

# Remodelers Home Tour

**APRIL 21 & 22, 2018**

“by far the best thing we do to promote our business” 

“the single best marketing event available to get the jobs we want.  
not just leads, but JOBS.”

 “an essential aspect of our company marketing”

The Remodelers Home Tour is a time and market tested concept now in its 18<sup>th</sup> year with our Council. If you haven't participated before, what are you waiting for? Nationwide, residential remodeling continues to expand every year. The Wake County area has a proven interest in remodeling and the Remodelers Home Tour is a great way to gain access to that interest. **In 2017, there were approximately 3,400 visits to our Home Tour projects!**

This year, the Remodelers Home Tour will be marketed in several different ways:

- In our own Home Tour magazine distributed across the area
- In The News & Observer
- Online at remodelershometour.com and hbawake.com
- Utilizing a special smart phone app

But how do I get my clients to participate?

- Don't be afraid to simply ask. Many homeowners feel proud and honored with the exposure to their home and to their remodeler.
- Offer incentives such as accommodations at hotels, discounts or builder upgrades on remodeling work, professional cleaning, pressure washing, free vendor gifts, fresh flowers, decorating services, etc.
- Explain that it is only one weekend, and limited hours, as a consideration to the homeowner.

Enclosed is the information you will need to complete your entry in the 18th Annual Remodelers Home Tour. To qualify for the entry deadline, your completed entry must be returned to the HBA Office, 5580 Centerview Drive, Suite 115, Raleigh, NC 27606 before 5:00pm on the deadline date.

Unsure of what to do? Please do not hesitate to reach out to our Home Tour Chairs or your HBA staff to get all of your questions answered about whether this is the right marketing tool for you!

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

**Jaclyn Parks**

HBA Raleigh-Wake County

919-233-2033 [jparks@hbawake.com](mailto:jparks@hbawake.com)

**Peggy Mackowski**

Quality Design & Construction

919-422-8614 [peggym@qdcinc.com](mailto:peggym@qdcinc.com)

**Gretchen Saussy**

Sigmon Construction

919-831-0539 [gretchensaussy@gmail.com](mailto:gretchensaussy@gmail.com)

# Remodelers Home Tour

APRIL 21 & 22, 2018



## REMODELERS HOME TOUR – IMPORTANT DATES

December 2017

Call for Entries for 2018 Home Tour

Thursday, February 1, 2018

### **Early Bird Deadline**

*All paperwork and registration fee of \$1,100.00 must be received by 5:00pm on this date*

\*\*\*Thursday, February 15, 2018\*\*\*

### **Final Deadline**

*All paperwork and registration fee of \$1,350.00 must be received by 5:00pm on this date*

*\*\*All Foundation Club entries are due at this time*

Wednesday, February 28, 2018

All photos or renderings of project must be received.

April 6-8, 2018

Southern Ideal Home Show  
*Home Tour magazines distributed*

TBD April, 2018

Informational Meeting/Signage Pick Up  
*What to expect during Home Tour weekend – sponsored by BMC!*

April 21-22, 2018

HOME TOUR WEEKEND!

April 22, 2018

All signage must be removed by 6:00pm



Entry # _____ Date: _____
------------------------------

# The 18th Annual Remodelers Home Tour

Official Days & Hours: April 21, 2018, 10 am – 5 pm & April 22, 2018, 1 pm – 5 pm

## REMODELER CONTRACT & ENTRY FORM

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

COMPANY NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

COMPANY ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE NUMBERS: OFFICE: \_\_\_\_\_ FAX: \_\_\_\_\_

CELL (MANDATORY): \_\_\_\_\_

E-MAIL: \_\_\_\_\_

ADDRESS OF ENTRY: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

If this is your **first** Remodelers Home Tour, check HERE \_\_\_\_\_.

### PAYMENT INFORMATION

\_\_\_\_\_ Master Card/VISA \_\_\_\_\_ Check (PAYABLE TO: HOME BUILDERS ASSOCIATION OF RALEIGH-WAKE COUNTY)

MC/VISA # \_\_\_\_\_ Exp Date \_\_\_\_\_ / \_\_\_\_\_

CSC # (on back of card) \_\_\_\_\_ Name on Card \_\_\_\_\_

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

Please read the following **Rules and Regulations** carefully. If you agree to adhere and will be a Remodeler Member of the Remodelers Council of the Home Builders Association of Raleigh-Wake County during April 2018, please sign below:

COMPANY NAME: \_\_\_\_\_ Date: \_\_\_\_\_

BY: \_\_\_\_\_

(Signature of REMODELER Member)

This contract is an application by the above to have a project in the 18th Annual Remodelers Home Tour to be held Saturday, April 21, 2018, 10 am – 5 pm and Sunday, April 22, 2018, 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 2018 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, 2015). I understand that the Tour Committee may contact me for a copy of the building permit. In the event that the contractor is not the permit holder, the burden of proof lies with the contractor to prove ownership of a minimum of 2/3 of the dollar value of the project.

