

# 2017 Parade of Homes Registration Package

August 8<sup>th</sup> – September 17<sup>th</sup>

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## Overview

The 2017 Saskatoon & Region Home Builders' Association Parade of Homes is a unique and exciting marketing opportunity in support of the professional home building industry. It is designed to raise the general public's awareness and understanding of the quality, efficiency, affordability and design of today's new homes.

## Participation Fee

The Builder will submit a contribution fee of \$2,500 per house plus GST (for each show home and show suite). This fee will be used for the advertising, promotion and administration of the 2017 Saskatoon & Region Home Builders' Association Parade of Homes. Each participating home will be highlighted on the website [www.paradeofhomesonline.ca](http://www.paradeofhomesonline.ca) with the rendering/photo, floor plans, descriptions, builder information and appropriate links. Each submission can provide up to a maximum of five digital photos for the website.

## Performance Deposit

The Builder is required to submit a performance deposit in an amount as set forth below for each show home entered in the 2017 Saskatoon & Region Home Builders' Association Parade of Homes. **Deposit is to accompany this signed agreement.**

- \$1,000 per show home/suite for Builders who have participated in the Saskatoon & Region Home Builders' Association Parade of Homes within the past 5 years, or for Builders whose show home(s) is/are already open when the deposit is required, and
- \$5,000 for all others.

Performance deposits will be returned to Builders at the conclusion of the Parade of Homes less any penalties for non-performance assessed by the Saskatoon & Region Home Builders' Association in accordance with this agreement.

## Public Liability Insurance

The Builder agrees to save harmless the Saskatoon & Region Home Builders' Association from any action resulting from loss, damage or personal injury at the premises of their participating show homes. The Builder will provide evidence of a minimum of \$2,000,000 coverage in public liability insurance.



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## Rules & Regulations:

1. To be eligible to enter a home(s) in the Parade of Homes, the Builder must be a member of SRHBA as of the **April 28th, 2017** deadline. In addition, all Builder Members must have renewed their memberships and it must be paid in full.
2. The 2017 Parade of Homes entry deadline is **4 PM on Friday, April 28th, 2017**
3. Having signed and submitted their Builder Agreement and appropriate fees and deposits, the Builder may withdraw any show home without penalty only until **April 28<sup>th</sup>, 2017**
4. The entries must be new, must have never been occupied, and must be open for public viewing during all Parade hours. They must be complete and ready for showing by **12 noon on Friday, August 4, 2017**.
5. Builders who sell their show homes during the Parade of Homes must agree to a possession date following the conclusion of the Parade. Show homes withdrawn during the Parade up to and including the final day will forfeit the performance deposit and may be liable for any additional costs incurred by the Saskatoon & Region Home Builders' Association.
6. If the home entry is incomplete, unsafe or not available for showing at any time during the Parade, the Builder must 'banner' the home. The Builder must also notify the SRHBA office verifying the entry is not available for showing in the Parade. This must be done with a phone call and in writing.
7. Builders who do not 'banner' or identify homes as incomplete or unavailable for showing will be fined \$1,000.
8. Each home entered will be allocated one identification sign, to be installed by the Builder. Signs are to be taken down no later than 48 hours following the close of the parade. Directional signs will be available by order for a charge. If signs are lost/damaged, the Builder will be responsible for replacement costs.
9. **Show Home Hours:** To maintain consistency of show home viewing opportunities for the public, the Parade Builders are asked to cooperate by having their show homes available for viewing and staffed during all official Parade hours.
10. The 2017 Parade of Homes will run for 6 weeks and 6 weekends, beginning on **Tuesday, August 8th** and concluding on **Sunday, September 17th, 2017**. All homes must be staffed and open during Parade hours, which are as follows:

Monday – Thursday: 7 p.m. - 9 p.m. (Closed Fridays)  
Saturday, Sunday and Holidays: 2 p.m. - 5 p.m.



