



Western North Carolina's
PARADE
of **HOMES™**

OCTOBER 8 - 9 & 15 - 16, 2022
HOMES OPEN 11 AM TO 5 PM

PARADE INFO SESSIONS

IN PERSON

March 31
8:30- 9:30 AM

April 7
3:30- 4:30 PM

Attendees are eligible for
\$150 off one Parade of
Homes Entry, Coming Soon,
or Renewed Spaces

BUILDERS ASSOCIATION OF THE
**BLUE RIDGE
MOUNTAINS**

VALUE OF BEING ON THE PARADE

- One full informational page in the Parade of Homes magazine in print and online. A dedicated page will be on ParadeofHomesAsheville.com for each entry, visible for at least a year after in person Parade.
- Exposure in a multi-media advertising campaign with a strong reputation as the area's leading home tour.
- Two complimentary tickets per entry to the October 14th Awards Gala.
- A great way to showcase your building style to highly motivated consumers and get a chance to connect with them, in person and online.
- Virtual home tours that are available for an entire year garnering even more views.

ENTRY RATES & DEADLINES

Early Bird Deadline (<i>May 23rd</i>)	\$2300
Main Entry Deadline (<i>June 20th</i>)	\$2875
Last Minute Deadline (<i>July 12th</i>)	\$3375

Homes average
300 - 1000 visitors each day
during the tour weekends.

Virtual tours had
15,299 Visits
in the first 30 days.

Around **13,000 publication**
reads physically and digitally.
Digital edition up for a full year.

ENTRY INFORMATION CHECKLIST

ALL INFORMATION MUST BE SUBMITTED AT TIME OF ENTRY
ONLINE AT PARADEOFHOMESASHEVILLE.COM

- Builder Entry Information ***
 - First and Last Name
 - Company Name
 - As listed with the NC Licensing Board
 - Company Mailing Address
 - Builder's License Number
 - Contact Information
 - Business's Social Media Links
- Color Rendering Information Form**
- Special Features** - Highlight up to 6 important features of your home and what sets it apart from others. Max 10 words per feature. *
- Directions to Home** - Clear and explicit directions geared towards those that are not familiar with the Asheville area in 50 words or less. Well written directions can greatly affect the traffic to the home. Please start at Coldwell Banker King Downtown Asheville - 1 N Pack Square, Asheville, NC 28801.*
- Builder Statement** - Describe your style and influence in building in 50 words or less.*
- Builder Photo** - A head shot or team photo. Must be at least 300 dpi. Low resolution images will not be accepted.* Let BABRM staff know if you need a photographer.
- Company Logos** - Up to 3 logos may be submitted including your company logo, partnering suppliers, trade contractors, or community logo. Low resolution images will not be accepted.* (Remember the Parade Partners you used in this section.)
- Elevation or Perspective** - Clean (clear of dimensions and notes) black and white elevation or perspective of the home must be submitted. All submissions will be reviewed and approved by BABRM artist and will be used to create your entry rendering. Items not approved or requiring changes after the fact are susceptible to change fees. Additional photos of the home on the building site are accepted.*
- Floor plans** - A clean electronic version of entry floor plans with clear and legible room labels in TIFF, PDF, or JPG format. Any adjustments after submission are susceptible to change fees.*
- Certificate of Insurance** - All entries must include a copy of your Certificate of Insurance with the Builders Association of the Blue Ridge Mountains listed as an additionally insured party during the Parade of Homes event dates. Can be submitted by the building company or insurance office electronically to Events@AshevilleHBA.com.
- Level of Completeness Verification**
- Builder Participation Agreement***
- Occupied Home Waiver** (if applicable)*
- Payment Information or Check***
- Matterport Tour Dates - included in tour pricing**
These must be scheduled by August 29th, and completed by September 27th, 2022. Up to 10 Mattertags included for Parade Partners or vendor information. MUST USE PARADE PARTNERS.
- Parade Home Entry Information Form**

*Indicates items that MUST be submitted via email at time of entry to Kelsey@AshevilleHBA.com. Incomplete entries will not be processed and will only be considered submitted once fully complete.

