



1626 Apperson Drive, Salem, VA 24153  
(540) 389-7135 Phone • (540) 389-4130 Fax  
[www.rrhba.com](http://www.rrhba.com)

## 2009 Parade of Homes Entry Form

- WHO:** All RRHBA Builder Members and Realtor Members
- WHAT:** 2009 Parade of Homes is a multi-site open house event throughout the following localities: Counties — Botetourt, Craig, Floyd, Franklin, Roanoke; Cities—Roanoke, Salem; and related Towns.
- WHEN:** October 3 - 4 and October 10 - 11  
12:00 PM - 5:00 PM each day (rain or shine)
- WHY:** The 2009 Parade of Homes is a successful marketing event for RRHBA members, produced and managed by the Roanoke Regional Home Builders Association (RRHBA). It is anticipated that thousands of consumers will visit Parade homes this year to look at the latest in new home construction and decorating ideas. In addition to thousands of dollars in advertising, 144,000 copies of the Parade of Homes' tabloid insert will be distributed by The Roanoke Times.

NOW is your chance to get in on this newly revised marketing event of the year. **We look forward to seeing YOU on Parade!** If you have any questions regarding the Parade of Homes, please feel free to contact Steph Talbert at the RRHBA office - 540.389.7135 or [stalbert@rrhba.com](mailto:stalbert@rrhba.com)

***Special Thanks to our 2009 Parade of Homes Platinum Sponsor:***

**THE ROANOKE TIMES**  
[roanoke.com](http://roanoke.com)



# 2009 PARADE OF HOMES ENTRY FORM

|   |
|---|
| For RRHBA Use Only:<br>Entry # _____<br>Date Rec'd: _____<br>Amt. Pd: _____ |
|---|

**2009 ONLY Price**      DEADLINE: **Friday, August 21**

New single-family home entry      **\$300**

Neighborhood entry      **\$500**

***Please Type or Print - Fill in ALL Blanks. This Form MUST be complete!  
Each house or neighborhood must have an Entry Form.***

**SECTION I.** Where applicable, I have provided my entry form and commitment, entry fee, Parade Map, and "About My House/Neighborhood" form. I am entering this house/neighborhood on \_\_\_\_\_ (date) and qualify for \_\_\_\_\_ entry fee. **Payment** can be made by check made payable to: RRHBA, 1626 Apperson Drive, Salem, VA 24153 or by credit card (VISA, MasterCard or Discover). Please call Steph Talbert (540.389.7135). A 2% convenience fee will be added for using a credit card.

**SECTION II.**  
Entrant: Name of RRHBA Builder Member/REALTOR firm: \_\_\_\_\_  
**EXACTLY** AS YOU WANT IT TO APPEAR IN ALL OF THE PUBLICATIONS RELATING TO THE PARADE.

Mailing Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Web Address: \_\_\_\_\_

**NOTE: THE FOLLOWING INFORMATION IS CRITICAL! THIS IS THE PERSON TO WHOM ALL CORRESPONDENCE RELATIVE TO THIS ENTRY WILL BE ADDRESSED — INCLUDING ANY LAST MINUTE, EMERGENCY ANNOUNCEMENTS.**

Contact Person: \_\_\_\_\_  
Contact Phone Numbers: Office \_\_\_\_\_ E-mail \_\_\_\_\_  
Mobile \_\_\_\_\_ Fax: \_\_\_\_\_

**Questions? Call Steph 540.389.7135 or email [stalbert@rrhba.com](mailto:stalbert@rrhba.com)**

**IMPORTANT PARADE DATES**

- **Golf Outing: Mon. August 24**
- **Parade Dates: Oct. 3 - 4 and 10 - 11**

**Submit entry & related materials to:**      Roanoke Regional Home Builders Association, Inc.  
1626 Apperson Drive, Salem, VA 24153      8/11/09 ST

# RULES & REGULATIONS

## Checklist for a COMPLETE entry package:

*(Please check off each item you are submitting)*

- \_\_\_\_\_ Nonrefundable entry fee (see page 1).
- \_\_\_\_\_ Completed Entry Form, which includes Builder/REALTOR Agreement, and About My House/Neighborhood.
- \_\_\_\_\_ Price Certification form.
- \_\_\_\_\_ Entry Description and Directions.
- \_\_\_\_\_ Your company's logo.
- \_\_\_\_\_ Where applicable, Parade of Homes Provisions for Sold or Custom Homes Form. Deadline is Sept. 21, 2009