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11. **Penalties for Show Homes closed during Parade Hours:** Due to the extensive marketing and advertising campaign for Parade of Homes that benefits all Parade Builders, the public is expecting all Parade show homes to be opened during Parade hours.
12. **To stress the importance of maintaining Parade hours,** the following penalties will be applied for each incident of a Parade Builder's home being closed during Parade hours:

**1<sup>st</sup> Offence          \$1,000 fine**

**Upon a third offence, the Builder would be ineligible for Parade entries for one year.**

13. The Parade of Homes and associated promotions are only for homes entered in the event. Any Builder who, in the opinion of the association, takes advantage of Parade of Homes promotions in any way for a home not entered in the Parade will have all Parade entries disqualified and/or be fined up to \$1,000.
14. Any decision regarding rule violations will be made at the discretion of the Saskatoon and Region Home Builders' Association.
15. **NEW in 2017,** Developers will have the option to participate in the Parade of Homes. If they choose to participate they will pay a one-time \$500 sponsorship fee supporting the Builder in their development. The \$500 sponsorship will include recognition of the development/developer on the Parade of Homes website.

Builders who enter homes in subdivisions in which a 'Developer' does not pay the minimum \$500 sponsorship fee will be subject to an additional \$250 per entry surcharge for each entry in the subdivision. To a maximum of \$500.

**(Builders are encouraged to discuss rule #15 with your Developer prior to filing the entry to determine if they will be a Parade sponsor)**



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## Official Agreement

All submissions are to be submitted to:

Attn: Jennifer Lamontagne

Saskatoon & Region Home Builders' Association

Email: [jlamontagne@saskatoonhomebuilders.com](mailto:jlamontagne@saskatoonhomebuilders.com)

Phone: (306) 955-5188

The Builder agrees that by duly signing this agreement where required below, they understand and will comply with all regulations and requirements as set out herein.

Builder Company Name \_\_\_\_\_

Authorized Company Representative:

Print Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_ **DEADLINE: APRIL 28<sup>th</sup>, 2017 at 4 PM**

### Show Home Submissions:

Address of Show Home	Developer
1)	
2)	
3)	
4)	
5)	
6)	
7)	
8)	



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## Show Home Checklist:

- Front yards are to be landscaped complete with sod and shrubs or trees.
- Rear yards must be graded.
- Each show home is to have completed concrete (or equivalent) driveway and walks.
- For each show home the Parade will provide a sign for the Builder to install featuring the Builder's company name, logo and such other information deemed necessary by the Parade. No other signs are to be erected near the Parade of Homes signage location.
- The Builder must keep the landscaping watered and trimmed for the duration of the Saskatoon & Region Home Builders' Association Parade of Homes.
- All developed spaces must be tastefully furnished and decorated.
- Builders are responsible for regular cleaning of the show home interiors for the duration of the Parade, as well as signage for washrooms to discourage use.
- Builders must provide show home specification sheets for distribution to the public at each show home. These information sheets should include: builder or salesperson contact information, square footage, furnishings/appliances included in the purchase price, name of interior designer, paint colours, etc.
- If the show home is a condominium:
  - access to the site must not require visitors to open any gates or barriers to enter the show home;
  - Temporary local signs are to be erected by the builder indicating those areas where parking is prohibited and in what areas parking is allowed.



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## Critical Dates/Actions

### Friday, April 28, 2017

- Signed Builder Agreements Due
- Performance deposit submitted for each participating show home. (Performance bond is not subject to GST).
- Builder participation fee deadline. Please add 5% GST to participation fee.
- Evidence of public liability insurance (minimum \$2,000,000).

### Thursday, May 26, 2017

- Marketing materials deadline
- Signage printing deadline (*Order forms will be issued Monday, May 1<sup>st</sup>*)
- Digital colour rendering or exterior photo and floor plan drawing for each participating show home
- Descriptive paragraph of the show home, contact information (phone number, website, email), third party warranty logo. This information will be included on the Parade of Homes website as well as additional printed material.

**\*\*\*Detailed requirements for necessary photos/information will be made available May 1<sup>st</sup>.**

### Friday, August 4th, 2017 (NOON)

- Show homes must be complete
- Parade of Homes promotional materials available at the Saskatoon & Region Home Builders' Association office.

### Tuesday, August 8, 2017 (7pm)

- First day of the Saskatoon & Region Home Builders' Association Parade of Homes.  
All show homes must be open.

### Sunday, September 17, 2017

- Final day of the Saskatoon & Region Home Builders' Association Parade of Homes.  
All show homes must remain open until 5 pm.