LEVEL OF COMPLETENESS & TOUR RULES

LEVEL OF COMPLETENESS

All entries must select a level of completeness at the time of entry. Homes are categorized based on this selection and the level will be published in the official Parade of Homes Guide and online for consumer reference.

Level 1: 100% Complete

Home must hold a Certificate of Occupancy dated between August 1, 2021 and October 1 of the current year. Level 1 is valid for all new construction or whole home renovations both occupied or unoccupied. **Only Level 1: 100% Complete homes will be eligible to be judged and awarded in the categories of Craftsmanship and Best in Show.**

Level 2: 80% Complete

Certificate of Occupancy is not required, but home must meet the completion standards (found below) and meet all OSHA safety standards. Finished handrails for decks and staircases must be in place or temporary OSHA approved guardrails must be in place, failure to comply will result in forfeiture of the deposit and disqualification.

Required Completion Standards:

- Lighting fixtures installed and operable
- Flooring installed
- Driveway paved or minimum gravel down
- Areas to be landscaped must allow a safe path for the consumer to access the house
- All plumbing fixtures installed
- All kitchen cabinets installed with countertops
- All bathroom cabinets installed with countertops

The Level of Completeness must be estimated by the builder at the time of entry with the right to change the level without penalty until August 1. If a home does not meet or exceed the selected level of completeness by the first weekend of the Parade, the builder forfeits their Level of Completeness deposit.

All builders will be required to provide a Level of Completeness deposit of \$500 at time of entry. All homes without a Certificate of Occupancy will be viewed and their status confirmed by the Parade Compliance Committee prior to judging. All builders who are in compliance with their selected status will have their Level of Completeness deposit returned for the corresponding home entry. Any builder NOT in compliance will be notified by the Wednesday prior to the first weekend of the Parade and will receive details as to whether or not the home can be open for tour.

Homes falling below 80% complete will NOT be eligible to be open during the Parade weekends.

Builders will be responsible for properly locking and/or blocking entry into the home. BABRM will provide home signage stating the home is not open for tour as well as update the Parade of Homes website to reflect the change in home status.

RULES FOR PHYSICAL TOURS

Can also be found in Occupied Home Waiver page 12.

Home owners must permit physical tours to be held. All homes will have a virtual tour, as well.

Owner will keep the home's interior, exterior, and lawn in a presentable condition.

Owner(s) and Builder shall have the sole responsibility to take reasonable precautions to protect the safety of the home and Owner(s)'s possessions therein. Owner(s) shall remove valuables, medications, firearms, and pets from the home during the Parade of Homes event.

Prior to the virtual tour taping, homeowners are encouraged to remove family photos and personal items if they do not want them to be a part of the tour.

JUDGING - PARADE OF HOMES AWARDS

JUDGING

In person judging will occur on October 6th & 7th, 2022.

Only Level 1 homes will be eligible to be judged and awarded in the categories of Craftsmanship and Best in Show.

Homes located outside of Buncombe, Henderson, Madison, & Transylvania Counties are subject to judging inclusion based on driving distance and quantity of entries.

Builders may also choose to apply for the following:

BABRM Motto Award

This award recognizes the Parade Builder that uses the most Associate Members in the completion of their Parade entry. The award encompasses the BABRM's motto of "Do Business With a Member!"

Viewers Choice Award

This award goes to the builder whose home is voted for the most on the ParadeofHomesAsheville.com website. This voting occurs after all homes are live and is applied to all entries.

Innovative Home Award

This award showcases an entry that has an innovative use of materials and/or application throughout the home.

Housing Affordability Award

This award goes to a builder who meets the needs of our community's affordable housing initiative.

Green Certification Award

This award will highlight an entry with a green building certification (NGBS,

NC Green Built, or LEED). Applicants in this category will need to submit their green building certification score/level.

Winner determined by Green Built Alliance based on the project that gets the highest score on the certification checklist for Green Built Homes program.

