



HBA OF GREATER CHATTANOOGA
SHOWCASE OF HOMES

OCTOBER 13, 14, 15 & OCTOBER 20, 21, 22

**BUILDER INFORMATION &
GUIDELINES**

BREAKFAST BROUGHT TO YOU BY



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I. WELCOME!

Thank you for your interest in HBAGC's 2017 Showcase of Homes. This event has been developed as the premiere marketing tool for the HBA of Greater Chattanooga.

This is a great opportunity for you, the builder and developer, to utilize this powerful marketing opportunity. With strength in numbers we are able to offer a wide range of advertising across the region that will offer "staying power" long after the show is over.

The rules, guidelines and marketing have been developed by HBAGC's 2017 Showcase of Homes committee that includes HBAGC members and HBAGC staff.

HBAGC builder members may enter homes in all areas. However, to enter a home in HBAGC's 2017 Showcase of Homes, a builder or developer must be a member of HBAGC.

II. PURPOSE

The 2017 Showcase of Homes is intended to "showcase" the skills of our builder members, to highlight the latest in home designs and products, and to stimulate the need and desire for home ownership. This event is open to the public free of charge.

III. Showcase of Homes Dates and Hours

Friday,	October 13	10:00 am to 6:00 p.m.
Saturday	October 14	10:00 am to 6:00 p.m.
Sunday	October 15	1:00 p.m. to 6:00 p.m.
Friday	October 20	10:00 a.m. to 6:00 p.m.
Saturday	October 21	10:00 a.m. to 6:00 p.m.
Sunday	October 22	1:00 p.m. to 6:00 p.m.

You will be required to have your home(s) open during all advertised show hours and staffed by representatives from or for your company.

General Information

1. The Showcase Committee shall set schedules and policies.
2. It is not mandatory, but builders are encouraged to have homes furnished and have window treatments, grass and shrubs. The following are minimum requirements:
 - a. The home must be completed to the point of qualifying for an Occupancy Certificate issued by the local code enforcement authority.
 - b. Floor covering throughout.
 - c. Baseboard and shoe molding where appropriate.
 - d. All painting and staining completed.
 - e. All cabinets and countertops installed and functioning.
 - f. Sidewalks, service walks and driveways with a hard surface (concrete) finish.
 - h. Thoroughly cleaned and debris removed from house, garage, and surrounding property.

3. Participant agrees to accept the sole responsibility for security of their home, both during construction and while used as a Showcase Home.
4. There shall be no advertised open house of neighboring or connecting units within the same development/subdivision built or sold by the participating builder during the Showcase of Homes.
5. The home may be sold at any time, but not occupied until after the final day of the Showcase of Homes.
6. There shall be no lotteries, mandatory guest list registering, or contest held in conjunction with the Showcase home.
7. Your Showcase home must be kept in clean condition during the Showcase of Homes and if any builder fails to provide proper housekeeping, the Showcase of Homes committee will clean up the house and bill the builder the cost involved.
8. HBAGC Showcase of Homes may arrange for the home to be photographed and photos used for promotion of the Showcase of Homes by the Showcase Committee with permission of the participant.
9. The Showcase Committee shall make the final decision on all matters of general policy of the Showcase of Homes.
10. No vehicles will be allowed in driveway or garages during the Showcase hours except as arranged by the committee in conjunction with an official sponsor(s).

Signs (The following does not apply to entries that are also sales centers before and after the Showcase):

1. A maximum of two signs shall be allowed outside of the home. One shall be the official Showcase of Homes sign, which will all be uniform and display the Showcase Logo and Showcase number. The second may be the builder's regularly used sign to a maximum of 24" x 36". Flags and banners approved and provided by HBAGC Showcase of Homes may be used outside of the home. Real estate company signs are not permitted.
2. Signs in addition to those specified in #1 above may be used prior to inspection (for example, a sign may mention that this is a future home for the Showcase of Homes). After Tuesday, October 10, all other signs must be removed.
3. The builder may hand out any printed material that promotes the builder. Subcontractors who are not current active HBAGC members cannot be listed in any promotional Showcase literature.
4. All approved signs must be in place before final inspection by Showcase of Homes Committee.

