



November 2011

Saturday, April 28, 2012 10 am – 5 pm
Sunday, April 29, 2012 1 pm – 5 pm

TO: Remodeler Members
FROM: Peggy Mackowski, Chair, 2012 Remodelers Home Tour
RE: The 12th Annual Remodelers Home Tour "OFFICIAL" ENTRY

The Remodelers Home Tour is a time and market tested concept already used in many markets across the country. It is an event that generates extensive public interest. Nationwide, residential remodeling continues to expand every year. The Tour Committee plans to make sure this Home Tour sets the tone for tours to come! We believe that our Tour will enhance the professionalism of remodeling as well as the entire building industry.

This year, your Tour House page will be included in our own Remodelers Home Tour book. Your remodeled home and all its information will be featured on www.wakeremodelers.com! If you want to have a link between your Tour House page and your Website, check YES on the Remodeler Contract & Entry Form.

The Remodelers Home Tour is an annual event created to:

- Promote awareness of the Remodelers Council within the community;
- Increase exposure of our participating Remodelers and Associate members;
- Promote and display professionalism, workmanship, and credibility within the remodeling industry;
- Stimulate the public's interest in remodeling existing homes.

Our goal is to organize and present an annual tour of homes remodeled by Remodelers Council members. With this in mind, we have looked for ways to promote the tour and to provide remodelers with more value to enhance our image, as well as provide exposure to both local and relocating homeowners.

Homeowner Participation. How do I get my clients to participate?

- Don't be afraid to simply ask. People may value their project more when they know you are proud enough of your work to showcase it to the public.
- Offer incentives such as dinners, accommodations at hotels, discounts or builder upgrades on remodeling work, professional cleaning, pressure washing, painting, free vendor gifts, fresh flowers, decorating services, etc.
- Consider working with an Interior Decorator or furniture store to stock the house with furniture that fits your project. It is a great way to give a company exposure, and you will not have to pay anything.
- Many homeowners feel proud and honored with the exposure to their home and to their remodeler.
- Explain that it is only one weekend, and in limited hours, as a consideration to the homeowner.

Enclosed is the information you will need to complete your entry in the 12th Annual Remodelers Home Tour. Please follow the deadline schedules carefully. To qualify for the entry deadline you choose, your completed entry must be returned to the HBA office, 5580 Centerview Drive Suite 115, Raleigh, before 5:00pm on the deadline date.

The Remodelers Home Tour Committee looks forward to working with you!

Leigh Ann Teague
Peggy Mackowski

Home Builders Association
Quality Design & Construction

232-5887
779-3964

lteague@hbawake.com
peggym@gdcinc.com



INSURANCE:

A Certificate of Liability Insurance with the Home Builders Association and The Remodelers Council as additional insured must be turned in with your initial entry.

UPDATES:

We continue to work to improve our communication with Remodelers and our marketing professionals via phone, FAX and E-mail. We need your help to keep our records updated. Please let us know if any information about you, your company or your Tour home changes — especially telephone numbers and E-mail addresses — so that the information in the publications is correct.

“Hot Button” Deadlines

On or before Thursday, January 26, RHT Early Bird deadline, bring:

- Completed Remodeler Contract & Entry Form
- Check, Visa or Master Card
- Completed Amenities & Fact Form
- Certificate of Liability Insurance
- Completed Homeowner Participation Agreement

On or before Thursday, February 16, RHT Regular Entry deadline, bring:

- Completed Remodeler Contract & Entry Form
- Check or Visa or Master Card
- Completed Amenities & Fact Form
- Bring Certificate of Liability Insurance
- Completed Homeowner Participation Agreement

NOTE: Only complete entries will be accepted!

Other Deadline Dates

- Monday, February 27 Last day to withdraw and get a \$250 refund

2012 Remodelers Home Tour

Saturday, April 28, 2012 10 am – 5 pm
Sunday, April 29, 2012 1 pm – 5 pm



Homeowner Participation Agreement

I, _____, do hereby agree to allow my home to be entered in the 2012 Remodelers Home Tour sponsored by the Remodelers Council of the Home Builders Association of Raleigh-Wake County.

I understand that my home will be open to the general public Saturday, April 28, 2012 10 am – 5 pm and Sunday, April 29, 2012 1 pm – 5 pm

I agree to make my home available for: the site inspection on or about Wednesday, April 18, during all hours of the event, and to allow for any necessary time to set up before and cleanup afterwards, if needed.

I agree to present my home at its best during the weekend.

I agree to allow photographs to be used for publicity by the Home Builders Association of Raleigh-Wake County, the 2012 Remodelers Home Tour, and/or the remodeler.