**Entry is not fully complete until all of the applicable items on this checklist have been submitted.**

### ENTRY DEADLINES & ENTRY CHANGES

1. Deadlines are stated as a date and require physical delivery to the RRHBA Office by 5 PM on that date.
2. If an entry is withdrawn no refunds will be paid and the **entry WILL NOT appear in any Parade publication(s)**. Notice of withdrawal must be delivered to the RRHBA in writing.
3. The RRHBA strongly encourages Builders to "Do Business With a Member" as they produce Parade entries. Associate Members may have special promotional materials and pricing available for Parade of Homes entries. Ask your subcontractors and suppliers.
4. Parade entry material and signage will be available for pickup at the RRHBA office beginning Friday, September 18, 2009. **Note: The photos created for Parade entries are the property of the RRHBA until they are released.**

### JUDGING

5. For 2009, Judging will not be a component of the Parade of Homes.

### PRICE CERTIFICATION FORM

6. **Price certification will be required.** A form for the Builder's signature must be returned by 5 pm on August 21. The form can be faxed to the RRHBA Office (540.389.4130).
7. Prices for the houses are certified by the Entrant. The certified price must reflect the normal pricing the used with the same profit expectation the Entrant would have if building the house for a customer.

### VERIFICATION OF ENTRY MATERIAL

8. A proof copy of the TEXT to be published about the entry will be furnished to the person shown as the Contact for the entry via fax or email. The Entrant must notify the RRHBA of any mistakes or changes that must be made by within 2 business days. **If no response is received, the information will be presumed to be correct and no additional contact will be made to verify the data.** Errors and omissions will be the sole responsibility of the Entrant, if no corrections are pointed out during the time allotted.
9. The Parade of Homes Committee retains complete editorial control of material to be printed in the tabloid insert and will exercise that control to ensure a high quality, consistent product.

### ENTRY AFFIRMATION

10. The Entrant and the RRHBA agree to indemnify and hold each other harmless from and against all claims, losses, costs, damages, expenses and liabilities for bodily injury, death, or property damage arising out of or in connection with any and all occurrences on or about the home, caused in whole or in part by the other. The Entrant will have liability insurance in effect at all time for injury or damage to members of the public touring this entry during the Parade.
11. This entry will be/was built by a Builder/REALTOR Member in good standing of the RRHBA. RRHBA membership must current at the time of entering and during the Parade.
12. In the event, the Parade entry is purchased prior to the Parade, the Entrant will ensure that the purchaser of the house has executed and provided a written release of liability. The applicable form accompanies this Entry Form.
13. The Entrant will strictly adhere to all the deadlines published for submission of materials to the RRHBA. Failure to comply in a timely manner may keep an entry from being "Parade Ready."
14. **This entry will be open to the public during all official Parade days and hours and will be lockbox accessible.**
15. The Entrant will notify RRHBA immediately, if (s)he believes that the entry will not be "Parade Ready" prior to Oct. 3, 2009.
16. This entry will be neat and free of potential hazards.
17. Entrants will display Parade materials and signage as prescribed by the Parade of Homes Committee. Procedures will be outlined on pick-up day. The Entrant will remove all Parade directional signs no later than October 12, 2009.
18. Entry will be marketed by the Entrant at the "price of home" amount, as certified by the Entrant by August 21, for a period of at least 30 days after the Parade, unless the house is sold prior to the Parade. Neighborhood entries will not be required to submit pricing.

### NEIGHBORHOODS

19. For 2009, a neighborhood is defined as any new or existing development. Only individual homes within the development that are official Parade entries may be open for viewing.

**SECTION III.**

**COMMITMENT**

I understand that the attached entry fee covers the cost of this entry and includes:

- A multi-media advertising and public relations effort by the RRHBA, including a multi-page tabloid distributed in ***The Roanoke Times***.
- 1/4 of a page in the Parade of Homes tabloid, featuring (where applicable) a photo of my entry, information about the house/neighborhood (as furnished by me), and contact information for my company for use in the months after the Parade.
- Inclusion of my entry on the RRHBA's web site, using the material from the Parade of Homes tabloid.
- Parade signage for the lawn of the house/neighborhood and directional signs to guide visitors to the entry.
- Digital photograph of the house.
- Copies of the Parade of Homes tabloid for distribution at my entry, or for use by my marketing team.

