



*Showcase Your Home
at the 2024
Parade of Homes!*



PARADE *of* HOMES

2024 HBA of Western Michigan
Parade of Homes

August 1-3 & 8-10

HOURS: Thursdays & Fridays 6-9 pm | Saturdays 1-7 pm

Contact:

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or call: 269.375.4225



How Can YOU be a Part of the 2024 Parade?

Many of our builders have found that the Parade of Homes is one of the most valuable marketing tools available. Whether you want to sell a spec home or generate new business, the Parade of Homes is one of the best ways to get your name out there and showcase your work. New or remodeled, you don't want to miss the 2024 Parade of Homes!

Entry Categories

New Home

Any size and style of home is welcome in the Parade of Homes provided it is submitted by a licensed builder member in good standing with the HBA of Western Michigan. Homes entered must be a newly constructed home, completed by opening day, not previously occupied and will be open for viewing the entire duration of the Parade of Homes. Each entry is featured in the Parade of Homes Guidebook, the HBA website and the Parade of Homes App and virtual tour.

Remodel

A remodel entry constitutes a change in shape, form or function of a residence. Remodel entries must be submitted by a licensed builder member in good standing with the HBA of Western Michigan. The homes are open to the public August 1-3 & 8-10. "Before" and "After" photos of the project are featured in the Parade Guidebook, the HBA website and the NEW Parade of Homes App and virtual tour.

Multi-Home/Development

A Multi-Home/Development Entry constitutes two or more homes in the same development with one staffed by the builder. Any size and style of home is welcome provided it is submitted by a licensed builder member in good standing with the HBA of Western Michigan. Homes entered must be newly constructed, completed by opening day, not previously occupied and open for viewing the entire duration of the Parade of Homes. The Development will be featured in the Parade of Homes Guidebook, the HBA website, and the NEW Parade of Homes App and virtual tour.

Virtual Tour Entry

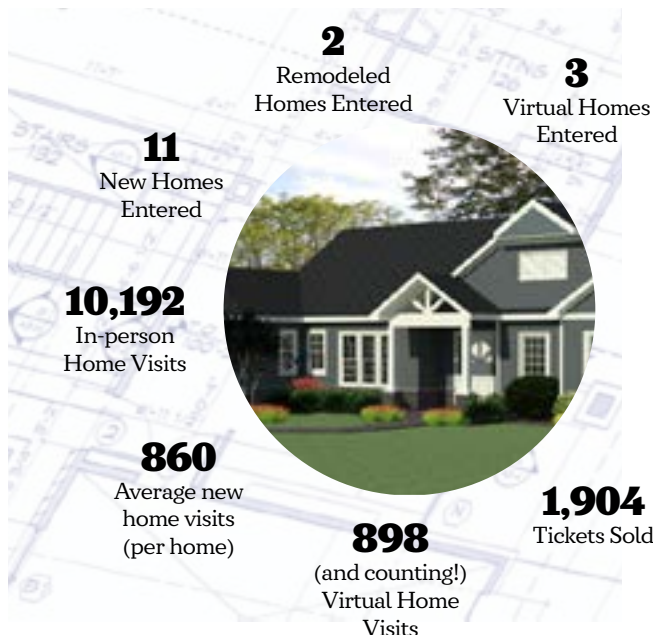
Show off your craftsmanship via virtual tour! If you have a homeowner who doesn't want to have their home on the walking tour, perhaps they would be willing to have a virtual tour in the 2024 Parade. Virtual Entries include a 3-D walk through that will be placed on the HBA website and Parade App for 12 months. Virtual tours will be listed in the Parade Guidebook and on the Parade App. See Rules & Regulations Section X.



“The Parade of Homes is the least expensive and best advertising we can do for our company. Even if visitors are not in the market to build or buy, they know someone who is. We get lots of comments saying, “My friend loved your home and said I had to visit.”

Joy Watts, President
Watts Homes & Construction

2023 Parade Statistics



Included With Your Entry

- One full Builder Page in the Parade of Homes Guidebook.
- Full online listing of Parade home on HBAWMI.com and on the Parade App for an entire year.
- An extensive mix of mass media, digital, social media, and print promotion of the Parade of Homes with additional promotion throughout the year.
- Complimentary tickets to the Parade of Homes (12 per home entry).



