



# Registration Packet

Early Registration April 25, 2019 • Registration Deadline May 15, 2019

# June 7, 8 & 9



The 2019 Parade of Homes presented by the NWA Home Builders Association is quickly approaching, this year it will be **June 7-9, 2019**. We are proud to send you this year's registration packet, it has all the information you need to register or sponsor the event!

We encourage all of our builder members to participate: this is the time for you and your subcontractors to show off your craft and have some wonderful advertising opportunities through our media partners. Our Subdivision and Presenting sponsors will be featured throughout Northwest Arkansas on billboards beginning a month before the Parade. We will also use our Facebook page (NWA Parade of Homes) to showcase each home in the Parade. You will also be featured in the local newspaper, and have a ½ page dedicated to your home in the June issue of Ozark Living magazine.

Entries this year will be \$900 and homes will be judged on Wednesday, June 5th. Even if you have remodeled a home, you can be a part of the 2019 Parade of Homes (minimum remodel cost of \$50,000)!

The Parade is a great way for builders to meet new clients, and allow guests to view a variety of quality homes which will exhibit the innovative products and ideas you use. We look forward to seeing many of your homes this year.

One of the goals of the NWAHBA is to educate our membership and our community in promoting home ownership. As a united association of building professionals committed to providing quality homes and neighborhoods in Northwest Arkansas, we believe the Parade of Homes is an event which achieves those goals.

Admission is free. We hope this helps entice the public to come out and enjoy the NWA Parade of Homes on **June 7, 8 & 9, 2019**. We look forward to seeing you there!

Best Regards,  
Your 2019 Parade of Homes Committee



## BUILDERS RULES & GUIDELINES

- a. **Builder Membership must be current & active by April 25, 2019 and remain active through July 1, 2019.**
- b. Parade Home must be staffed during Parade Hours. **Builder is responsible for the staffing of Parade Home and the Home(s) must be OPEN and manned during the entire Parade!**
- c. **All homes must be 100% complete (including landscaping), by Monday, June 3rd. Homes not completed will not be eligible for judging.**
- d. All logos are required to be in an electronic format.
- e. The builder will carry General Liability insurance, listing NWAHBA as a "certificate holder", on each home entered and will provide the association with a certificate of insurance coverage with registration forms. **\*\*Registration will not be complete without the Certificate.**
- f. We strongly recommend at least **50%** of your subs and suppliers be members of the NWA HBA. We have attached a copy of our membership application for you to make copies of and promote membership with your non-member subs and suppliers. Please provide a list of those sub-contractors and suppliers to the HBA office no later than **May 15, 2019** for verification of membership.
- g. ***Any MEMBER who is a supplier or subcontractor for a specific Parade Home may display their brochures or signage in the home, free of charge as a member benefit and a thank you for supporting the NWAHBA. Date to join to be eligible as a member is April 25, 2019.***
- h. ***NON-MEMBER suppliers or subcontractors for a specific Parade Home WILL NOT be allowed to display their brochures/business cards/signage of any type on the Parade Home property. Please be aware that each builder will be responsible in making sure this does not occur.***
- i. Cancellation Policy- If it becomes necessary for the NWAHBA to cancel the Parade of Homes for any reason, eligible refunds will be mailed and the entrant hereby specifically waives any claim for damages. Withdrawal Policy-No Refunds will be issued for early withdrawal and/or non-completion of entry.
- j. Builder must properly identify Parade Home with the appropriate house numbers.
- k. Signage will be provided to each home to identify it as a Parade Entry for easy public access. Entries will also be provided with, and may purchase, additional event signage such as directional arrows.
- l. All signage (specifically any signage placed on public streets) needs to be removed and returned to the NWAHBA office by the builder company by **Friday, June 14th. A \$25 fee will be charged if signs are not returned by July 1st.**

## WHAT TO EXPECT WHEN YOU ENTER A HOME IN THE 2019 PARADE OF HOMES

- Sign stating "This home will be featured in the 2019 Parade of Homes" while the home is under construction
- Average attendance of previous year: 800 to 1,000+ walking through your home in one weekend
- Marketing through TV Commercials, NWA Democrat Gazette Insert dedicated to the Parade of Homes, Ozark Living, Digital Billboards, Parade Website, Facebook, and more (the value far exceeds the cost of entry)
- Judging of Homes and Award Dinner
- Good Solid Leads and name recognition

