



2026

A stylized white graphic of a house with a gabled roof and two windows, positioned behind the main title text.

HOME BUILDERS ASSOCIATION  
**PARADE *of* HOMES**

**BUILDER'S GUIDE**

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# WHAT IS PARADE PASS?



**ParadePass:** The New Standard for Builder Showcasing  
With ParadePass, showcasing homes in the James Hardie Fall Parade of Homes has never been easier. This all-in-one tour software replaces the old app system, giving builders and associations a seamless online platform, no downloads required for visitors.

- **Effortless Listings:** Create and manage detailed property profiles with features, images, and descriptions directly through the ParadePass system.
- **Ticketing & Check-In:** Visitors can get their free tickets online and check in at homes with a quick QR code scan —streamlining entry for everyone.
- **Visitor Tracking:** Gain insights into how many people toured your homes through built-in reporting and analytics.
- **Custom Branding:** All events are hosted under the HBA of Columbia’s branded ParadePass site, giving your homes a polished, professional presentation.



# PREPARING ASSETS

## **Proper format:**

JPG - most commonly used

PNG - only use if you need a transparent background

File sizes between 100-500kb

File names can include keywords or specific naming so Google knows what the image is about (EX: how-format-images-web.jpg)

Use high quality images that are then compressed for the web

## **Parade of Homes Individual Home Listings:**

Ensure your images are at least 1500 pixels wide. The ideal size for the primary image is 1500 x 800 pixels. All additional images uploaded will perform best if they are 1500 pixels wide as well. This will ensure your images are nice and clear.

## **Builder Photo:**

300px wide



# LOGGING IN

Your account will be created and provided by the Home Builders Association of Columbia (HBA of Columbia). This account gives you access to the Parade of Homes platform, where you can add and manage your homes for the event.

Once you receive your login credentials, you will be able to:

- Access your builder dashboard
- Add new homes to be showcased in the Parade of Homes
- Edit and manage details of homes you've already entered
- Track and update information throughout the event period

Make sure to keep your login details secure, as they are required to access all features related to your participation in the Parade of Homes.