Inspections

1. All Showcase homes must be fully completed and ready for public viewing by Wednesday, October 11, 2017. Each builder will complete, sign, date and submit a completion verification form prescribed by the committee. The committee may, at its discretion, do a physical inspection of any Showcase home to ensure that the information on the checklist is accurate. Failure to have the home ready for public viewing may result in the home withdrawn from the 2017 Showcase.

IV. DEADLINES & IMPORTANT DATES

Please adhere to all deadlines – copy your staff on these deadlines as well.

Contract & Payment Schedule

All contracts must be accompanied with your entry fee. Fees can be accepted via check, MasterCard, VISA or American Express. **Mail contract and-Make checks payable to HBA of Greater Chattanooga, 3221 Harrison Pike, Chattanooga, TN 37406.**

Contracts and Entry Fee:

EARLY BIRD SPECIAL (On or Before May 15, 2017)

First home entry: \$1,000

2nd home and subsequent home entry: \$750

Sub Division Multiple entries: \$1,500 (up to 2 homes included in the same development by the same builder – additional homes over 2 in same subdivision at \$500 per home)

BETWEEN May 15 and June 30, 2017

First home entry: \$1,250

2nd home entry and subsequent home entry: \$1,000

Sub Division Multiple entries: \$2,000 (up to 2 homes included in the same development by the same builder – additional homes over 2 in same subdivision at \$750 per home)

Developer Entries: In the case where a developer is taking the initiative to enter homes within a subdivision the following criteria will apply:

- a. There must be a minimum of 4 homes within the same subdivision in order to receive the special pricing.
- b. The developer will submit the required entry fee directly to HBAGC Showcase of Homes on behalf of all of the builders in the subdivision who are participating in the Showcase.
- c. The fees and entry documents must be submitted between May 15 and June 15, 2017. Only individual builder entries will be accepted after June 15th.
- d. The rate shall be \$875 per home with a minimum of 4 homes.

August 1st, 2017 – Deadline for Site Materials. Your site information for the Showcase of Homes Chattanooga Builds Showcase of Homes Edition must be submitted to HBAGC by **August 1st, 2017.** Materials include a color photograph or rendering of your site, approximately 70-word description of your home, and your company contact and information. Each participating builder will receive a full page ad in the official Chattanooga Builds Showcase of Homes Edition to promote its business, history, and contact information. If an ad is needed to be created there will be an additional fee of \$100.

V. PROMOTIONS

HBAGC Showcase of Homes will be promoted throughout the region. We are working with a variety of media outlets to ensure each county, city and suburb is promoted where Showcase sites are located.

CHATTANOOGA BUILDS SHOWCASE OF HOMES EDITION - Advertising campaign to include the distribution of official HBAGC Chattanooga Builds Showcase of Homes Edition at various locations throughout the area (each builder is also required to distribute at their location).

The Chattanooga Builds Showcase of Homes Edition is a coffee table quality magazine featuring all Showcase entries and information about the participating builders and developers. Additional advertising opportunities are available for participating builders and for members of HBAGC.

PRINT ADVERTISING: Preliminary print advertising plans for the HBAGC Showcase of Homes will include local publications newspapers and magazines throughout the Chattanooga area.

RADIO & TELEVISION: Targeted awareness campaign on television and radio will further promote the HBAGC Showcase of Homes.

WEBSITE: The HBAGC Showcase of Homes will have its own page site on the HBAGC website that will feature each participating builder and information on all Showcase homes.

VI. AWARD & RECOGNITIONS: The HBAGC Showcase of Homes committee will select a judging panel, and will give awards for different categories based on the geographic location and (model) price of the entry.

VII. CHATTANOOGA BUILDS SHOWCASE OF HOMES EDITION MATERIALS: All materials must be submitted by **August 1st, 2017**. You will have the opportunity to proof the materials you submitted for the Chattanooga Builds Showcase of Homes Edition. Please be sure to carefully proof your entry for spelling errors and map accuracy.

