



Home Builders Association of Columbia

Spring Parade of Homes

BUILDER'S GUIDE

CONTACT

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www.ColumbiaParadeofHomes.com

DOWNLOAD THE MOBILE APP



Saturday, April 27

1:00 – 5:00 PM

Sunday, April 28

1:00 – 5:00 PM



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ABOUT THE HBAC SPRING PARADE OF HOMES AND ITS AUDIENCE

The HBAC Spring Parade of Homes features the area's top home builder members, the latest design & industry trends, and highlights some of our area's premier neighborhoods.

The Parade is held on 2 days over 1 weekend, features multiple custom home builders and their show-stopping luxury homes, in multiple prestigious communities.

Our Parade of Homes hosts attendees from all over the mid-Missouri area, all of whom have access to a digital and print copy of the Spring Parade of Homes Magazine. The digital version is also available to download and the map is available through our exclusive Parade mobile app.

Tickets are at no cost to consumers and visitors have the opportunity to save homes in an Idea Book and pick their favorite homes through voting on the app.

Our audience typically falls into one of these categories:

- Actively looking to build a custom home in the Boone County area, and are shopping for a builder
- Existing homeowners looking for new design trends and ideas for their current homes
- Considering a future move to our area
- Soon-to-be homeowners interested in the design and decorating process
- Realtors doing research on local builders and design trends

2024 Schedule

Saturday, April 27

1:00 – 5:00 PM

Sunday, April 28

1:00 – 5:00 PM



WHY JOIN THE 2024 PARADE OF HOMES?

PURPOSE OF THE PARADE

- **Supporting Builder Members:** Our primary goal is to assist Builder Members by effectively marketing the homes they have entered to potential home buyers. We aim to connect buyers with their dream homes.
- **Promoting a Positive Image:** We strive to portray a positive image of the home building industry and our association to both our members and the public. By showcasing exceptional homes and craftsmanship, we aim to elevate the reputation of our industry.
- **Community Support:** Our Parade serves as a platform to support the Association through effective promotion and marketing in our community. By featuring the homes of Builders and Remodelers, we actively contribute to the growth and recognition of our industry.

All Builders and Remodelers participating in the Parade kindly agree to have their homes open to the public during the event. This collective effort ensures a successful and engaging experience for all involved.



MARKETING and ADVERTISING



Participating in the Parade of Homes offers exceptional advertising opportunities for your company and Parade home(s), including:

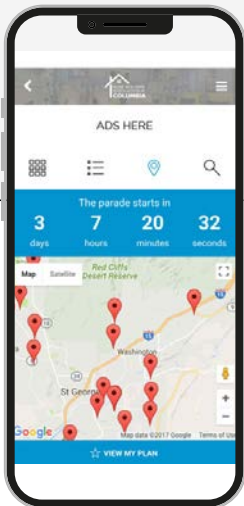
1. **PARADE OF HOMES MAGAZINE:** Your company will be prominently featured in the **Parade of Homes Magazine** (deadline for the magazine is 3/15), a collaboration with COMO Magazine and Columbia Business Times. This partnership ensures extensive visibility and exposure to potential buyers. The magazine will be distributed with the 8,000 copy circulation of COMO Magazine in mid-September. Additional distribution in Columbia and the surrounding areas where Add Sheet is found.
2. **EXCLUSIVE SIGNAGE:** Each Parade home will feature signage that identifies it as a Parade stop. Directional flags and signs will be in the area to direct Parade attendees to your home as well.
3. **Paid Advertising:** HBAC promotes the Parade through social media, on our exclusive parade website www.columbiaparadeofhomes.com., digital and major media coverage, and press releases to all area media outlets for editorial coverage.

PARADE of HOMES MOBILE APPLICATION

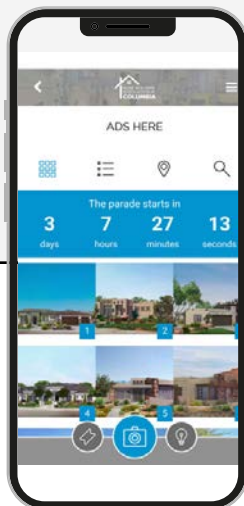


4. NEW Mobile Parade App: Interactive Parade app that allows you to manage your own home photos, descriptions, and information. Visitors to your home can buy tickets and vote for their favorites as they tour during the event.

Download via

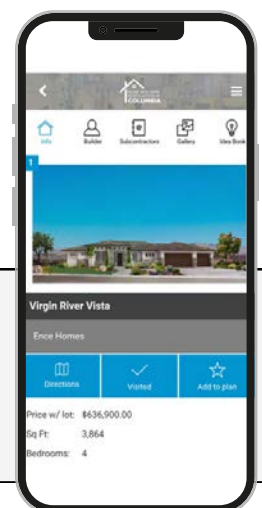


Dynamic map that shows your home and allows Parade attendees to create a custom route based on their location and homes they most want to tour.



Grid view allows Parade attendees to view a cover photos of all homes on the Parade. List view show on page 7.