2024 Parade of Homes Member Rules & Regulations

This contract is between the Builder and the Home Builders Association of Western Michigan. For the purposes of this Contract, the following definitions apply: "HBAWMI" is the Home Builders Association of Western Michigan; "Committee" is the Parade of Homes Committee of the HBAWMI; "Builder" is any person, firm, or corporation who is a current member in good standing of the HBAWMI as of June 30, 2024, has a valid Michigan Builders License, and is participating in the 2024 Parade of Homes.

I. MUST BE SUBMITTED WITH SIGNED CONTRACT AND PAYMENT

- a) Full-Color Front Elevation/Rendered Line Drawing or high resolution photo: Submit in JPEG or PDF format. Your home designer should be able to supply you with front elevation formats. NOTE: Changes to the front elevation may result in additional fees.
- b) Completed "Information Sheet" (see page 4).
- c) Detailed directions to home or development including full address. If the address is new and does not show up on a Google map, the longitude and latitude must be provided.
- d) Homeowner Contract signed and dated if the home is a custom, remodel, or is already sold.
- e) **Incomplete packets** (with the exception of the rendering which is due no later than July 5, 2024), **will not be accepted.**

II. BUILDER REQUIREMENTS AND CONDITIONS

Builder agrees that every NEW home entered in the 2024 Home Builders Association of Western Michigan Parade of Homes is a newly constructed home, not previously occupied, and will be open the entire duration of the Parade.

Section A - Parade Home Requirements

1. Parade home must be built from Building Permit to Certificate of Occupancy by the licensed Builder.
2. Builder must directly control all trade contractors and work being done from start to completion.
3. Must be a home not previously occupied and must be on deedable property.
4. Home and home's garage will not include homeowner's or builder's personal effects during the Parade dates. Personal effects include but are not limited to: clothing, food, personal hygiene products, tools, etc.
5. Homes must be built in compliance with the current Michigan Residential Building Code.
6. Any size and style of home is welcome in the Parade of Homes by a licensed builder member in good standing of the HBAWMI.
7. All homes entered must be complete (see Section C-1) and clean by 3 p.m. opening day of the 2024 Parade.
8. The Builder must provide the following items to HBAWMI no later than midnight on **Wednesday, July 31, 2024:**
 - a) Certificate of Liability Insurance for the homeowner and builder, naming HBAWMI as COINSURED, with a minimum of \$1,000,000 liability/\$5,000 medical payment.
 - b) An Occupancy Permit for the home entered.
 - c) Key or entry code for inspections and judging.
9. Parade Homes with Pools
 - a) Builder must notify HBAWMI Staff that there will be a pool at their Parade home.
 - b) Pool areas must be locked/secured from the public areas of

the house.

- c) Pools must not be used during Parade hours.
- d) Builder is liable for all activities associated with the pool.
10. All main living areas of each Parade Home must be open and staffed by the Builder or his/her representatives (can include staff, suppliers, lenders, and real estate agents) during all Parade hours. Multi-unit entries will only be required to staff a minimum of one home.
11. Builders must have home staffed 15 minutes prior to the Parade hours and remain until the Parade closes. Builders are responsible for the actions of their representatives during the Parade. Staffing Groups cannot act as a Builder's representative during the time they are selling tickets. Dates and times are noted on the cover of this Contract. Multi-unit entries must designate one home or specify a location (such as a clubhouse) to be staffed. Ticket sellers will only report to that property for the entirety of the event.
12. **House and Garage Set-Up:** Builder is responsible for either staffing the home (garage) themselves or requesting a service staffing group through the HBAWMI (for a fee). The Builder must provide the following for that group:
 - a) A safe area inside the garage or home with a table and two chairs for the Service Group selling tickets and issuing shoe covers or other floor protection measures desired by the builder.
 - b) Chairs must be available for visitors to use to put shoe covers on and off. The Builder has the option of requesting that visitors remove their shoes before entry.
 - c) On-site bathroom facilities must be made available to Service Group volunteers staffing the Builders home. Bathroom use for the public is not required.

Section B - Home Entry Finishing Requirements

1. Floor coverings are required, walls painted or tiled and fully grouted.
2. Driveways and sidewalks must be hard surfaced and dust-free (no loose gravel)
3. Driveways, sidewalks, and garages must be free from debris, dumpsters, and/or trash containers.
4. The front yard must be in final grade with landscaping. It is highly recommended that the front lawn be seeded, hydro-seeded, or sodded.
5. The side and backyards must be in final grade.
6. Landscaping must be done with a "finished look" including shrubs or flowers by the home, giving the homes an aesthetically pleasing appearance. Plain dirt from the street to the house is not acceptable.