# PARADE OF HOMES TIMELINE & DEADLINES

## **April 25 (Ozark Living 1/2 Page Feature)- Early Registration**

- Completed registration form with \$900 payment per entry
- Company Logo in electronic format
- Certificate of General Liability Insurance
- Builder membership must be current
- List of sub-contractors and suppliers must be submitted

## **May 15**

- Homes will be photographed by the Northwest Arkansas Democrat Gazette staff for Ozark Living (if early registration was met) and Parade Insert
- Payment must be received in full or home WILL NOT appear in the Arkansas Democrat Gazette Parade of Homes Insert or Ozark Living Magazine

## **June 3**

- Home 100% complete including landscaping  
**Note:** Homes not completed by deadline will be disqualified from Judging

## **June 5**

- Parade Homes will be judged this year on the following criteria:
  1. Best Curb Appeal
  2. Best Kitchen
  3. Best Master Suite
  4. Best Floorplan
  5. Best Overall

## **June 6**

- Parade of Homes Dinner will be held in conjunction with the General Membership Meeting.
- No Cost but Reservations are required
- All Entries must have at least one representative at the dinner

## **June 7, 8 & 9 - PARADE OF HOMES**

- Friday and Saturday Hours: 10:00 am to 7:00 pm
- Sunday: Noon to 5:00 pm
- Builder or builder representative must be present and home must be open during all viewing hours.

## **June 14**

- Return signage to HBA office



# 2019 PARADE OF HOMES SPONSORSHIP OPPORTUNITIES

**Limited Availability\***  
**Subdivision Sponsor - \$2,900 (4)**

**Parade Sponsor - \$1,850 (3-4)**

**Gold Sponsor - \$1,300 (3)**

**Parade Entry - \$900 per house**

**Silver Sponsor - \$750 (4)**

**Bronze Sponsor - \$400 (6)**

**Dinner Sponsor - \$400 (3) SOLD**

**Award Sponsor - \$300 (4-6)**

**Driveway Sponsor - \$100 (unlimited)**

**Media Sponsorship - \$2000 (2)**

**For sponsorship inquiries contact  
Shana at 479-751-6688 or  
EO@nwabuilders.com**

**Special Realtor Sponsorships  
Available.** For more information  
please contact our office

**21st ANNUAL**  
**Parade of Homes**  
**2012**  
PRESENTED BY THE NWA HOME BUILDERS ASSOCIATION  
**June 22, 23 & 24**  
Friday & Saturday 11am-7pm - Sunday 10am-5pm  
No admission to the parade. Free admission to the parade grounds.  
Thank you to our Sponsors!

**Be seen at every home!**

**SUBDIVISION**  
CROSS CREEK  
del Rey  
The Liberty Bell  
Oak Tree

**PRESENTING**  
TECHNOLOGY  
COX  
CUSTOM ELECTRONICS  
STOCK  
Building Supply  
MEDIA  
media

**SILVER**  
APPLIANCES & MORE  
GOLD  
Parsons Blind Company  
METRO  
AWARD  
COX

**DRIVEWAY SPONSORS**  
2-10 Home Buyers Warranty  
Boral Brick  
Cutting Edge Glass  
Hearth & Home

## SAMPLE ADS

### Digital Billboards



### Ozark Living



### Signs



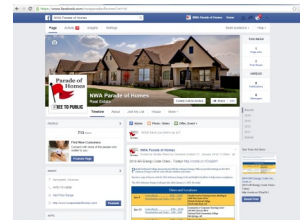
**nwaparadeofhomes.com**



### Parade Dinner



### Social Media



## 2019 PARADE OF HOMES REGISTRATION FORM

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

Builder Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Company Address \_\_\_\_\_

Mailing Address if different from above \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_ Cell \_\_\_\_\_

E-mail Address \_\_\_\_\_

Social Media \_\_\_\_\_

Web Site Address \_\_\_\_\_

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

City \_\_\_\_\_ Subdivision \_\_\_\_\_

Expected Completion Date of Entry \_\_\_\_\_

Current Stage of Entry (*framing, finished, etc*): \_\_\_\_\_

Price of Home including Lot \$ \_\_\_\_\_ Price to be published?    Y    N

Type of Entry (*please circle one*)    Single Family    Duplex    Condo    Town House

Listed by: (Realtor) \_\_\_\_\_

Featured Sign?    Yes    No    Booties?    Yes    No (cost \$35 ea box)

**IMPORTANT INFORMATION** The information below will appear in the magazine profile (if you register by deadline). If a question is left empty, that info will not be published.

