

## Project Overview

The Parade of Homes is a unique and exciting marketing opportunity operated by the Saskatoon & Region Home Builders' Association. It is designed to raise the general public's awareness and understanding of the quality, efficiency, affordability, and design of today's new homes. It also promotes the value and importance of choosing a Certified Professional Home Builder. **Like a lot of things, the 2020 Parade of Homes will look a little different this year. As a result of the current Covid-19 restrictions, we have made some changes to the structure of the project. Please read through this entire package thoroughly.**

## 2020 Project Changes

- NEW show home hours to provide adequate time for project management and participants to adapt to any operational changes that may occur as directed by Saskatchewan Health Authority. Show homes will be closed both Monday and Friday. This year show home hours are as follows:  
**Tuesday, Wednesday, Thursday 7 pm – 9 pm; Saturday, Sunday & Stat Holiday's 2 pm – 5 pm**
- NEW project dates have been introduced to accommodate the project size and scope as well as the new registration deadline. **The project will now run from Tuesday, August 25<sup>th</sup> – Sunday, September 20<sup>th</sup>.**
- Our promotions will not include Family Weekend but will instead focus on contesting. Data collected from contesting surveys will in turn be provided back to builder participants as part of the Post Project Report.

## Project Benefits

- Participation in a marketing experience led by your local Association that promotes your Certified Professional Home Builder designation
- Promotion of your show home, business, and builder profile to potentially thousands of online and in person viewers
- Live show home attendance tracking with results provided back to you in an online report
- Four weeks of continuous advertising exposure covering a variety of advertising mediums

## Additional Considerations

- Additional cleaning and safety requirements will be provided by our Region's Health Inspector in August. All participating builders will be required to meet the guidelines to remain in compliance with project performance requirements.
- In the event of a COVID related delay, the project will continue as scheduled as a virtual experience. No refunds will be provided as advertising initiatives and promotion of your show home will continue.
- Participation Fees: The fee to participate is \$2,500 per house plus GST (*for each show home and/or show suite*).
- Performance Deposit: The participating company must provide a performance deposit as a commitment of compliance with the project requirements. The Builder is required to submit a performance deposit in an amount as set forth below for each show home entered in the 2020 Saskatoon & Region Home Builders' Association Parade of Homes. 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 the rules and regulations. Rates are as follows:
  - \$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, and
  - \$5,000 for all others.
- All participants are required to provide public liability insurance in the amount of \$2,000,000. The Builder must agree 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 with the Saskatoon & Region Home Builders' Association listed as an additional insured.

## Registration Form

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

Street Address \_\_\_\_\_

Company Representative (Print Name) \_\_\_\_\_

Representative Contact Number (Office) \_\_\_\_\_ (Cell) \_\_\_\_\_

### Show Home Submissions

1) Show Home Full Address \_\_\_\_\_

Development \_\_\_\_\_

Developer \_\_\_\_\_

2) Show Home Full Address \_\_\_\_\_

Development \_\_\_\_\_

Developer \_\_\_\_\_

### Initial below to acknowledge the following:

\_\_\_\_\_ I acknowledge that I am aware that a Certificate of Public Liability Insurance is required in order to participate in the Parade of Homes.

\_\_\_\_\_ I acknowledge that I am aware that participation fees are non-refundable and that in the event of mandated show home closures the project will continue as a virtual experience.

\_\_\_\_\_ I acknowledge that all company representatives are required to comply with all health and safety requirements mandated by the Saskatchewan Health Authority.

\_\_\_\_\_ I acknowledge that I have read the rules and regulations included in this package.

Check here to acknowledge that the participation fee is enclosed

Check here to acknowledge that the performance deposit is enclosed

**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.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

**REGISTRATION DEADLINE: June 15<sup>th</sup>, 2020**

**Mail submission packages to: Attn: Jennifer Lamontagne, Director of Business Development  
#17-102 Cope Crescent  
Saskatoon, SK  
S7T 0X2**

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**Show Home Submissions Continued**