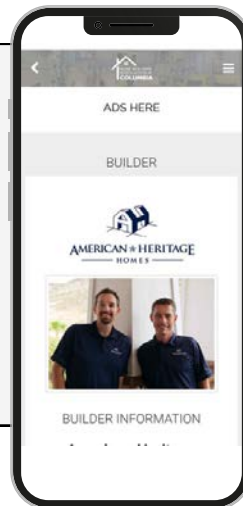
Expanded home listings featuring photos of your choice, descriptions, and videos. You control your own content and can make revisions at any time.



PARADE of HOMES MOBILE APPLICATION



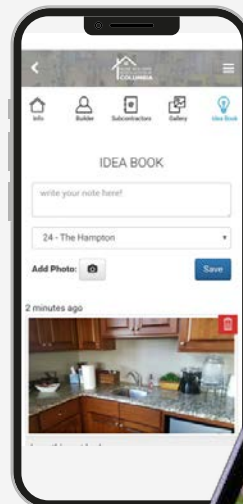
Customize the profile of your Company with photos, links to your website, and tell the story of your differentiation in a unique way, attracting the right clients for your success.



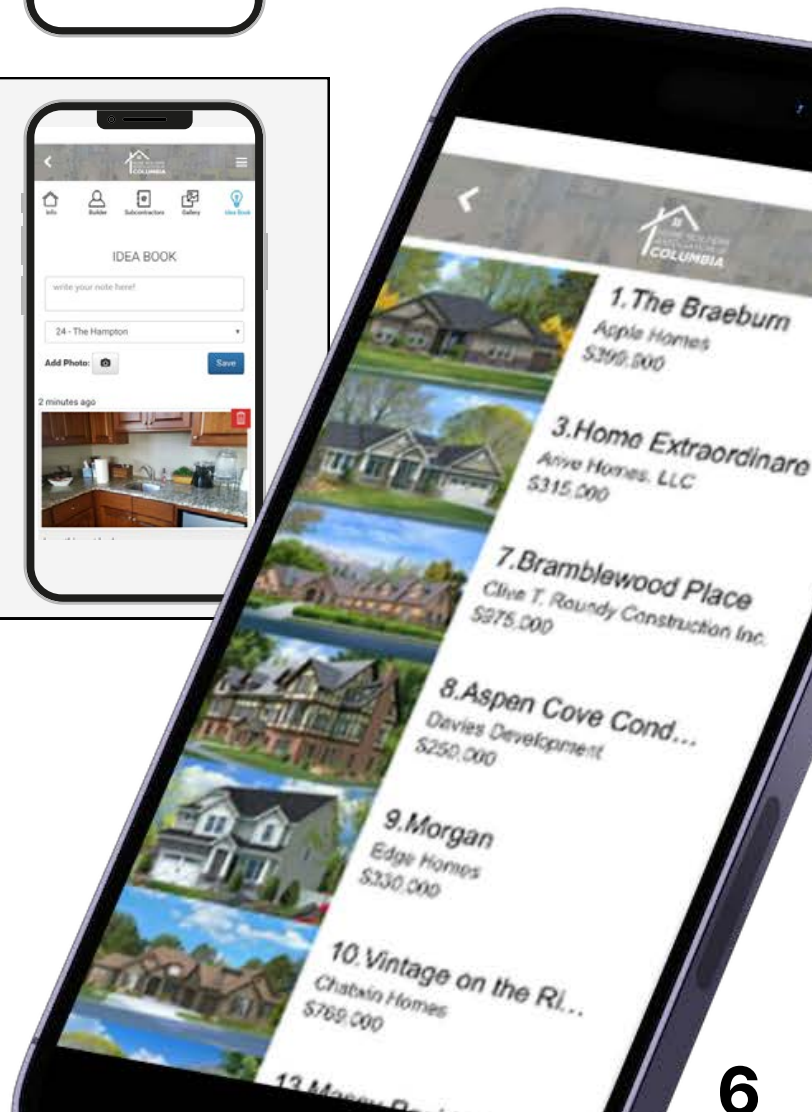
Download via



Parade attendees can view floor plans and save their favorites to their exclusive Idea Book to follow up at a later date.



Parade attendees enjoy easy navigation, customizable parade routes, and the added value of saving their favorites to their phone. Add further value to your business with our affordable advertising options on the app.



DEADLINE



March 15 – Final deadline to feature your business in our Parade Magazine with your parade entry

April 26 – Final deadline to commit to a home in the parade and complete your builder profile

April 10 – Parade of Homes Magazines will be delivered to area businesses and homes with COMO Magazine and Columbia Business Times.

- Enter your home for **\$600 per entry**.
- **April 25 Judging begins at 10 am!** Homes must be vacant and ready for viewing
- **April 27** Parade of Homes
- **April 28** Parade of Homes

Homes must be open and manned during advertised hours. You may hold your home open for additional hours but must be open during advertised parade hours.

Entry forms at www.columbiaparadeofhomes.com to complete online or print to complete and mail to 2531 Bernadette Dr, Columbia, MO 65203

**This is an excellent marketing opportunity –
Don't let the Parade pass you by!**



*For advertising inquiries,
please contact us.*

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