# of Stories \_\_\_\_\_ # of Bedrooms \_\_\_\_\_ # of Bathrooms \_\_\_\_\_

# of Living Areas \_\_\_\_\_ Sq Ft of Home \_\_\_\_\_ Price \_\_\_\_\_

Signature: \_\_\_\_\_

Signature denotes agreement to all rules and regulations of the 2019 Parade of Homes

**Builder Directory Index: All builders participating in Parade will be listed. Directory is separate from profile. 100 words or less:** \_\_\_\_\_

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Example: ABC Builder, Inc. ABC Builder designs and remodels single family homes. Specializing in custom homes in the Northwest, ABC Builder has been building and remodeling since 1968. Member of the Better Business Bureau and NWAHBA. In 2012, ABC Builder received the Builder of the Year award and the NWAHBA Member of the Year award. ABC Builder's mission is to build strong foundations for a customer's growing needs. ABC Builder offers complimentary design services and in-house financing. ABC Builder will custom build on your lot or help find a lot for you. ABC Builder builds luxury homes in the \$225,000 - \$400,000 range. 123 Road Way, Suite 100, Metairieville, AR 75555-5555, www.ABC123.com

**Home Description (60 words or less):** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Directions to Home from either Hwy I-49 or 71B:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## ENTRY COST \$900 PER HOME– EARLY REGISTRATION BY APRIL 25

Total Payment Amount \_\_\_\_\_ Payment Type: Cash    Check    Credit Card

Credit Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ CVV: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Printed Name on Card \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

*\*There will be an additional \$50.00 fee if all Parade of Homes Signage is not returned by July 1st\**

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## 2019 PARADE OF HOMES SPONSORSHIP RESERVATION FORM

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

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

List type of Sponsorship: \_\_\_\_\_

Total Payment Amount \_\_\_\_\_ Payment Type: Cash    Check    Visa    MasterCard

Credit Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ CVV: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Printed Name on Card \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

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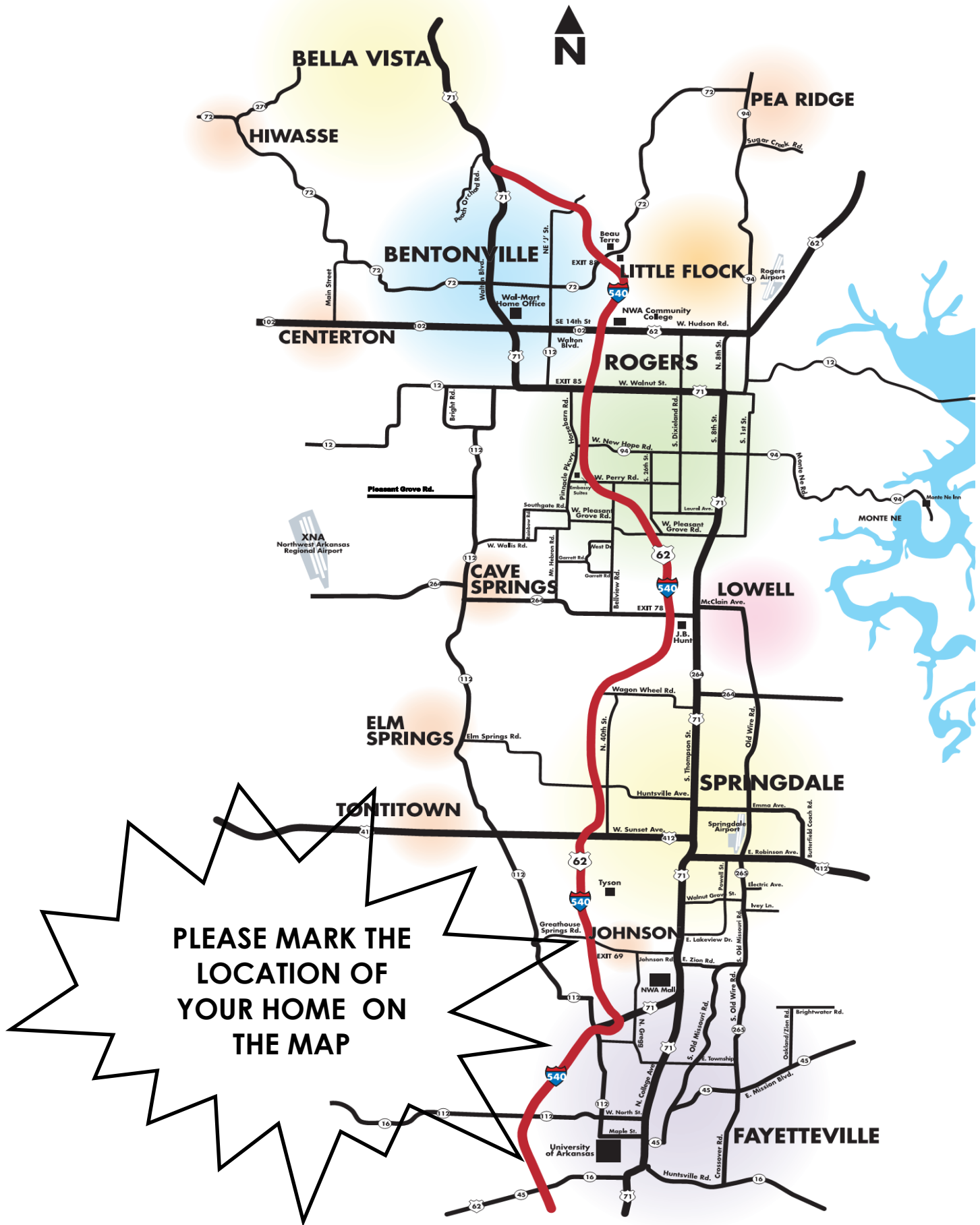
## CHECKLIST FOR COMPLETED REGISTRATION FORM