SAMPLE JUDGING CHECKLIST

Our judges are industry professionals with a variety of experience and insights. Judges are asked to examine and comment on these areas of the home:

EXTERIOR

- Curb Appeal/ Site Orientation
- Overall Craftsmanship
- Landscaping
- Quality of Materials Used
- Detailing/Special Touches
- Design
- Color Coordination
- Outdoor Spaces

INTERIOR

- Floor Plan, Flow, & Design
- Overall Craftsmanship
- Kitchen
- Main Bedroom/Bathroom
- Closets/Storage Space
- Quality of Materials Used
- Detailing/Special Touches
- Lighting

ADDITIONAL ENTRY OPTIONS

RENEWED SPACES ENTRY

Renewed spaces are now a full page template with a project description, category, up to 5 project photos, up to 3 logos, and builder's contact info. Builders can feature full home renovations or utilize this section to highlight a specific project within a home allowing a builder to enter a kitchen, bedroom, bathroom, closet, porch addition, etc. Renewed spaces receive an online page, where additional images can be displayed. Before and after photos are encouraged, since these are very popular online, and really show the amount of work accomplished.

- Renewed Spaces entries will be entered into the running for the "Best Renewed Spaces Award".
- Two complimentary tickets to the Awards Gala per entry.
- Renewed Spaces will be open to tours. If so desired by the builder/home owner an occupied home waiver will need to be completed.
- Virtual tours are included.

ENTRY FEE: \$2175

Each entry will be featured on the Builders Association of the Blue Ridge Mountains social media starting November 2022 and continuing until 2023, redirecting users back to the Parade site to view the projects again.

Builder is responsible for gaining prior consent from homeowner to use any photos of occupied space for entry.

COMING SOON ENTRY

Builders can utilize this section to showcase a home that is under construction and not quite ready or eligible for the 2022 Parade of Homes. Homes featured in this section must have an estimated completion date between November 2022 and October 2023. Home will be displayed in a 1/2 (half) page ad template and will feature a photo or rendering of the home, 6 special features up to 10 words each, up to 2 logos, builder's statement and contact info, and the estimated completion date. Coming Soon will have no physical location published and will not be open to the public during the Parade. These entries will be advertised online.

ENTRY FEE: \$995

COMMUNITY SHOWCASE ENTRY

Builders or Developers may utilize this section to showcase a community or new development that is offering home lots as an advertising tool to a targeted market of home buyers. Community Showcase entries will be displayed on a 1/2 page horizontal template and will feature amenities, community description, up to 3 logos, contact information, geographical location, 3 photos, and placement on Parade Map.

NEW in 2022: We encourage Communities to host a "block party concept" and expect visitors on the days of the Parade. Let us know your event specifics and we will promote.

ENTRY FEE: \$1500

Photography Permission: When Submitting photos of homes for print or digital publication, include photographers name and information so we can correctly credit them as well. Builders Association of the Blue Ridge Mountains will not be held accountable for copyright infringement on photography submitted by builders.

Please check here to certify the above photography agreement , otherwise submitted images may not be used.

PARADE ADVERTISING OPPORTUNITIES

ADVERTISING OPTIONS

Company Logo Upgrade

Each year the full BABRM Membership Directory is printed in the 'Business Guide' section of the Parade of Homes Magazine. Gain additional exposure and recognition by upgrading your online and printed directory listing to include your company's color logo. Upgrade includes print inclusion and also the main member's logo on the BABRM website for 12 months. This includes additional benefits online as well.

\$250 per Company

Publication

Around 7,000 full color magazines are printed and distributed annually. While the digital edition stays online for at least a full year on the Parade site with direct links to business websites.