Each site will be given copies of the Chattanooga Builds Showcase of Homes Edition to distribute to Showcase visitors. Having and distributing Chattanooga Builds Showcase of Homes Edition copies is required. If you run low, please contact HBAGC for additional copies. We encourage you to keep any remaining copies at the conclusion of the Showcase. The Chattanooga Builds Showcase of Homes Edition will have a long “shelf-life” and oftentimes prospective buyers will refer back to the Chattanooga Builds Showcase of Homes Edition in the months – even years – following the Showcase.

VIII. SHOW SIGNAGE

Each site will be given one (1) promotional sign and four (4) directional signs (directional sign based on city ordinance). Signs will be available for distribution beginning September 1, 2017.

Signs are property of the Home Builders Association of Greater Chattanooga. You are required to return your numbered yard signs to HBAGC no later than **October 31, 2017**.

IX. KNOW YOUR COMMUNITY SIGN RULES

It is up to each builder to know the sign rules for their communities. It is the responsibility of the BUILDER to contact their zoning department and pay any applicable signage fees.

You are responsible for removing all directional signs. These must be removed immediately after the conclusion of the show.

X. ENTRY INSTRUCTIONS.

Be prepared: you will need the following information to submit for your Showcase home(s):

- Color photos are preferred however; color renderings are acceptable. In order to encourage uniformity and provide for a high quality website and Chattanooga Builds Showcase of Homes Edition the HBAGC committee shall have final approval of all entry materials.
- Approximately 70-word description of your home.
- Include square footage, number of bedrooms, number of bathrooms, and type of home (i.e. Ranch, Colonial).
- Company Name, Company logo, Company Contact Information (including website).
- Driving directions from main intersections (please double-check and be accurate)

Chattanooga Builds Showcase of Homes Edition Assistance

If you need assistance or have questions regarding the Chattanooga Builds Showcase of Homes Edition process, please contact Nicole at 423-708-8222.

XI. BUILDER RESPONSIBILITIES

As you have agreed to be part of the HBAGC Showcase of Homes, you accept certain responsibilities that include:

1. Agree to pay entry fee at the time contract is delivered.
2. Submit entry material no later than June 30, 2017.
3. Your home is open and staffed during all Showcase hours.
4. You will distribute the official Showcase Chattanooga Builds Showcase of Homes Edition at your Showcase site(s).
5. Accommodate Sponsor signage or products at your Showcase site. Remember, sponsors are essential to the Showcase's success.
6. Only display HBAGC Showcase of Homes approved signage and promotional material. Real estate company signs are not allowed between October 12 and October 23, 2017.
7. The HBAGC Showcase of Homes is intended to display the HBAGC builder member's very best product and service and you are encouraged to enter only newly built homes that have not been previously occupied.
8. The Showcase home must be unoccupied during Showcase hours except for staff.
9. The sales price listed in the official Showcase Chattanooga Builds Showcase of Homes Edition must be the price for the home as it is shown during the Showcase. Other price ranges may be mentioned in Plan Book.
10. Entry fees are nonrefundable, except if HBAGC cancels the event. No exceptions. The Company is not entitled to damages in the event of cancellation by HBAGC.
11. Any applicant with outstanding debts to HBAGC will not be eligible to apply for or participate in the HBAGC Showcase of Homes.
12. No work may take place on the home, inside or outside, during 2017 Showcase of Homes hours, with the exception of needed repairs or cleaning.

13. Registration of general public guest(s) cannot be required. No sign in sheets, visitors sheets, etc.
14. Yard signs are returned by deadline date.
15. Remove directional signs at the conclusion of the show.

Minimum Entry Requirements

1. Home must be accessible by a passable street or driveway from a main road or street. Builder is responsible for adequate on-site parking for the public or for providing shuttle service from parking to the Showcase of Homes
2. Exterior must be complete, with the exception of paved sidewalks, landscaping, and finished driveway.
3. Homes must comply with safety elements in the Tennessee Residential Building Code (International Residential Code-IRC). There must be no safety hazards or unsafe conditions.
4. Painting and millwork must be complete.
5. Showcase home must be furnished with safe lighting throughout portions opened to the public.
6. All exterior doors must open onto ground level or a firm step, or be rendered inoperable.
7. Wheelchair accessible ramps from the garage into the home are encouraged.
8. Homes must be cleaned and debris removed from both inside and out.
9. Homes must have final grade complete.
10. Address of home must either be clearly shown on the home or on a visible sign.