- ☐ Builder Membership current with NWAHBA
- ☐ Registration forms completely filled out
- ☐ Company logo (electronic format)
- ☐ Certificate of general liability insurance
- ☐ Payment in full

☐ **Return to: NWA Home Builders Association,  
2022 Long Street, Suite C, Springdale, AR 72764**

**Registration will not be processed until all information is received.**







## NWA Home Builders Association Membership Application

Mailing Address: PO Box 6187, Springdale AR 72766-6187  
Street Address: 2022 N Long St Ste C, Springdale AR 72764  
Phone: 479-751-6688 • Fax: 479-751-6116  
E-Mail: info@nwabuilders.com • Website: www.nwahba.com

**Builders & Remodelers – Copy of AR Contractors License and GL Certificate is required with application**  
**Associate – If applicable Copy of AR Contractors License and GL Certificate is required with application**

APPLICANT'S INDIVIDUAL NAME: \_\_\_\_\_

Indicate the member applicant's Business Title: (Please circle one)

President/CEO  
Construction Superintendent  
Financial Mgr/Dir

Owner/Principal/Partner  
Sales & Marketing Mgr/Dir  
Other Management

VP/General Manager  
Architect/Designer/Engineer  
Non-Manager Position

COMPANY NAME: \_\_\_\_\_ TAX ID #: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_  
Street/PO Box

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

PHYSICAL ADDRESS (if different): \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

CELL: \_\_\_\_\_ Private? Yes No E-MAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_ FACEBOOK: \_\_\_\_\_

ADDITIONAL COMPANY REPS: \_\_\_\_\_ TOTAL NUMBER OF EMPLOYEES: \_\_\_\_\_

NAME/POSITION: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

NAME/POSITION: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

TYPE OF BUSINESS: Corporation \_\_\_\_\_ Sole Proprietorship \_\_\_\_\_ Partnership \_\_\_\_\_ Other \_\_\_\_\_

Date Established \_\_\_\_\_ Each applicant firm must have a six-month history in business and, if a Builder, Applicant must have been building locally for six (6) months

### REFERENCES:

Applicant must present acceptable credit, material dealer and customer references. Submit properly completed membership application showing references from **at least two (2) NWAHBA members, material dealers, showing applicant has a minimum one- year credit history.**

\_\_\_\_\_  
Phone: \_\_\_\_\_

\_\_\_\_\_  
Phone: \_\_\_\_\_

\_\_\_\_\_  
Phone: \_\_\_\_\_

### Investigation

The applicant hereby authorizes the NWAHBA to conduct such investigations of construction or professional business activities. I agree to abide by the Constitution and By-Laws (and amendment) of the Northwest Arkansas Home Builders Association, the Arkansas Home Builders Association and the National Association of Home Builders. Upon termination, I will discontinue the use of association insignia.