Section C - General Participation Requirements

1. Obtain a certificate of occupancy for each home entered, including multi-home development entries, by the Parade opening day. Only homes with a certificate of occupancy may be open to the public.
2. Be responsible for any additional expenses incurred by HBAWMI for public relations issues in relation to Builder's Parade home(s),

I have read and understand the terms and conditions of the Rules & Regulations. Initials _____

2024 Parade of Homes Member Rules & Regulations, continued

within 30 days of receipt of the invoice (example: a sign is required should home not open on time, or any special notices or signage needed for explanation to the public).

3. Maintain business entity and Michigan residential builder's license in good standing throughout the Parade of Homes.
4. Prevent the use and consumption of alcohol on the premises of Parade home(s) during operating hours of the Parade.
5. No open houses are allowed during Parade hours. For the purpose of this Contract, an "open house" shall include any showing or opening of a Parade Home to the public. Individual, private realtor, or private builder showings are acceptable before or after Parade hours.
6. Builder understands that prior to the start of the Parade, home(s) may be listed on Multiple Listing Service as a "Future Parade Home" and Builder may use a yard sign prior to the Parade indicating that it is a "Future Parade Home."
7. a) Builder developments may only hold open condominium units/homes during Parade hours that are officially entered in the Parade of Homes. Clubhouses are not permitted as an official Parade entry but may be open to the public throughout the Parade.
b) Builder developments officially entered in the 2024 Parade of Homes as a Multi-home/Condominium Development may hold open those homes that have a Certificate of Occupancy and those that have met the requirements of the Parade of Homes contract.
8. Builder is responsible for the accuracy of all materials used to publicize home entry.
9. Builder must maintain an active, in good standing, builder membership at the HBAWMI throughout the duration of the Parade of Homes.
10. Builder must pay in full any outstanding balance (either for membership dues, advertising, etc.) with the HBAWMI. Membership dues must be current and up to date by June 30, 2024.
11. Listing in Parade Guidebook and in all publicity materials shall appear as company's membership name. Name must match name on builder's license.
12. Display the official Parade of Homes number sign outside of the Parade Home. Multi-unit entries shall display the number sign at the entrance of the development. This sign will be furnished by HBAWMI and shall be returned to the HBAWMI after the Parade.
13. Multi-home/Condominium Development entries may display additional signage outside the units that are deemed "OPEN".
14. Abide by all advertising requirements (see SECTION IV)
15. Distributing free Parade of Homes door tickets or allowing unpaid entry to home(s) during the hours of the Parade is strictly prohibited. Comp tickets are available to HBA members at a reduced rate. (Contact the HBA office if you need Comp tickets.)
16. Private invitation gatherings prior to the 2024 Parade of Homes are acceptable.
17. Builders are responsible for security and parking for their home during the Parade. Please notify HBAWMI if you have construction or closed roads near your Parade Home. HBAWMI is not responsible for security. For safety purposes and to provide a safe means of entering and exiting the Parade Home, there will be no parking of vehicles or any other items allowed in the driveway, except for pre-approved member dealership vehicles.
18. By signing the participation agreement, the Builder is giving HBAWMI permission to take interior photographs and use the

photos on social media sites from the start of the Parade on **August 1, 2024**, for promotion of the Parade of Homes and future HBAWMI promotions and publications in perpetuity.

19. HBAWMI will not be liable for any loss or damage to houses, property or person(s) for any cause whatsoever that may arise from the Builder's participation in the 2024 Parade of Homes. The builder agrees to indemnify, defend and hold HBAWMI harmless, its agents, representatives, and employees from all claims, causes of action, damages, or expenses of any nature related directly or indirectly to the Builder's participation in the 2024 Parade of Homes, including, but not limited to, any damages, costs or expenses incurred by Builder, or any other person for all damages to any person(s) or property, or any decision by HBAWMI to enforce any of the rules under this contract as set forth in this Contract.
20. Additional COVID - 19 safety measure should be taken by the Builder to comply with current executive orders.

III. FINAL INSPECTIONS (Except Remodels)

The 2024 Parade of Homes FINAL INSPECTIONS are scheduled for **Monday, July 29 and Tuesday, July 30, 2024**, and will be performed by members of the Parade of Homes Committee. Homes must be completed prior to the Final Inspection. Floor coverings are required. Walls must be painted or tiled and fully grouted. Driveways and sidewalks must be hard surfaced and dust-free (no gravel). Driveways, sidewalks, and garages must be free from debris, dumpsters and/or trash containers. The front yard must be landscaped (It is highly recommended that the front lawn be seeded, hydro seeded, or sodded) and the rear and side yards, at minimum, must be in the final grade stage. Homes not complete by FINAL INSPECTIONS may have up to \$500 of the Performance Deposit withheld for non-compliance.