Ad Type or Size	BABRM Member	Non-Member
Full Page Print	\$1,975	\$2,375
1/2 Page Print	\$1,025	\$1,525
1/4 Page Print	\$855	\$1,095
Full Page Prime Placement*	\$2,950	NA

Digitally Limited Banner Ads are available on the Parade of Homes Asheville website.
\$1200 for 12 months - or \$700 for 6 months

SIZING AND SPECS

Ad	Size
Full Page	Bleed : 8.5w x 10.875h* Non-Bleed : 8w x 10.375h
1/2 Page	Horizontal : 8w x 5.125h Vertical : 3.875w x 10.375h
1/4 Page	3.875 x 5.125

*Bleed ads should include a .125 bleed all around the ad and all text should be within a margin of .25
All ads except Full Page Bleed will have light gray outline, unless one already exists.

Acceptable file formats include PDF, EPS, TIF, and JPG. Outline or embed all fonts and keep all content in the ad at a resolution of 300dpi at full size or higher. Ads layed out first come/first serve.

Email files to marketing@ashevillehba.com - Advertising Deadline - JULY 25

{ Ad design work can be completed by BABRM Staff for an additional charge.
Email marketing@ashevillehba.com to learn more about design offers. }

Upon submitting this signed ad space reservation, advertiser agrees to adhere to the deadlines and formats of this rate sheet. Advertiser understands that rates listed above are for camera-ready ads ONLY and all rates are net. Prime locations are available on a "first come, first serve" basis. Other placements are not guaranteed. Advertiser also maintains images and information within their ads are good to use and free of copyright infringement.

Company/Advertiser: _____ Contact Name : _____

Ad Size: _____ Cost: _____ Contact Email : _____

Signature : _____ Date : _____

PARADE SPONSORSHIPS

CONTRIBUTING SPONSOR \$2200

- 1/2 page color ad in sponsor section of Parade of Homes Magazine
- Logo inclusion on Parade of Homes website with link to company website
- Special acknowledgment in Awards Gala Presentation and Program
- Logo printed on BABRM Signage for display in Parade homes during Parade hours
- Logo displayed with company listing in print and online directory
- 4 complimentary tickets to Awards Gala

PATRON SPONSOR \$1025

- Special acknowledgment in Parade of Homes Magazine, Awards Gala Presentation, and Program
- Inclusion on Parade of Homes website with link to company website
- Acknowledgment in Parade of Homes Blueprints Blog Post
- Company name printed on BABRM signage for display in Parade homes during Parade hours
- Logo displayed with company listing in print and online directory
- 2 complimentary tickets to Awards Gala

FRIENDS OF THE PARADE \$450

- Acknowledgment in Parade of Homes Magazine, Awards Gala Presentation, and Program
- Recognition on Sponsorship signage in homes.
- Logo on Sponsorship page of Parade Website
- 1 complimentary ticket to the Awards Gala
- Logo upgrade in the POH Publication & BABRM Online Directory

FRONT COVER AUCTION & FEATURED BUILDER RAFFLE

See Auction Page 8

FEATURED DEVELOPMENT SPONSOR \$8000

- Development logo on cover of Parade of Homes Magazine and select promotional materials
- Two page ad provided by sponsor on pages 2 & 3 of Parade of Homes Magazine
- Community Highlight in designated section of the Parade of Homes Magazine and website
- Community Highlight ad on Parade of Homes website
- Logo included on Parade of Homes website, sponsorship promotional material, and select advertising
- Highlight feature on BABRM Blueprints Blog
- Directory Upgrade with logo inclusion in Parade of Homes 'Business Guide' and Online Membership Directory
- Recognition at Awards Gala with presentation of framed cover
- 8 complimentary tickets to Awards Gala
- 1 reserved table at Awards Gala

For additional information see auction Page 8

PRESENTED BY:



COLDWELL BANKER
KING

COVER AUCTION & FEATURED BUILDER RAFFLE

COVER PACKAGE INCLUDES: AUCTION OPENING BID \$3275

[JULY 14, 2022]

- Cover Photo - Builder may submit a photograph of the featured home for approval. If home is not complete by July 31st, the builder's artist rendering will be utilized on the front cover.
- Home photo (or color rendering) and company logo prominently displayed on front cover of Parade of Homes magazine and all promotional materials.
- Builder referenced in radio marketing for Parade.
- Recognition at Awards Gala with presentation of framed cover.
- Directory upgrade with logo inclusion in Parade of Homes 'Business Guide' and online membership directory.
- Virtual tour of the featured home.
- 8 complementary tickets to the Awards Gala.
- 1 reserved table at the Awards Gala

NEW in 2022 LIVE AUCTION! Location TBD.