**Builder/REALTOR Agreement**

This entry is the result of an original design, and I have obtained the legal right to use the design from the copyright owner as represented in the structure, plans, specifications and drawings for the house. I further represent that I have not pledged, assigned, or encumbered the rights to the design and that such design does not violate any copyright, property, or common law rights of others. I hereby indemnify and hold harmless the RRHBA from any and all claims of third parties, including, but not limited to, copyright infringement or conversion, which may be asserted as a result of the inclusion of the house in the Parade or the inclusion of the photo of the house in any publication, including on the World Wide Web, of the RRHBA publicizing or in conjunction with the 2009 Parade of Homes. In no way will I represent to the public, directly or indirectly, that RRHBA in any way warranty or guarantees any aspects of this entry.

If an Act of God prevents the scheduled events from being observed, I agree that the Parade of Homes Committee shall have the authority to re-schedule the Parade dates at its sole discretion.

I have read and do hereby agree to abide by all the Rules and Regulations as set forth above for the 2009 Parade of Homes. I understand that failure to comply with any of the Rules and Regulations subjects me to forfeiture of any and all privileges relating to the Parade and that serious offenses may result in disqualification from future RRHBA sponsored Parades of Homes.

Date: \_\_\_\_\_ Entrant: RRHBA Builder/REALTOR Member Firm Name: \_\_\_\_\_

By: \_\_\_\_\_ Printed Name: \_\_\_\_\_

(Signature of Builder/REALTOR Member or Legally Authorized Representative)

SECTION IV.

# “About My House/Neighborhood”

List the following information exactly as you would like it to appear in the Parade of Homes tabloid and other promotional materials for the 2009 Parade of Homes.

Please TYPE or PRINT LEGIBLY this form. Fill in all blanks; if not applicable, write “n/a”.  
THIS FORM MUST BE 100% COMPLETE.

Location of Entry: Lot \_\_\_\_ Block \_\_\_\_ Neighborhood Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Locality: \_\_\_\_\_

*(Entry will be listed in the Parade tabloid as being in the city/county/town having inspection jurisdiction—NOT the mailing address.)*

Name of Entry: \_\_\_\_\_

Price of Home (including lot value): \$ \_\_\_\_\_ Lot Value (confidential): \$ \_\_\_\_\_

Heated Square Footage: \_\_\_\_\_ Type of house (circle one): Detached Attached

Sales Center/On-Site Phone Number: \_\_\_\_\_

**(NOTE: This is the phone number that will be printed on your Parade yard sign—so make sure you use the number you would want a buyer to call, if he or she is visiting your entry on a day when it is not being staffed.)**

**ENTRY DESCRIPTION.** Describe your entry in **100 words or fewer**. This paragraph will appear on the page for your entry in the Parade tabloid and should relate to the reader the reasons why they might want to visit your entry while they are on the Parade tour. Characteristics that are obvious from a photo may not be worth mentioning (e.g., “full front porch”, etc.). Think about what is unique about your entry. **Please provide your description on disk or via email to [stalbert@rrhba.com](mailto:stalbert@rrhba.com).** When submitted by email, you will receive a reply indicating the receipt of such information.

**DIRECTIONS: THIS IS IMPORTANT!!!** Provide directions from a major thoroughfare to your entry. **If your Parade house is located in a neighborhood, please include specific directions to the house from the entrance to the neighborhood.** Please do NOT include phrases like “follow the directional signs”. **Please provide your directions on disk or via email to [stalbert@rrhba.com](mailto:stalbert@rrhba.com).** When submitted by email, you will receive a reply indicating the receipt of such information.

## MARKETING (SALES) REPRESENTATIVE/PLAN INFORMATION

**This information will be included in the Parade tabloid.** This is an important designation, because we need to know who to contact for special marketing questions, or for sales information regarding the entry.