IV. PARADE HOME ADVERTISEMENT

Section A: Non Member Advertising

1. With Builders approval, current members are permitted to advertise in the interior and exterior of Parade homes. This includes, but is not limited to, companies "tagged" in a virtual tour and Shop the Parade listings.
2. Non HBA members may advertise in the Parade Guidebook for an additional cost.
3. With Builder approval, non HBA members may advertise in the home for a fee. Consult HBA staff for associated advertising fees.

Section B: Parade Home Publicity

1. Each Parade of Homes Builder will receive:
 - a) An entry promotional page in the Parade Guidebook, on the website, and app with information about the home. If you do not have a rendering, rendering services can be provided by the HBAWMI for an additional charge.
 - b) Marketing and promotional assistance from HBAWMI's website and APP.
 - c) The Builder shall be furnished with directional signs that are to be used to indicate the best way to get to the home from the nearest main road. The Builder is also responsible for placement and collection of these signs. Note: Builder is responsible for compliance with local sign ordinances and regulations.

I have read and understand the terms and conditions of the Rules & Regulations. Initials _____

2023 Parade of Homes Member Rules & Regulations, continued

Section C: Parade and Directional Sign Placement

1. The official Parade of Homes number sign must be used outside of the Parade Home or Development (Note: directional signs must be placed in accordance with local sign ordinances – see your local government for rules). **This sign will be furnished by HBAWMI.**
2. Signs may be used prior to the Parade of Homes indicating that it is a “Future Parade Home.”
3. The Builder shall be furnished with directional signs that are to be used to indicate the best way to get to the home from the nearest main road. The Builder is also responsible for placement and collection of these signs. Note: Builder is responsible for compliance with local sign ordinances and regulations. **Builder is responsible for returning ALL signs to the HBAWMI.**
4. Parade house number sign and all directional signs **MUST be in place by 12 noon on August 1, 2024.**

V. PERFORMANCE DEPOSIT Refund of Performance Fee:

Builder understands that Builder will be refunded and/or not charged an amount up to \$500.00 if Builder complies with the following:

1. Builder delivers the keys and/or code for the Parade Home to HBAWMI office in a timely manner for the preliminary and FINAL inspection.
2. Builder complies with publicity rules. (Part IV)
3. Builder’s home is complete and clean by 3 p.m. on OPENING DAY
4. Builder provides adequate access to the house (rest room for service groups, convenient parking, turnarounds, and/or shuttle).
5. Builder, or Builder’s representative(s), have Builder’s home open and staffed during all hours of the Parade.
6. Any other violation of this Contract at the discretion of the Parade Committee.
8. Performance Deposit refunds will be made no more than 30 days after the event.

VI. VARIANCE REQUEST

Builder may request a variance for any of the rules by submitting a written explanation to the Parade of Homes Committee. Variance requests will not be accepted after **July 11, 2024**. The Parade of Homes Committee will review all requests when submitted and Builder may appear in front of the Committee to explain the hardship. Builder will be notified of the Committee’s decision within 24 hours of their decision. All decisions of the Committee ARE FINAL.

VII. WITHDRAWAL REFUND POLICY

All refund/withdrawal requests MUST be made *in writing*. Full refund may be given if requested by **July 8, 2024**. No refund requests will be accepted after **July 15, 2024**.

VIII. GENERAL TERMS

Section A – Indemnification

Builder agrees to indemnify, save and hold HBAWMI forever harmless from any and all liability, fees, penalties, causes of action, suits, costs, legal fees, claims, judgements or damage arising out of any injury to persons or property or any violation of any law or ordinance occasioned by the negligence or omission of Builder its agents, officers, directors, members, employers and/or contractors in relation to Builder’s participation in the Parade of Homes. To strictly comply with the applicable terms and conditions contained in this agreement between HBAWMI and Builder. By participating in the Parade of Homes, Builder for and on behalf of itself, its employees, agents, officers, directors, members and invitees, releases and waives any and all claims, demands or actions against HBAWMI and its respective officers, directors, employees and agents resulting from any act or

omission of Builder, its employees, agents or invitees.

Section B: Other Regulations

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the discretion of HBAWMI. HBAWMI shall have sole authority to interpret, amend, and enforce these rules and regulations; provided Builders receive notice of any amendments when made. Each Builder, its employees, officers, directors, members and agents agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto. Builders or their representatives who fail to observe these conditions of contract or who, in the sole discretion of HBAWMI, conduct themselves unethically may be immediately dismissed from the Parade without refund or other appeal.