Featured Builder will be drawn at this event.

FEATURED BUILDER PACKAGE INCLUDES: RAFFLE \$100 A TICKET

[OPEN CLOSING JULY 15, 2022]

- Two-Page feature within the Parade of Homes magazine in the first twenty pages of publication (photos provided by builder). Copy will be crafted from questions to the builder, and need to be approved before September 1, 2022. Limited to members of BABRM only.
- Directory upgrade with logo inclusion in Parade of Homes 'Business Guide' and online membership directory.
- 2 complementary tickets to the Awards Gala.

BACK AD PACKAGE AUCTION OPENING BID \$1275

[JULY 15, 2022]

- Back Full Page Ad with bleeds on Parade Magazine
- Free of charge design up to 3 proofs
- Directory Upgrade with logo inclusion in Parade of Homes 'Business Guide' and online Membership Directory.
- 8 tickets to the Fall Awards Gala.
- 1 reserved table at the Fall Awards Gala

AUCTION CRITERIA & REGULATIONS

1. Builder must be a member in good standing with the BABRM and have a valid NCGC License

2. Home must meet the Level 1 requirements as outlined in the Level of Completeness (LOC) policy, meaning the home is 100% complete with CO by October 1, 2022.

3. Auction winner understands that Presenting Sponsor's logo will be displayed on front cover.

4. 50% of total winning bid is due by July 18, 2022. If payment not received

by July 22, the next highest bid will be notified as the featured builder.

5. If cover builder's home entry is located in a development, this development has first right of acceptance for one week after close of auction to secure featured development package outlined in 2022 Parade of Homes Sponsorship Packet.

6. Bid increments = \$100

7. If the partnering development chooses to not take featured development sponsorship, or home

is not located in a development, then the featured development sponsorship is open to all BABRM member developers.

8. Member Developer Companies may purchase the featured builder package for an active BABRM Builder Member. If developer company wins 2022 Auction, they are required to purchase the Featured Developer Package outlined on page 7.

PARADE HOME ENTRY INFORMATION FORM

As it will be printed for 2022 Parade publications

Street Address of Entry: _____ City: _____

State: _____ Zip: _____ Subdivision: _____

Type of Home: Single Family Townhome Condominium Modular (off frame only)

Type of Construction: New Construction Complete Remodel

Number of Bedrooms: _____ Number of Bathrooms: _____

Will this home be registered with a Green Building Program? (NGBS, NC Green Built Home): Yes No

Or any other certification programs? If yes which ones?: _____

Price of Home (sales price including lot): _____ Lot Price: _____ Heated Square Footage: _____

check here if you **DO NOT** want the price published.

Realtor Name: _____ Company Name: _____ Phone: _____

Proofing Contact Name: _____ Proofing Contact Email: _____

Final entry page color proof will be emailed prior to going to print for confirmation.

Level of Completeness: Level 1 - 100% completion with CO Level 1 - 80% completion

Will this Home be Occupied : Yes No

Will this Home be Decorated or Staged : Yes No

Builder Signature Confirming Above: _____ Date: _____

If you have a CO at time of entering submit copy of CO to waive \$500 level of completeness deposit.

Photography Permission: When Submitting photos of homes for print or digital publication, please include photographers name and information if applicable. Builders Association of the Blue Ridge Mountains will not be held accountable for copyright infringement on photography submitted by builders.

Please check here to certify the above photography agreement , otherwise submitted images will not be used.

Photographer Name/Credit: _____

COLOR RENDERING INFORMATION FORM

In addition to the information required by this form you must provide a clean elevation or perspective of home, free of numbers, dimensions, additional lines, etc., at time of entry. A photograph (even if under construction) of the entry may be submitted in addition for the artist to reference. Requests for changes made to your color rendering, based on info submitted below, may result in a change fee at the Builder's expense.