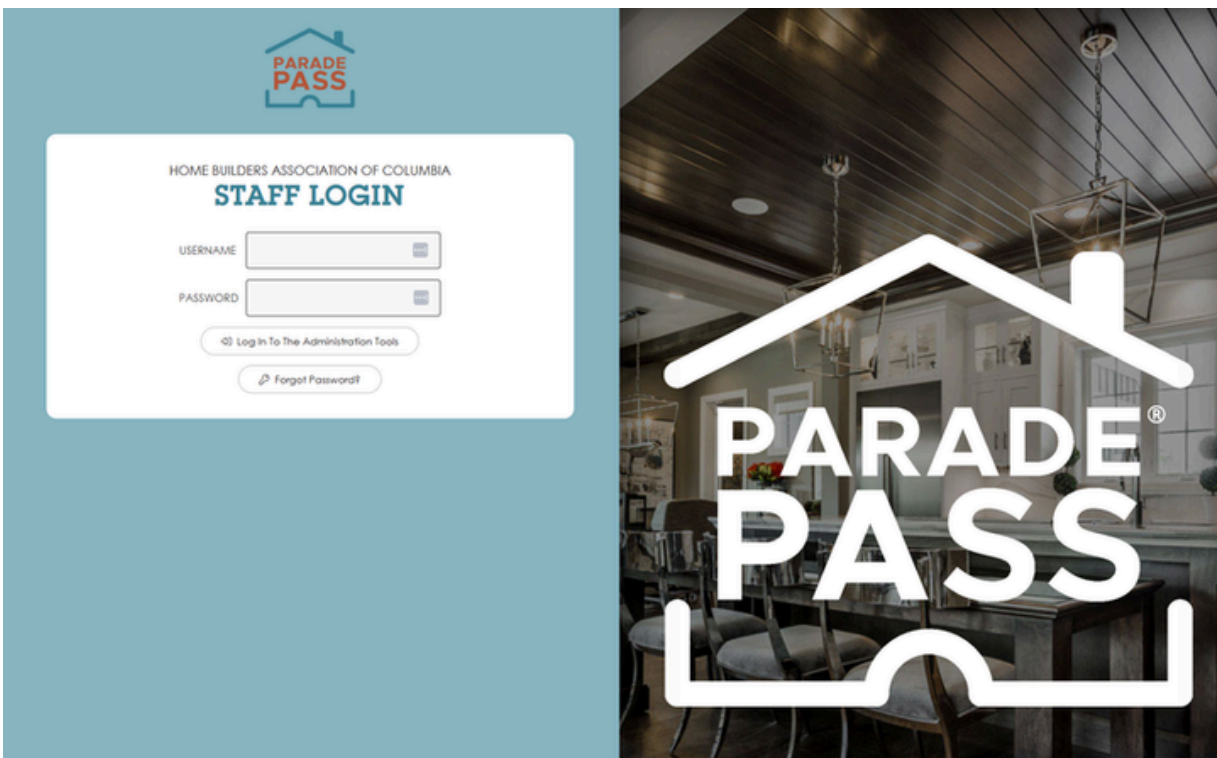
## **Login Link:**

<https://columbiaparadeofhomes.com/admin/login>

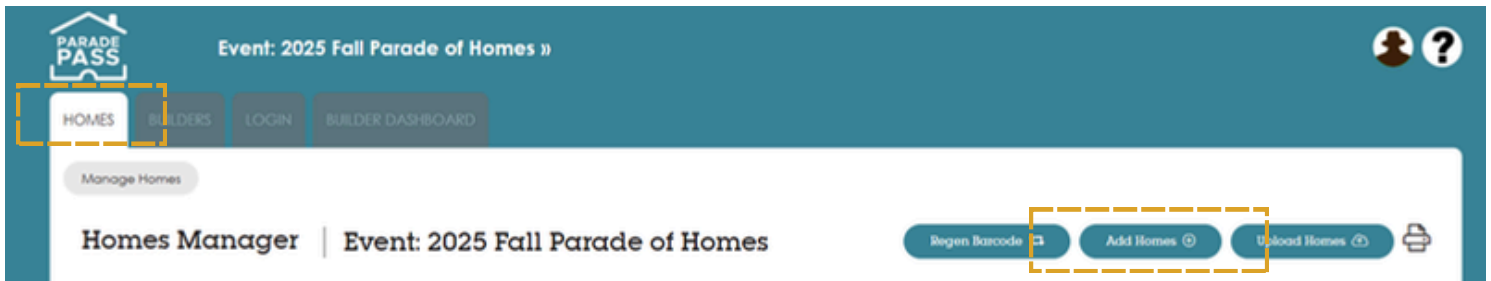
# LOGGING IN

1. Type your Username – This will be the email address associated with the account provided to you by HBA of Columbia.
  2. Type your Password – Use the password included with your account details.
- ⚠ Tip: Passwords are case-sensitive. Make sure your Caps Lock is off and that you type exactly as provided.

If you have trouble logging in, double-check your email address and password. If the issue persists, please contact the HBA of Columbia office for assistance.



# ADDING HOMES



After logging in, click “Homes” > “Add Homes” from the top menu to begin entering a property.

# CREATING HOMES

Manage Homes

Main Details | Photos | Floor Plans

**Add A Home** | Active on site?  Yes  No

House Number   
(Used on map - assigned by site admin)

House Name  100 ?

1. In the Active on Site section, make sure the radio button is set to Yes. This ensures your home will be visible to visitors on the Parade of Homes site.
2. Fill out all the necessary details for your home, including property information, descriptions, and images.
3. Be sure to include the Latitude and Longitude of the home. This information will correctly pin the property on the event maps.
  - If you do not have this information, you may leave the fields blank, but the home will not be mapped accurately until coordinates are provided.
4. Once complete, review your entry to confirm all information is correct. Go to “Photos” and “Floor Plans” if you have.
5. If available, go to the Photos and Floor Plans tabs (located at the top of the home entry form) to upload images and floor plan files. These provide visitors with a better understanding of your property.
6. Once complete, click “Save Home”

# EDITING & MANAGING HOMES

Homes Manager | Regen Barcode Add Homes Upload Homes

Sort By Events:  
2026 Spring Parade of Homes

IMAGE	HOUSE NUMBER	ACCESS	SCANS	USERNAME	PRIMARY CONTRACTOR	ADDRESS	DATE MODIFIED	MODIFIED BY	ACTIONS
	A1		0	home_11	Hemme Construction	6521 Cromford Ln Columbia, Missouri 65203	08-19-2025	Hemme Construction	<span>Actions</span> <span>Edit Home</span> <span>Disable Home</span> <span>Delete Home</span>

1. To make changes to an existing home, first go to your dashboard.
2. In the Sort by Events dropdown, select “**2026 Spring Parade of Homes**” This will filter your homes to show only those entered for this event.
3. On the right side of the screen, under the Actions column, locate the home you want to edit and click “Edit Home.”
4. You will be directed to the home’s information page. From here, you can update details, add or replace photos and floor plans, or adjust coordinates and property information.
5. Be sure to save your changes once you’ve finished editing.



# QR CODES & ATTENDEE ENGAGEMENT



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Each Parade home will be equipped with **two QR codes**, which will be placed in your home on Friday, April 24th during judging. Please do not remove these signs at any time during the Parade weekend.

## **QR Code #1 — Check-In & Drawing Entry** *(Unique to Your Home)*

This QR code allows attendees to check in at your home and confirms their visit in the system.

When guests scan a QR code for the first home they visit, they will be prompted to enter their ticket number. After that, they won't need to enter it again for the rest of the Parade (unless they clear or close their browser).

Please encourage guests to scan this code upon arrival. A simple greeting works well:

*"Welcome! Don't forget to scan the QR code by the door to check in, it only takes a few seconds."*



# QR CODES & ATTENDEE ENGAGEMENT

## **QR Code #2 — People's Choice Voting** (*Same Code in Every Parade Home*)

This QR code is used for the People's Choice Award voting.

When guests scan it, they'll see a list of all the homes they've checked into and can select their favorite to vote.

To ensure valid voting, guests must have completed at least one check-in using QR Code #1.

This QR code is the same across all Parade homes, please do not replace or modify it.

We recommend reminding guests to vote before they leave:

"If you enjoyed your visit, don't forget to vote! Just scan the QR code before you go, it's quick and easy."



# QR CODE SETUP FOR EACH PARADE HOME

## **A Few Reminders for Your Team**

Both QR codes will be placed in your home during judging on Friday, April 24th. Please make sure anyone representing your company at the home during Parade hours is familiar with how both codes work and is prepared to assist guests who may need help scanning.

- Do not remove, cover, or relocate either QR code during the Parade.
- If a code is damaged or missing during the event, contact the HBAC immediately at [info@columbiahba.com](mailto:info@columbiahba.com) or 573-810-0739.
- Voting and check-in data will be compiled after the Parade closes on Sunday, April 26th.



*For advertising inquiries,  
please contact us.*

[www.ColumbiaParadeofHomes.com](http://www.ColumbiaParadeofHomes.com)  
[www.ColumbiaHBA.com](http://www.ColumbiaHBA.com)