XII. MISCELLANEOUS INFORMATION

If you verifiably sell the Showcase home after it has been entered in the Showcase and it is intended that the home will be occupied before October 13th, you must withdraw the home from the Showcase. If the home is withdrawn before July 1st, you will be allowed to switch that entry with another at no cost or receive a full refund. If the home is withdrawn after July 1st, but before August 1st, there will be a refund of 50% of the entry fee for that home. If the home is withdrawn after August 1st up to August 31st, there will be a banner printed across the entry in the official publication saying “***Sold, Not Available for Viewing***”. There will be no refund in this case. If the home is withdrawn after the official publication has been printed, the builder will be allowed, at his/her cost to place a sign in the front yard of the home redirecting the public to another home owned by the builder within a reasonable distance from the withdrawn home. The term “reasonable distance” will be decided by the Showcase committee.

If other Showcase Homes are in your area, talk with the other builders to “team up” on utilizing your arrow (directional) signs. (IF DIRECTIONAL SIGNS ALLOWED IN CITY)

It is always a good idea to let surrounding neighbors know you are participating in the Showcase. Traffic, parking or other issues can arise which may inconvenience them. They can be your best publicity – or worst nightmare – depending on how you communicate with them.

XIII. CONTACT INFORMATION

If you have questions or comments about HBAGC's 2017 Showcase of Homes, please contact Cynthia Blackwell at 423-708-8220 or cblackwell@hbagc.net or Terry Greene at 423-624-9992 or tgreene@hbagc.net.

Win a Live Radio Broadcast from Your Parade Home!

All builders who submit their entries for the HBAGC 2017 Showcase of Homes by the Early Bird Deadline will automatically be entered into a drawing to win a live radio remote at their Showcase home. Be sure to submit your Showcase entry by May 15!

Thank you for your interest in HBAGC's 2017 Showcase of Homes!

Important Dates:

May 15 – Early Bird deadline!

June 15 – Last day to register for multiple homes within a development.

June 30 - Last date for registering a Showcase home.

August 1 – Deadline for submitting all materials for Showcase Plan Book.

September 21 – HBAGC 2017 Showcase of Homes Kick-Off Luncheon

October 12 – HBAGC Showcase of Homes Preview Party

October 13 – 15 and October 20 – 22 – Showcase of Homes dates

XIV. BUILDER ENTRY CHECKLIST

CONTRACTS & DEPOSITS

- _____ Contract Signed and Dated
- _____ Check # _____ in the amount of \$_____ for _____ site(s) **payable to HBA of Greater Chattanooga** or Credit Card information. Turn in attached sheet.
- _____ Copy of Proof of Liability Insurance

ENTRY & MATERIALS

All materials submitted by August 1st, 2017

- _____ Color photo or Artists Rendering – refer to Section IX for details
- _____ 70 word description of your home
- _____ Number of bedrooms, baths, square footage, price range
- _____ Company contact information and logo
- _____ Map with written directions, no less than 200 characters

**HBAGC 2017 Showcase of Homes
CONTRACT FOR PARTICIPATION**

Building Firm: _____

Contact Person: _____

Phone: _____ **email:** _____

The above named builder has requested to participate in the 2017 Showcase of Homes. Until signed by the Association, this document will constitute the builder's application for participation. If accepted and signed by the Association, the following terms and conditions shall constitute a binding Agreement between the Builder and the Association.

