBA and surrounding HBA's will be given a membership discount as a benefit.

11. **Q** /Do my homes need to be wheelchair accessible?

A /No

12. **Q** /What is the average size of the homes in the Parade?

A /The size of the homes will vary. Each event we hold has different entries from area builders.

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- **Q** / What are the benefits of hub/cluster neighborhood?

A / Because a hub or cluster community contains a minimum of three homes which have been entered into the event, the general public has an opportunity to see more homes at a single location. The list below is a brief summary of just some of the benefits builders and developers can realize by being part of a “Hub / Cluster Community”

- Multi Home discounts; each home in the community will receive the multi home discount
- Increased traffic due to more homes at a single location
- Increased visibility with Hub communities identified on the event map
- Vendor / supplier booths available at Hub locations provide additional information for consumers
- More homes to view, more information available, more activity = longer visits
- Opportunity for larger community sponsored events for additional promotion

(see possibilities below)

- ◆ *Grand opening or re-opening, Remote Radio broadcasts, Face Painting, food etc.*