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 two and a half years, are eligible for entry. This includes additions, bathrooms, kitchens, whole house renovations, etc.

2. **Fee Schedules/Deadlines.** For the advertising and promotional expense of the Tour, I agree to pay the entry fee as outlined below. 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 will be strictly enforced.**

**Thursday, February 1, 2018**

Early Bird Entry ..... \$1100

**Thursday, February 15, 2018**

Regular Entry ..... \$1350

**Wednesday, February 21, 2018**

Last day to withdraw from Tour publications and receive a refund of \$250. Any withdrawal after this date will still be featured in the Tour publication and will not receive a refund.

3. **Entry Materials.** I understand the materials that need to be submitted to the HBA office, 5580 Centerview Dr, Ste 115 Raleigh NC 27606 by 5:00pm, on the date I select includes:

- This remodeler contract and entry form with entry fee.
- (2) before and (2) after (if possible) electronic color photos that best represent the entry. An artist's rendering can be submitted in place of an after photo if necessary.
- Amenities & Fact Form.
- Homeowner Participation Agreement.
- Certificate of Liability Insurance.

**I understand partial submission does not constitute entry.**

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

- Multi-media advertising of the Tour in the Home Tour magazine and The News & Observer
- Information featured on [www.remodelershometour.com](http://www.remodelershometour.com)
- A one-sheet informational flyer outlining the home, directions to the home, special features, and dates of the Tour.
- 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.
- Home Tour magazine for distribution in my home.

5. **Proof of Home Information.** I understand that a proof of the home information sheet on my Home Tour House 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.

6. **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.

7. **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.

8. **The Remodelers Home Tour is a Promotional Event.** I understand:

- Communication with the HBA staff 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.
- Any photos submitted with the entry may be used for promotional purposes. It is the responsibility of the remodeler to secure proper authorization for use of copyrighted photographs.

9. **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.

10. **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. I will remove the 4x4 yard sign BY 6:00pm, ON SUNDAY, APRIL 22.
  - 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 2018 Remodelers Home Tour is a very visible housing promotion. Remodelers are allowed the privilege of placing directional signs in strategic street location to direct potential customers to the home. 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 20) and take the signs down at the close of the Tour (BY 6:00pm ON SUNDAY, APRIL 22). 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.

11. **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.

12. **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.

13. **Indemnification.** I do hereby certify that I have obtained the legal right to show the home in the 2018 18th 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 or in connection with any and all occurrences on/or about the home, caused in whole or in part by others

14. **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 2018 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  
**Jaclyn Parks (919) 232-5884**



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, only HBA members will be listed. Please check your spelling and actual company names!).

---

---

---

---

---

4. **Directions** (include explicit written directions to the house. 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/drive with entry** or **e-mailed to [jparks@hbawake.com](mailto:jparks@hbawake.com)** by entry deadline (email is preferred). Photos, renderings, 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!

- 2 After photos or renderings (landscape orientation preferably)
- 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.



## 2018 Remodelers Home Tour

Saturday, April 21, 2018 10 am – 5 pm

Sunday, April 22, 2018 1 pm – 5 pm

### Homeowner Participation Agreement

I, \_\_\_\_\_, do hereby agree to allow my home to be entered in the 2018 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 21, 2018 10 am – 5 pm and Sunday, April 22, 2018 1 pm – 5 pm

I agree to make my home available for a site inspection on/or about mid-April (if deemed necessary), 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 2018 Remodelers Home Tour, and/or the remodeler.

I agree to allow the display of signage at 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.

Homeowner \_\_\_\_\_ Date \_\_\_\_\_

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.

Remodeler \_\_\_\_\_ Date \_\_\_\_\_



# E X A M P L E

## 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 18th 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 18th Annual Remodelers Home Tour will take place:

Saturday, April 21, 2018: 10 am – 5 pm

Sunday, April 22, 2018: 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.

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