Builder Company Name: _____

Address of Parade Entry: _____

For each item below, please provide manufacturer color name/number. (Do not list just a description of the color: brown, blue, etc.). If you do not have that information please include a sample/photo. The more accurate details the better.

ROOF: _____

SIDING: _____

SHAKES: _____

BOARD & BATTEN: _____

BRICK: _____

STONE: _____

STUCCO: _____

WINDOWS: _____

TRIM: _____

SASH: _____

SHUTTERS: _____

FRONT DOOR: _____

GARAGE DOORS: _____

FASCIA: _____

FRIEZE BOARD BETWEEN LEVELS: _____

FRIEZE BOARD AT SOFFIT: _____

CORNER BOARDS: _____

BRACKETS: _____

GABLE VENTS & TRIM: _____

HAND RAILS: _____

PORCH POSTS: _____

CHIMNEY: _____

OTHER: _____

PARTICIPATION AGREEMENT

The Participation Agreement is entered into this _____ day of _____, 2022 by and between the Builders Association of the Blue Ridge Mountains (BABRM) and _____ (Builder).

The purpose of this Participation Agreement is for the mutual understanding of said Builders and the BABRM for the showing of a house(s) in the 2022 Parade of Homes (POH). The Builder agrees that the house(s) entered in said POH shall conform to the rules and regulations established by the BABRM. All homes entered in the POH must comply at all times with OSHA safety standards.

1. Completed Entry Packet and all supporting documents as well as payment by deadline are required for entry in the 2022 POH.
2. Only one BABRM discount or credit will be applicable towards any entry fee in any given year.
3. It is the responsibility of the builder to obtain customer approval to enter a custom home. If the home is occupied in accordance with the rules and regulations of the POH, the Owner Occupied Home Waiver (page 12) must be completed and submitted at time of entry.
4. There will be a maximum of two proofs of entry furnished without charge prior to print. Proofing contact listed in entry submission will receive these by email and we request a return email confirming your entry proof and noting any requested changes. It is the responsibility of Builder to get approval on use of images online (page 9), and virtual tours.
5. In addition to your entry fee and level of completeness deposit, there will be a \$150 refundable deposit required for all BABRM supplied Builder signs (directional and entry) per home. This deposit is not due until the Builder Open House on Tuesday, Oct. 4 where you will pick up your Parade signage between 9 - 11 AM or 2 - 4 PM.
6. All builders will be required to submit a signed level of completeness form (page 9) and a \$500 deposit at time of entry unless a CO is supplied with entry. Changes to the level of completeness will be permitted until August 1, 2022 with no penalty. Homes will be viewed and level of completeness verified by the Parade Compliance Committee on October 6. All builders who are in compliance with their selected status will receive their deposit back by November 4, 2022.
7. Homes meeting Level 1 as well as the member and geographic location requirements, described on pages 4, will be eligible for judging. Homes that do not meet the levels and/or requirements will not be judged and will not be open for public viewing.
8. Builder agrees to display provided Parade of Homes signage prior to judging on October 6 according to POH guidelines. It is highly recommended that Parade directional signs be taken off main roads during the week between Parade Weekends. The builder will be responsible for signs that are left out and taken.
9. Builders will be provided with additional BABRM Parade signage that lists Parade sponsors. Builder is required to clearly display BABRM provided signage during Parade hours within the home (kitchen counter, foyer or entryway, etc.). This is an acknowledgment of Parade Partners as well.
10. Homes must be accessible from 9 AM to 5PM on the day(s) of judging: October 6th and 7th. *NOTE: If you cannot be available at this time of judging, you may leave a duplicate key in an envelope clearly marked at the BABRM office the day before judging. Judges will close the house after entry has been judged and leave the key inside the home. Judges will leave a card indicating that they have been there. Builder and/or representative shall have no more than three minutes to address the judges on arrival but shall not follow or walk judges through the house. Builder and/or representative may answer judges questions after touring the home for up to five minutes.*
11. If home is occupied the homeowner(s) shall not be in the house during judging. If homeowners(s) do not leave the house it will not be judged.
12. For Parade of Homes Tour Weekends, the home must be open and shown by you or your representative(s) unless otherwise noted as a virtual tour only.
13. Alcoholic beverages are NOT PERMITTED within a Parade home during the designated POH weekends & times. If found in violation of this, builders will be brought before the board of trustees, to discuss repercussions.
14. Homes must be free of debris and safe for viewing by the general public. It is the responsibility of the Builder to adhere to all OSHA safety standards.
15. "If Home Sells Policy" - If home sells and BABRM is notified BEFORE August 1st, entry can be removed from book and monies refunded less a 30% administrative fee on total entry price prior to applied discounts. If home sells AFTER August 1st, and the BABRM is notified prior to August 19th, entry remains in book with "SOLD—Not Open For Viewing" banner and builder is given a \$200 credit for 2023 Parade Entry. Builder is responsible for additional signage on the days of the Parade when home is closed for viewing due to the sale of the home.
16. If Parade entry is pulled prior to July 25 for any reason other than the sale of the home, partial refunds will be considered on a case by case basis.