We assume the responsibilities stated in the HBA Code of Ethics and Mission Statement, mindful that they are part of our obligation as members of the Northwest Arkansas Home Builders Association. My signature below signifies that our company carries General Liability Insurance and we comply with Arkansas State Law in respect to the requirements for Workers Compensation Insurance.

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

NWAHBA Sponsor Name \_\_\_\_\_ Company \_\_\_\_\_

**PRIMARY BUSINESS ACTIVITY:** Please list/name your top three business activities for our directory

**BUILDER APPLICANTS ONLY:**

Please circle the area(s) in which you are building homes: Washington County Benton County Rural NWA

Please circle your companies focus area(s): New Construction Remodel

Please circle your companies focus area(s) Custom Homes Spec Homes

Price Range for homes you are building: \_\_\_\_\_

Do you offer lots for sale, please circle one: Yes No

**NWAHBA Mission Statement & Code of Ethics**

The NWAHBA is committed to its membership body and strives to convey industry pride and professional integrity in every element of our activity.

**Mission Statement:**

The Northwest Arkansas Home Builders Association, chartered in 1960, is a non-profit organization that represents all areas of the building industry and all related trades and professions. Affiliated with the Arkansas Home Builders Association and the National Association of Home Builders, we provide an atmosphere for networking and sharing information among our members, and promote home ownership for the general public in our communities. **We do this by encouraging ethics and professionalism among our members, providing education and information to our membership and the general public, providing leadership support and opportunities, and maintaining a sound political action program. Our goal is to continue to serve as the voice for the building industry in Northwest Arkansas and to provide safe and quality housing in our communities.**

**Code of Ethics:**

The Goal of the members of the Northwest Arkansas Home Builders Association shall be to provide quality products and services at reasonable prices and thereby promote the well-being of our association, our industry, our community and our country through the American free enterprise system and by the following "Code of Ethics",

**HONESTY:** Honesty and integrity shall be guiding principles by which we conduct our business affairs.

**FAIRNESS:** We shall be fair in all our business relationships, particularly in the area of pricing, contracts, restraints of trade and negotiations in order to give our customers the best possible value.

**LAWS:** We shall comply with the letter and spirit of all federal, state and local laws that affect the construction industry, and work with legislators to improve these laws. We shall also abide by the by-laws of our association.

**INSURANCE:** We shall always maintain an appropriate amount of insurance coverage for our business, employees and customers.

**SAFETY:** We shall provide safe and healthy workplaces, as well as, construct safe and healthy buildings. (Builder Members)

**DESIGN:** We shall strive to design energy-efficient new buildings with appropriate drawings, contracts, and specifications. (Builder Members)

**QUALITY:** We shall conduct all our construction work and related services in a careful workman like manner in keeping with industry standards of quality.

**CONDUCT:** We shall strive to manage our businesses to meet professional standards of our industry and continue to learn by experience, education, research and sharing with one another in healthy competitive spirit.

**WARRANTY:** We shall acknowledge any defects in our material and workmanship and correct them in a mutually agreeable and timely manner.

**PAYMENT:** We shall pay all of our invoices in a mutually agreeable arrangement with our creditors.

**OPPORTUNITY:** We shall be equal opportunity employers and will not discriminate in the sale of any of our products or services.

**PLEASE MAIL WITH YOUR ANNUAL DUES  
ENCLOSED TO:**

**NWA Home Builders Association  
PO Box 6187  
Springdale AR 72766-6187  
Phone: 479-751-6688  
Fax: 479-751-6116  
E-Mail: info@nwabuilders.com**

Forms of Payment Accepted:

☐ Cash ☐ Check ☐ Credit Card

For Credit Card please fill out the following:

Account #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

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

**Dues are \$450 per year - Contact our office if you are interested in the monthly payment plan.**

**Northwest Arkansas Home Builders Association**  
2022 Long Street, Suite C  
Springdale, AR 72764



Early Registration by: April 25, 2019



**Presented by the NWA Home Builders Association**  
Register today!  
479.751.6688