I agree to allow for the display of signage in my home and yard during the event.

I do further hereby agree to:

- Entrust him/her to adequately staff and manage the site during the official tour hours, to provide for the security of my property during the official tour hours, to protect my property and possessions during the official tour hours by sectioning off un-shown areas, protecting carpeting and landscaping, etc. and to protect our privacy by publishing only the address of our home at the time of the event.
- Provide the Remodeler with addresses of all neighbors in the immediate area who may be affected by Tour traffic so that they can be notified about the Tour.
- Verify that my remodeling job was completed within the last two and a half (2.5) years and is the work of the remodeler noted above.
- Certify that I have read the Remodeler Contract and Entry Form that the remodeler signed and understand the responsibilities and obligations of the said remodeler.

_____ Date _____

Homeowner

Address: _____

I, _____, do promise to clean up the premises after the Tour and remove all signs and literature. I do further promise to have a liability insurance policy in effect covering the project during the time of the promotion and will provide a copy of a Certificate of Insurance to the HBA with the HBA and the Remodelers Council noted as additional insured.

_____ Date _____

Leigh Ann Teague
Peggy Mackowski

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lteague@hbawake.com
peggym@qdcinc.com

EXAMPLE

Of the Neighborhood Letter

Date

Neighbor's name
Neighbor's Address
Neighbor's city/state/zip

Dear — Neighbor —:

A home in your neighborhood will be featured in the upcoming 12th Annual Remodelers Home Tour. This event is presented to you by the Remodelers Council of the Home Builders Association of Raleigh-Wake County. We are proud to present these homes as examples of how renovations can transform living space: blending old and new for the optimum in aesthetics and function. We would like to invite you to visit the home in your neighborhood as well as the other homes on the tour as our guest.

The 12th Annual Remodelers Home Tour will take place:

Saturday, April 28, 2012: 10 am – 5 pm
Sunday, April 29, 2012: 1 pm – 5 pm

You may encounter increased traffic as tour participants park and visit the home on _____. Inviting you to visit the home, and the other homes on the Tour is our way of thanking you in advance for your patience. For a complimentary home tour booklet, please present this letter at the door anytime during regular Tour hours.

We've enclosed a brochure that tells a little about _____. To meet us and see our work, stop by the home at _____. We'd like to meet you.

Again, thank you for your understanding. If you have any questions or difficulties during the tour, please don't hesitate to call us at _____.

Sincerely,

President



Entry # _____
Date: _____

The 12th Annual Remodelers Home Tour

Official Days & Hours: April 28, 2012, 10 am – 5 pm & April 29, 2012, 1 pm – 5 pm

REMODELER CONTRACT & ENTRY FORM

PLEASE TYPE OR PRINT. FILL IN ALL BLANKS. THIS FORM MUST BE COMPLETE.

COMPANY NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

REMODELER MEMBER OF RECORD: _____

CONTACT PERSON: _____

PHONE NUMBERS: OFFICE: _____ HOME: _____ FAX: _____

CELL (MANDATORY): _____

WEB ADDRESS: _____ E-MAIL: _____

ADDRESS OF HOME: _____

CITY/STATE/ZIP: _____

- If you want to have a link between your Tour House Page and your Website when the Tour site is activated on approximately March 15, check YES ____.
- If this is your **first** Remodelers Home Tour, check YES _____. If so, please contact one of the Tour Chairpersons for a Tour Introduction handout prior to submitting this Entry Form.

Please read the following **Rules and Regulations** carefully. If you can agree with and will adhere to them, and will be a Remodeler Member of the Remodelers Council of the Home Builders Association of Raleigh-Wake County (HBA) during April 2012, please sign below:

COMPANY NAME: _____ Date: _____

BY: _____

(Signature of REMODELER Member of Record)

This contract is an application by the above to have a project in the 2012 12th Annual Remodelers Home Tour to be held Saturday, April 28, 2012, 10 am – 5 pm and Sunday, April 29, 2012, 1 pm – 5 pm. In consideration of the Remodelers Council providing services in conjunction with the Tour, the Remodeler agrees and is bound by the following Rules & Regulations:

RULES AND REGULATIONS

1. **Specifications.** The project I am entering in the 2012 Remodelers Home Tour is a project that showcases a change in shape, form or function of the residence and this specific project has never been in a Remodelers Home Tour before. It is a project that has been remodeled by my company during the last two and a half years (remodeling began after October 1, 2009). I understand that the Tour Committee may contact me for a copy of the building permit.