Any entry that does not fully abide by the regulations disclosed in the Parade of Homes entry packet will be pulled from the official judging process and ineligible from the awards program. The Builder/company will be placed on a one year probation from the WNC Parade of Homes. Furthermore, any additional entries in the Parade under the Builder's name or company will also be ineligible from judging and the awards program that year.

The undersigned Builder agrees to indemnify and hold harmless the BABRM, its Board of Directors, its agents and employees, and the 2022 POH Committee from any claims, causes of action, or judgments of any kind which may be made against any or all of them arising out of or relating to the undersigned's participation in the BABRM 2022 POH. This indemnification agreement includes, without limitations, claims for bodily injury, death, damage, or

loss of personal property, breach of contract, copyright infringement or conversion, or from any financial loss sustained by participation in the 2022 POH and claims arising out of the acts of subcontractors or agents of any profession employed by the Builder.

Builder Name Print: _____

Company Name : _____

Builder Signature : _____ Date: _____

OCCUPIED HOME WAIVER

This agreement is made by and among _____ ("Owner(s)") as Owner(s) of the home located at _____ ("Home"); _____ ("Builder"), as general contractor of the home; and the Builders Association of the Blue Ridge Mountains ("BABRM"), presenter of the 2022 Parade of Homes event.

The parties hereto agree as follows:

1. Owner(s) hereby give(s) permission to Builder to enter the home in the 2022 Parade of Homes.

2. Home must receive a Certificate of Occupancy between August 1, 2021 and October 7, 2022 to be an Owner Occupied Entry and Owner(s) must be actively living in the home during the Parade of Homes.

3. The home will be open for public viewing during the entire Parade of Homes event, October 8-9 and 15-16, 2022, between the hours of 11AM and 5PM Saturday and Sunday.

4. Owner(s) must leave home during judging. If owner(s) do not leave during judging the house will not be judged. Judging will take place on October 6 & 7, 2022. Builder will know what day the home is being judged on October 3, 2022 and can inform owner(s) at that time. Time of day can not be determined but the builder will be called 30 min prior to judges arrival.

5. Owner will keep the home's interior, exterior, and lawn in a presentable condition (i.e., clean and free of clutter) with safe, clear passageways throughout the Parade of Homes tour weekends and judging day.

6. The home will be staffed by Builder and/or its designated representative throughout the Parade of Homes event weekends of October 8-9 and October 15-16.

7. Photographs, renderings, the street address, construction features, and directions to the home will be published in the Parade of Homes Magazine, may be published in other materials designed to market the Parade of Homes event, and shall, otherwise, be made generally available to the public.

8. Owner(s) and Builder shall have the sole responsibility to take reasonable precautions to protect the safety of the home and Owner(s)'s possessions therein. Owner(s) shall remove valuables, medications, firearms, other personal effects, and pets from the home during the Parade of Homes event. Virtual tours will be online - so it is advised during filming to remove personal effects, or items not wished to share.