Company Marketing the Parade Entry: \_\_\_\_\_

Marketing Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_ Mobile: \_\_\_\_\_

Would you like a link to your website from the RRHBA Parade of Homes website? (Circle one) Yes No

If so, please list your web address here: \_\_\_\_\_



**QUESTIONS? Call Steph at 540.389.7135.**

**SECTION V.**

**2009 RRHBA Parade of Homes**

**Calendar of Events & Deadlines**

As of 8/11/09 ST

**August**

|                         |  |
|-------------------------|--|
| Friday, August 21, 5 pm | Parade Entry Form Due with Payment                               |
| Friday, August 21, 5 pm | Price Certification form due                                     |
| Monday, August 24, 1 pm | Parade of Homes Golf Outing<br>(rain date is Tuesday, August 25) |
| Friday, August 28, 5 pm | Entry description and directions due                             |

**September**

|                           |  |
|---------------------------|--|
| Friday, Sept. 4, 5 pm     | Parade guide/tabloid ad space reservation deadline                                       |
| Week of Sept. 14          | "Parade Ready" Inspections   |
| Friday, Sept. 18, 8:30 am | Parade entry material and signage available for pick-up at RRHBA                         |
| Monday, Sept. 21, 5 pm    | Provisions for Sold or Custom Homes form due<br>(if your home sells prior to the Parade) |

**October**

|                       |   |
|-----------------------|---|
| Sunday, Oct. 11, 7 pm | Deadline for all directional signs to be removed  |
| Friday, Oct. 30, 5 pm | Deadline to pick up entry material from RRHBA. Materials not picked up will be discarded. |

**Rain or shine Parade Dates & Times:**

|                   |              |                           |
|-------------------|--------------|---------------------------|
| Saturday, Oct. 3  | 12 pm - 5 pm | Parade Open to the Public |
| Sunday, Oct. 4    | 12 pm - 5 pm | Parade Open to the Public |
| Saturday, Oct. 10 | 12 pm - 5 pm | Parade Open to the Public |
| Sunday, Oct. 11   | 12 pm - 5 pm | Parade Open to the Public |

**Note:** Houses should be staffed by a Builder/REALTOR representative at all times.

**Note:** Directional signage is to be taken down each Sunday of the Parade and placed back each Friday afternoon before the Parade.





## 2009 PRICE CERTIFICATION FORM

In accordance with the rules and regulations of the 2009 Parade of Homes Commitment and Builder Agreement, I submit the following:

"On my honor as a builder/REALTOR, the certified price of my Parade home truly reflects the normal pricing methods that I use in running a profitable construction business and that the **price\* of the home includes the lot, all amenities and anticipated real estate commissions** that will be included in the final marketed sale price of the home.

**For RRHBA office use only:**      Entry #: \_\_\_\_\_

**Please TYPE or PRINT as you fill in all blanks.**  
**It is important that this form be 100% complete. Thanks!**

If applicable, home name (same as on Entry form): \_\_\_\_\_

Parade Home Address: \_\_\_\_\_

Entrant/Builder Member firm name: \_\_\_\_\_

Total Price\* of Home: \_\_\_\_\_

Price of Lot: \_\_\_\_\_

Entrant/Builder's signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Please return with completed form by Friday, August 21, 2009.**

**Questions? Please contact Steph Talbert 540.389.7135 Thanks!**

**SECTION VI.**

**RRHBA Parade of Homes**

**Provisions for Sold or Custom Homes  
Indemnification of the Roanoke Regional Home Builders Association**

In consideration of the benefits of having \_\_\_\_\_  
(Entry's address), included in the Roanoke Regional Home Builders Association's 2009 Parade of Homes,  
\_\_\_\_\_ (owner of sold or custom home) agrees to indemnify the  
Roanoke Regional Home Builders Association (RRHBA) and hold it harmless from all claims and liability for  
property damages or personal injury and from all costs and expenses, including legal fees, resulting from such  
claims, arising out of the inclusion of this entry/house in the 2009 Parade of Homes.

\_\_\_\_\_  
Signature of owner of sold or custom home

\_\_\_\_\_  
Printed name of owner of sold or custom home

Date: \_\_\_\_\_

\_\_\_\_\_  
Signature of co-owner of sold or custom home

\_\_\_\_\_  
Printed name of co-owner of sold or custom home

Date: \_\_\_\_\_

**Form Submission Deadline: Monday, September 21, 2009, 5 pm.**

For use by RRHBA only:

Parade Entrant: \_\_\_\_\_

Entry #: \_\_\_\_\_



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