I further certify that the home will be open for the entire Home Tour promotion during ALL official days and hours. I, and my representatives, know that we are expected to be present during ALL official days and hours.

I agree to adequately staff and manage the site to provide for the security of the homeowner's property. I agree to protect the homeowner's property and possessions by sectioning off un-shown areas, protecting carpeting and landscaping, etc.

I agree to notify all neighbors in the immediate area of the home being shown, who may be affected by Tour traffic, no later than one (1) week prior to the event.

Residential remodeling projects of all types, completed within the last 2 and a half years and located in Wake County are eligible for entry. This includes additions, bathrooms, kitchens, whole house renovations, etc.

2. **Fee Schedules.** For the advertising and promotional expense of the Tour, I agree to pay the entry fee hereinafter checked. This entry fee and all materials are due by the dates following. I understand that if my home isn't ready for viewing by the public on the Tour's opening day and time and was not **withdrawn in writing** by the deadlines listed, my participating privileges in future Tours may be lost for as long as one year. **Deadline dates (#3 & #11 below) will be strictly enforced.**

Thursday, January 26, 2012

___RHT Early Bird Entry.....\$750

Thursday, February 16, 2012

___RHT Regular Entry.....\$1000

3. **Deadlines & Dates.** I will abide by the following:

Monday, February 27 Last day to withdraw and receive a refund. \$250 will be refunded if your **entry is withdrawn, in writing**, on or before this date. After this date - NO REFUND

Monday, March 12.....Last day to withdraw from the Tour Book.

April 13-15.....Tour Exhibit at Ideal Home Show

April 28, Saturday, 10 am – 5 pmTour Dates and Times

April 29, Sunday, 1 pm – 5 pmTour Dates and Times

4. **Entry Materials.** I understand the materials that need to be submitted to the HBA office, 5580 Centerview Drive, Suite 115 by 5:00pm, on the date I select include:

- This remodeler contract and entry form.
- Entry fee at level checked herein before.
- 2 before and 2 after (if available) color photos that best represent the entry. An artist's rendering can be submitted in place of an after photo if necessary. I will clearly label all material with company name and address.
- Amenities & Fact Form.
- Homeowner Participation Agreement.
- Certificate of Liability Insurance.

I understand partial submission does not constitute entry.

5. **The HBA Provides.** For my entry fee, I understand that the HBA may provide the following:

- Multi-media advertising
- Information featured on www.wakeremodelers.com
- A House Page in The Remodelers Home Tour Book featuring before and after pictures (or artists renderings), vendor acknowledgements, special features about my Tour home, and directions. If photos and/or logos are not provided by entry deadline dates, photos and/or logos will NOT be included on the website or in the Tour book.
- A large 4x4 "yard" sign for the front of the Tour home.
- 2 "Directional" signs may be available to direct traffic in the immediate neighborhood.
- Remodelers Home Tour Books for distribution in my home.

I understand that any entry material not claimed will be discarded after Monday, May 21, 2012.

6. **Proof of Media Information.** I understand that a proof of the media information will be sent to me by the HBA or the Tour Committee. I will return the proof to the HBA or Tour Committee by the date specified with the signed proof. If a signed proof is not returned by this date, the HBA and the Tour Committee will make no attempt to contact me and any mistakes in the Tour publication is my sole responsibility and liability. I further understand that the HBA or the Tour Committee retains the right to edit any information it deems inappropriate for publication in any Tour publications.

7. **Ready for Viewing by the Public.** I understand that ready for viewing by the public is defined as: The exterior complete and primary "living areas" open for viewing. The interior, exterior, driveways, sidewalks and garages will be safe and free from debris. Decorating the Tour home is strictly my decision and responsibility. The home may be shown unfurnished, partly furnished or furnished.

8. **Inspections.** I understand that Tour home sites may be inspected by the Tour Committee before the Tour itself to determine potential problems, security or safety issues. The Tour Committee is hereby authorized, at its discretion, to pull the home from the Tour. No refund will be given.

9. **The Tour, a Promotional Event.** I understand:

- The Remodelers Home Tour is a promotional event to promote awareness of the Remodelers Council within the community; increase exposure of our participating members; promote and display professionalism, workmanship, and credibility within the remodeling industry; and stimulate the public's interest in remodeling existing homes.
- Communication with the HBA staff (Leigh Ann Teague @ 232-5887) is critical for the success of our promotional event.
- The term "Remodelers Home Tour," may not be used by any entity (other than the HBA and the Tour Committee) in any form of promotion; such as open houses, print or media advertising; news or feature articles in the print or media, etc. without the written consent of the Tour Committee.