9. Owner(s) shall maintain a homeowner's insurance policy with liability coverage of at least \$1 million per individual accident throughout the Parade of Homes event covering losses on an "occurrence" basis. Owner(s) shall also have the BABRM added as an additional insured on such policy for the duration of the Parade of Homes event.

10. To the fullest extent allowed by law, Owner(s) and Builder do hereby release and hold harmless the BABRM, its officers, employees, board of directors, representatives, and successors, and assigns from any liability whatsoever as a result of any damage to person or property of Owner(s) and/or Builder which may result from or in any way be related to the participation of the home in the Parade of Homes event, unless such damage is caused by the negligence or intentional tortious conduct of BABRM.

11. Furthermore, in the event of any alleged damage to a person or entity not a party to this agreement, to the fullest extent allowed by law, Owner and Builder agree to defend, indemnify, save, and hold harmless the BABRM, its officers, employees, board of directors, representatives, and successors, and assigns from and against any and all liabilities, obligations, losses, damages, injunctions, suits, actions, fines, penalties, claims, demands, costs, and expenses of every kind and nature, including reasonable attorney's fees and court costs, incurred by the BABRM arising directly or indirectly from or out of the undersigned's participation in the Parade of Homes event, unless such are caused by the negligence or intentional tortious conduct of the BABRM.

12. Neither Owner(s) nor Builder shall receive any payment or other compensation of any kind from the BABRM as a result of the inclusion of the home in the Parade of Homes event.

13. In the event the home is owned by more than one Owner, the signature of one Owner below shall bind all Owners to this agreement.

14. This agreement shall be effective upon the last date it is signed by a party as reflected below.

Owner(s) Printed Name : _____

Owner(s) Signature : _____ Date: _____

Builder Printed Name : _____

Builder Signature : _____ Date: _____

Certified Price Including Lot: \$ _____

If Owner(s) does NOT want the home price to be listed publicly, please initial here: _____



Parade of Homes Payment Form

Please complete all payment related information for your Parade Entry. Incomplete entries will not be processed.

ALL INFORMATION MUST BE SUBMITTED AT TIME OF ENTRY ONLINE AT PARADEOFHOMESASHEVILLE.COM

Parade Entry	Cost	Quantity	Total
Parade of Homes Entry - Early Bird (received by May 23rd)	\$ 2300		\$
Parade of Homes Entry - Main Deadline (received by June 20th)	\$ 2875		\$
Parade of Homes Entry - Last Minute Deadline (received by July 12th)	\$ 3375		\$
Level of Completeness Deposit *Required - see page 3	\$ 500		\$
Coming Soon Entry	\$ 995		\$
Renewed Spaces Entry	\$ 2175		\$
Community Showcase Entry	\$ 1500		\$
Parade Info Session Attendee Discount (\$150)	- \$150		\$
Builders Circle Discount (\$500) *not applicable with other discounts	- \$ 500		\$
TOTAL Parade Entry Cost			\$
Parade Advertising			
Parade Homes Magazine Ad - 1/4th Page	\$ 855		
Parade Homes Magazine Ad - 1/2 Page	\$ 1025		
Parade Homes Magazine Ad - Full Page	\$ 1975		
Directory Logo Upgrade (Logo in Printed Buyers Guide and Online for 1 Year)	\$ 250		
15% Discount Applied to print ads purchased with Entry	- 15%		
TOTAL Advertising Cost			\$

Total Parade Cost

Total Advertising Cost

Sponsorship Cost

\$

\$

\$

TOTAL TO BE CHARGED

\$

Method of Payment: Please mail check with form to address below or complete credit card information below.

Credit Card: Visa MasterCard American Express Charge total for card: _____

Card Number: _____ Exp. Date: ____ / ____ 3-digit Code: _____

Name on Card: _____ Email (Electronic Receipt): _____

Billing Address: _____ City/State/Zip: _____

Signature: _____ Printed Name: _____ Date: _____