1. Eligibility for Participation. The following shall be the minimum criteria for eligibility to participate in the 2017 Showcase of Homes. The Showcase of Homes Committee shall evaluate each application for participation in the 2017 Showcase of Homes and determine which applications will be accepted. The decision of the Showcase of Homes Committee regarding eligibility will be final.

a. Builder participants must be actively engaged building housing or combination housing units.

b. Only HBAGC members in good standing shall be eligible for participation. Violations of the HBAGC by-laws, rules or regulations may result in exclusion from participation.

c. Failure to adhere to all terms of the Showcase of Homes Agreement, as well as the rules and regulations incorporated therein, may result in exclusion from participation in the Showcase of Homes.

d. Continued eligibility for participation following HBAGC Showcase of Homes' acceptance of an application is conditioned upon the Builder's compliance with the terms of this Agreement and the rules and regulations incorporated therein, and on the Builder's continued compliance with the HBAGC by-laws, rules and regulations at all times prior to and during the Showcase of Homes.

e. Acceptance of applications for participation is within the sole discretion of the Showcase of Homes Committee. The Showcase of Homes Committee reserves the right to decline or prohibit any entry which is not in keeping with the character of the Showcase of Homes or the standards, rules and regulations established by the Showcase of Homes Committee.

2. Association Obligations.

a. The President of the Association shall appoint a committee chairperson for the Showcase of Homes Committee. The chairperson shall appoint a Showcase of Homes Committee, comprised of at least four persons.

b. The Association retains the right to cancel the Showcase of Homes and refund entry fees if the minimum number of homes, as established by the Showcase of Homes Committee, is not met.

c. All signage will be furnished by the Showcase of Homes Committee. No other signs are to be used, except as otherwise provided in the Rules and Regulations.

d. All advertising of the Showcase of Homes shall be conducted by the Association. The precise nature of the advertising shall be within the discretion of the Showcase of Homes Committee. No promotional advertising of the Showcase of Homes shall be permitted by individual builders, except as may be specifically set forth in the rules and regulations.

3. Builder Obligations.

a. The Builder agrees to defend, indemnify and hold harmless the Association, its directors, officers, members and affiliates from and against any claims, liability, loss, suit, costs or expenses, including reasonable attorney's fees, arising from or in any way connected to the damage or injury which may occur at the Builder's model home, or the Builder's conduct, participation in the Showcase of Homes, or the construction or use of the proposed home.

b. The Builder will obtain and furnish to the Association, no later than 10 days following the Association's acceptance of the Builder's application for participation, certificates of insurance confirming liability insurance coverage of not less than \$1,000,000. The certificate must name the HBAGC as an additional insured, and must extend through the day following the final date of the Showcase of Homes.

c. At the time of application for participation, the Builder shall pay the entry fee specified in the Rules and Regulations.

d. The Builder will adhere to all of the terms and conditions of this Agreement, the Rules and Regulations incorporated herein. Time is of the essence with respect to all dates and deadlines.

4. Dispute Resolution.

a. The terms and conditions of this Agreement, the Rules and Regulations incorporated herein, constitute the entire Agreement of the parties, and no modification or amendment of these terms and conditions shall be valid unless set forth in a written agreement signed by both parties.

b. This Agreement shall be governed by, construed and enforced in accordance with, the laws of the State of Tennessee.

c. The Builder acknowledges receipt of a complete copy of this Agreement, including the Rules and Regulations and Schedule of Deadlines, and represents that he has read and understood the same.

d. The Builder agrees that in the event of a dispute regarding this Agreement or the Rules and Regulations incorporated herein, the decision of the Showcase of Homes Committee shall be accepted as final. Disputes arising under this Agreement shall be resolved through mediation or arbitration. If the parties cannot agree on the alternative dispute resolution method or the mediator or arbitrator, the decision shall be made by the HBAGC Board of Directors.

BUILDER:

HBAGC SHOWCASE OF HOMES

By: _____

By: _____

Signature: _____

Signature: _____

Date: _____

Date: _____

Number of Home Entries _____ Cost _____

Development Entry _____ Cost _____

Total Price \$ _____

Would you like for your home(s) to be considered for the Premier Home Preview Party on Thursday, October 12th? *Yes* *No*

Development Name: _____

Address of homes:

Participating Builder Company

1st entry _____

2nd entry _____

3rd entry _____

4th entry _____

5th entry _____

Mail this contract with payment to:
HBA of Greater Chattanooga
Att: 2017 Showcase of Homes
3221 Harrison Pike
Chattanooga, TN 37406