10. **Displays.** I understand that I, along with the homeowner, will determine whether or not to allow any promotional displays of products in the home during the Tour. If the homeowners approves, promotion or sale of products or services must not conflict with Remodelers Council activities.

11. **Withdrawal Deadlines.** I will notify the HBA of withdrawal, in writing, if my project will not meet the Ready for Viewing by the Public criteria as outlined in (#7) above by the opening time on the opening day of the Tour.

____Notification by February 27. I understand that my home will be withdrawn from the Tour & I will receive a **\$250 refund**.

____Notification by March 12. I understand that my home will be withdrawn from the Tour and will not appear in **The Remodelers Home Tour Book**.

12. **Signage Policy.** I understand that:

- My company will be responsible for setting up and removing Tour signs.
- My company agrees to use only exterior signage provided by the Tour during the Tour dates. I further understand that I will be allowed to use only one (1) yard sign during the event.
- Two (2) "Directional" signs may be available for use by my company, depending on municipality restrictions.
- The 4x4 yard sign must be posted in front of the Tour home. It is my responsibility to build a frame suitable for display. The 4x4 sign will be lettered with the company name, phone number, house number, admission prices, and Tour information. I will remove the 4x4 yard sign BY 6:00pm, ON SUNDAY, APRIL 29.
- I will secure proper signage permits for the 4x4 yard signs if needed. The HBA will contact you regarding additional requirements for individual municipalities.

The 2012 Remodelers Home Tour is a very visible housing promotion. Remodelers are allowed the privilege of placing directional signs in strategic street locations to direct potential customers to homes. I understand that the placement of directional signs is **at my own risk**. I will put up the directional signs (AFTER 5:00pm ON FRIDAY, APRIL 27) and take the signs down at the close of the Tour (BY 6:00pm ON SUNDAY, APRIL 29). I further understand that it is always possible that directional signs could result in a fine and that signs should not be placed in the right-of-way or on power/telephone or city poles.

13. **Penalties.** I understand that if my project is not ready for public viewing as specified above during the Tour, and has not been withdrawn in writing, I may lose the privilege of participating in future Tours.

14. **Liability Insurance.** I agree to have a liability insurance policy in effect covering the project during the time of the promotion and will provide the HBA or Tour Committee with a copy of a Certificate of Insurance with the HBA and the Remodelers Council noted as additional insured. I understand that I will not officially be a part of the tour until such Certificate of Insurance is received by the HBA or Tour Committee.

15. **Indemnification.** I do hereby certify that I have obtained the legal right to show the home in the 2012 12th Annual Remodelers Home Tour from the homeowner.

I agree to indemnify and hold the HBA and The Remodelers Council 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.

16. **Acts of God.** I agree that, in the event that an Act of God prevents performance by the HBA, The Remodelers Council, or myself, then that failure of performance shall not constitute a breach of this Contract.

I have read and do hereby agree to abide by the **Rules and Regulations** as set forth herein above for the 2012 Remodelers Home Tour by the Remodelers Council of the Home Builders Association of Raleigh-Wake County. I understand that failure to comply subjects me with forfeiture of any and all privileges (including becoming ineligible to participate in future Tours), and in the event of any misunderstanding of this contract, agree to accept the decisions of the Home Tour Committee as final.

Please return this Contract and Entry Form with entry materials to the Home Builders Association
5580 Centerview Drive, Suite 115 Raleigh, NC 27606.

QUESTIONS can be answered by calling
Leigh Ann Teague 232-5887
Peggy Mackowski 779-3964

3. **Acknowledgements of Vendors** (Examples: Appliances, Decorative Accessories including plants & florals, furniture, etc. as well as trade-outs you wish to list. Limit to 10 vendors. Please check your spelling and actual company names!).

4. **Directions** (include explicit written directions to the house starting from I-40 or US-1/I-440 as most are familiar with these highways. Remember, you may know how to get there but the public does not!): _____

5. Entry must include the following in **.jpg format**, which may be submitted **on disk with entry** or e-mailed to lteague@hbawake.com by entry deadline. Photos and logos should be submitted with a resolution of at least 300 dpi. If the photos are submitted at less than 300 dpi, I understand that the print quality will be less than ideal and may appear pixilated. Please note that just because it looks great on your computer does not mean it will look great when printed! You may send more photos for social media purposes, but please clearly mark which one you want printed in the book.

- 2 After photos
- 2 Before photos
- Your company logo (.jpg, .eps, or .ai files are acceptable)

The Tour Committee reserves the right to edit the information if it does not meet acceptable standards.

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Peggy Mackowski

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