

HBA OF BERKS COUNTY
PRESENTS
The NEW 2023



Parade *of*
Homes

Saturday June 17th & Sunday, June 18th

10am-5pm



IT'S TIME TO CONSIDER A NEW PARADE!

The NEW HBA Parade of Homes allows more builders/remodelers to participate in this signature event.

- **All price points**
- **Multiple home styles**
- **Located in all Berks County**

The Parade is free for the public to attend and the goal is to drive interested and qualified consumers to your doorstep.

The HBA, in partnership with BDX, provides marketing assistance to help you present your home in the best light possible. We encourage you to take advantage of these tools and maximize your ability to turn a visitor into a customer. Helping you get mass exposure benefits your business and the health of the home buying market in our area!

WHAT YOU GET:

- State of the art website, featuring numerous searches and visual features in partnership with BDX
- Feature in the HBA Parade of Homes Event Guide, in partnership with Valpak distributed to 75,000+ homes
- Professional marketing campaign by BDX to include digital, print, TV or radio, and social media
- Exterior rendering
- Directional and yard signage specific to the Parade
- Extended online presence past Parade end

Join us to make the 2023 NEW Parade of Homes exceptional!

Questions:

Cathy Sloan | cathy@hbaberks.org | 610-777-8889

HOW CAN YOU BE A PART OF THE PARADE?



Any size and style of home is welcome in the Parade provided it is submitted by a HBA builder/remodeler member. Homes entered must be a newly constructed home, completed by opening day, not previously occupied and will be open for viewing the entire duration of the Parade. Each entry is featured on the website and HBA Parade of Homes Event Guide.

Designed for the builder who may have sold their home, the timing is not quite right to have a physical presence in the Parade or a remodeler who wishes to show their project. Customer will view your entry online. Each entry has a listing on the website.



JOIN THE PARADE!

1. Choosing how many homes you wish to enter. A 50% deposit will be required at time of entry.

# of entries	Entry 10/01–12/31	Entry 01/01 –03/30/23
1	\$2,495	\$2,995
2 or more	\$1,750	\$2,250

Fee includes one rendering per entry.

2. Once we receive your deposit we will email an agreement to read, sign and return for important deadlines and policies.

Virtual Entry Only: If you will not have a home available for the Parade, you may enter as a virtual entry. Virtual entries offer the same website features as properties on the tour and are listed as virtual only. **These properties are listed** in the HBA Parade of Homes Event Guide as **virtual only** and do not receive signage or additional Event Guides.

Entry Type	Entry 10/01–12/31	Entry 01/01 –03/30/23
Home	\$1,500	\$1,750
Remodel	\$1,250	\$1,500
Trades Project	\$950	\$1,150

Note: Deposit is non-refundable if cancel entry

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