3) Show Home Full Address \_\_\_\_\_

Development \_\_\_\_\_

Developer \_\_\_\_\_

4) Show Home Full Address \_\_\_\_\_

Development \_\_\_\_\_

Developer \_\_\_\_\_

5) Show Home Full Address \_\_\_\_\_

Development \_\_\_\_\_

Developer \_\_\_\_\_

6) Show Home Full Address \_\_\_\_\_

Development \_\_\_\_\_

Developer \_\_\_\_\_

7) Show Home Full Address \_\_\_\_\_

Development \_\_\_\_\_

Developer \_\_\_\_\_

8) Show Home Full Address \_\_\_\_\_

Development \_\_\_\_\_

Developer \_\_\_\_\_

9) Show Home Full Address \_\_\_\_\_

Development \_\_\_\_\_

Developer \_\_\_\_\_

10) Show Home Full Address \_\_\_\_\_

Development \_\_\_\_\_

Developer \_\_\_\_\_

## Rules & Regulations

1. To be eligible to enter a home(s) in the Parade of Homes, the participant must:
  - a. Be a Certified Professional Home Builder having completed all of the Certified Professional Home Builder designation requirements.
  - b. Have no outstanding invoices with the Saskatoon & Region Home Builders' Association
  - c. Submit a completed application with participant fee and performance deposit on or before the deadline.
2. The 2020 Parade of Homes entry deadline is 5 PM on Monday, June 15<sup>th</sup>, 2020.
3. Having signed and submitted their Builder Agreement and appropriate fees and deposits, the Builder may withdraw any show home without penalty only until June 15<sup>th</sup>, 2020. After this date all fees are non-refundable.
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 21, 2020.
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 'post notice' on 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 (email).
7. Builders who do not 'post notice' 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. Signs remaining after the 48 hours will be removed at the expense of the Builder. 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 2020 Parade of Homes will run for 4 weeks and 4 weekends, beginning on Tuesday, August 25<sup>th</sup> and concluding on Sunday, September 20<sup>th</sup>, 2020. All homes must be staffed and open during Parade hours, which are as follows:  
Tuesday – Thursday: 7 p.m. - 9 p.m. (Closed Monday & Fridays)  
Saturday, Sunday and Holidays: 2 p.m. - 5 p.m. (includes STAT Holiday's)
11. Penalties for Show Homes closed during Parade Hours: Due to the extensive marketing and advertising campaign costs for Parade of Homes that benefits all Parade Builders, the public is expecting all Parade show homes to be open 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	2 <sup>nd</sup> Offence	\$1,500
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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. All participants are required to provide public liability insurance in the amount of \$2,000,000. The Builder must agree 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 with the Saskatoon & Region Home Builders' Association listed as an additional insured.
16. Additional cleaning and safety requirements will be provided by our Region's Health Inspector in August. All participating builders will be required to meet the guidelines to remain in compliance with project performance requirements.
17. In the event of mandated home show closures, the project will continue as scheduled as a virtual experience. No refunds will be provided as advertising initiatives and promotion of your show home will continue.
18. Builders with entries located further than 30 kilometers from the City of Saskatoon boundary, and not residing in another city; may apply to operate on weekend only show hours. This is due to the distance required for parade attendees to travel to view the show home. The POH's project manager ultimately reserves the right to grant exceptions to regular Parade Hours upon consideration of the impact to advertising efforts and the overall marketing strategy.
19. If, at any time, the Association, in its sole discretion, determines that it is inappropriate for a Builder to participate in the Project, the Association shall be entitled to notify the Builder that the Builder is no longer entitled to participate and may cancel the Builder's participation. If this occurs prior to the commencement of the Project, the Association shall repay to the Builder all payments received from the Builder. The Builder shall be entitled to no additional compensation or payment.
20. Developers 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 Builders 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 #20 with your Developer prior to filing the entry to determine if they will be a Parade sponsor)

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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.
- If the show home is a condominium access to the site must not require visitors to open any gates or barriers to enter. 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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### Project Timeline with Critical Dates

#### Monday, June 15<sup>th</sup>

- Signed Builder Agreements Due with participation fee and performance deposit enclosed. Please add 5% GST to participation fee. (Performance bond is not subject to GST).

#### Monday, July 6<sup>th</sup>

- Marketing materials deadline (*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.*) A complete list of requirements will be provided after registration.
- Evidence of public liability insurance (minimum \$2,000,000).

#### Friday, August 18<sup>th</sup> (NOON)

- Mandatory participant orientation (*online option will be provided*)
- Parade of Homes promotional materials available at the Saskatoon & Region Home Builders' Association office.

#### Friday, August 21<sup>th</sup> (NOON)

- Show homes must be complete

#### Tuesday, August 25<sup>th</sup> (7pm)

- First day of the of Homes of Homes. All show homes must be open.

#### Sunday, September 20<sup>th</sup>

- Final day of the Saskatoon & Region Home Builders' Association Parade of Homes.