



Heart of the North Builders Association

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HNBA Parade of Homes (and more!) Frequently Asked Questions (FAQs)

- Q: Why would I spend the entry fee to put a house in the Parade of Homes?**
- A:** 1. Exposure, exposure, exposure! Annually, we sell anywhere from 400-1200 tickets. That's a lot of potential buyers walking through and viewing your work!
2. Manufacturer, supplier & subcontractor discounts! Ask at your lumberyard, cabinet/counter supplier, etc. to see what discounts are available for Parade entries... it may pay your entry fee!
3. You'll receive a full page in the Parade of Homes booklet to showcase your entry to approximately 30,000 households who receive the book... all included in your entry fee!
- Q: What will my entry fee include?**
- A:** You will receive a full page in the Parade of Homes booklet to describe your entry, list HNBA partners, and give directions; an ample supply of disposable foot coverings for your visitors; all necessary signage to direct visitors to your entry; tickets and ticket punches; start-up change; etc. Your entry fee covers all print & radio advertising, and each builder participant has the opportunity to promote his entry during radio broadcasts.
- Q: Who can enter a house/outbuilding in the Parade of Homes?**
- A:** Any Builder Member in good standing (new members must have submitted an application for membership by January 2010 and been approved for membership) may enter a house or qualifying outbuilding in the 2010 Parade of Homes at the Member Rate. Non-members and those who applied for membership with HNBA after Jan 2010 may submit an entry, but they must meet membership criteria and must pay the non-member *additional* entry fee of \$448.
- Q: Can occupied houses be entered in the Parade of Homes?**
- A:** Yes, assuming the house was not occupied prior to the previous year's Parade. However, the occupants may NOT be in the house during scheduled Parade hours. HNBA is NOT responsible for any damage or theft of the homeowners' property. Valuable/irreplaceable items should be removed from the property during the Parade. The Builder Member is responsible for adequately staffing/securing the property during scheduled Parade hours.
- Q: Can a remodeled home be entered in the Parade of Homes?**
- A:** Yes! However, the project must have started after the previous year's Parade and the Builder's work must be equal or greater than 50% of the home's original square footage. For example, if a house's original size was 1500 sq ft, additions of interior living space and/or remodeling work must equal at least 750 sq ft. Simply adding a garage or deck will not qualify a project as a Remodeled Entry for the Parade of Homes.
- Q: Can a house built prior to this year be entered in the 2010 Parade of Homes?**
- A:** Assuming it was not occupied prior to the 2009 Parade, it can be entered in the 2010 Parade of Homes.
- Q: How "done" must a home be to qualify for the HNBA Parade of Homes?**
- A:** The home must have received an occupancy permit from a building inspector. In addition, all items on the Inspection Checklist (see Participation Agreement) must be completed prior to the scheduled final inspection. If the Parade of Homes inspector(s) determine that the

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items that are incomplete pose a safety risk to the public, the house will not be allowed to open until the risk is eliminated. If the incomplete item(s) do not pose a safety risk, the house may open to the public, but the deposit will still be forfeited.

Q: The homeowners wants to do some of the work on their house. Can it still be entered in the Parade of Homes?

A: Yes, however, the Builder Member signing the Participation Agreement is still responsible for all items in the Agreement and on the Inspection checklist. Incomplete items will result in forfeiture of the deposit regardless of who is at fault.

Q: Who is responsible for scheduling help at the home during the Parade?

A: It is the Builder Member's responsibility to line up adequate help during scheduled Parade hours. It is highly recommended that the Builder Member be present in the house to answer any questions visitors may have. Additionally, you will need at least one person selling/punching tickets at the door. If the home contains homeowner furnishings, you may want a person on each level of the home to help prevent theft. Don't be shy about asking your subcontractors to help you out—they have a vested interest in the project, too!

NOTE: Staging help is available for Parade of Homes entries! Houses with some well-placed furniture and accessories are more interesting to view. HNBA has members willing to loan furnishings during the Parade! Please ask Barb for more information.