Section C: Non-Compliance

Failure to comply with any of the rules, agreements, terms or conditions of this contract could result in removal from the Parade and/or a ban on participation in the Parades of Homes for up to two (2) years, as well as additional financial penalties. Imposition of the penalties is solely at the discretion of the HBAWMI Parade of Homes Committee and the HBAWMI Board of Directors. All penalties and fines will be assessed after consideration given by the Parade of Homes Committee.

IX. REMODEL REQUIREMENTS

Entries for the 2024 Parade of Homes must be a project(s) that constitutes a change in shape, form or function of a residence. Submit a “before” photo with entry and an “after” photo no later than **July 12, 2024**, in order for them to be included in the Guidebook. If project is unavailable to be photographed during the time specified, an alternative option must be provided by the builder. These photos will appear in the Guidebook, on the HBAWMI website, and Parade App.

X. VIRTUAL ENTRY REQUIREMENTS

For purposes of this section, “virtual tours” includes any type of on-line photography, digital images, three-dimensional camera system, or video of the home’s interior.

1. All homes entered in the Parade of Homes as a Virtual Only Entry shall be projects completed within the last five years.
2. Each new or remodeled home entry will include one 3D virtual tour.
 - a) Builder will be given access to “tag” products provided by HBAWMI members.
 - b) Builder will be given access to use in future marketing for up to one year from contracted Parade date.
3. The Committee and/or HBAWMI staff will approve all virtual tours of builder project by NextDoor Photos, our contracted videography company, or any images supplied by the builder. Participating builders may supply their own virtual tour, provided the total run time is no longer than 5 minutes.
4. The Builder will work with the videographer and the committee to get the virtual tour completed in a timely manner.

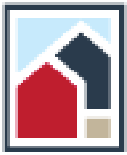
II. Section A (3&4, 9-12) Do not apply to virtual entries.

II. Section C (4, 12, 13, 17) Do not apply to virtual entries.

III. Does not apply to virtual entries.

IV. Section D (1-4) Does not apply to virtual entries.

I have read and understand the terms and conditions of the Rules & Regulations. Initials _____



PARADE of HOMES

2024 PARADE OF HOMES ENTRY HOME OWNER AGREEMENT

I/we, _____, hereafter called Homeowner(s); hereby agree to allow our/my home to be entered in the 2024 Parade of Homes. I/we understand that my/our home will be open to the general public on the following dates: **New Homes: August 1-3 & 8-10, 2024; Remodeled Homes August 8-10, 2024**

I/we will permit (Builder Name and Company) _____ to be in charge of my/our home during these hours and to ensure that my/our home is supervised. Homeowner(s) have read this entire agreement and agree as follows:

1. Homeowner(s) are the sole owners of the home and have full authority to enter into this agreement.
2. Homeowner(s) understand that they are contracted with the participant (Builder) and not with the Home Builders Association of Western Michigan, provided; Homeowners acknowledge that, for good and valuable consideration, they will be bound by the commitments made to the Home Builders Association of Western Michigan in paragraphs 3 and 4 of this Agreement.
3. Homeowner(s) release and forever discharge the Home Builders Association of Western Michigan from any and all actions, causes of actions, claims and demands for, upon or by reason of any damage, loss or injury, which heretofore have been or which hereafter may be sustained by Homeowner(s) as a result of participation in the Parade of Homes and that participant is solely and exclusively responsible for any damages of any type or nature resulting from participation in the Parade of Homes and fully and completely holds the Home Builders Association of Western Michigan harmless for any claims brought by any third parties resulting from participation in the Parade of Homes.
4. These agreement and release provisions extend and apply to, and also cover and include, all issues of any and all types of nature and damages, loss and liability, and the consequences thereof, as well as those now disclosed and known to exist. The provisions of any state, federal, local or territorial law or statute providing in substance that releases shall not extend to claims, demands, injuries or damages, which are unknown or unsuspected to exist at the time, to the person executing such release, are hereby expressly waived.
5. Homeowner(s) understand and agree to abide by all rules and regulations of the Parade of Homes entry contract signed by the Builder.

2024 Parade of Homes Rules and Regulations received, read and understood by homeowner.

Participant (Builder) Signature: _____ Date: _____

Homeowner Signature: _____ Date: _____

Address: _____

City _____ Zip: _____ Phone: _____



Home Builders Association of Western Michigan

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