



## ENTRY DEADLINE: AUGUST 21

### FALL 2019 DATES & HOURS:

September 7/8 & 14/15  
Open 11:00am - 5:00pm

This **OPEN HOUSE TOUR** attracts a major audience of well-qualified prospective buyers and renters to tour numerous new single-family homes, condos and patio homes in neighborhoods across central Ohio.

We do the marketing and promotion to drive consumers to your properties. You showcase your property! It's that simple.

## ENTRY INFORMATION

### HOME ENTRY BASICS

#### COST

1st Entry: \$2,000  
2nd Entry: \$1,700  
3rd Entry: 1,300  
4th Entry: \$1,000

Entries after 8/21/19 add additional \$200 per entry.

#### PAYMENT

BIA requires 1/2 down payments of entry fee at time of entry. Final payment is due 8/31/19.

### WHAT YOU RECEIVE

**Extensive Media Promotion:** Over \$130,000 invested in mass media and targeted online advertising and promotion in the market to drive traffic to your home. Last year, some 4,000,000 impressions were generated in TV, radio, print articles, blogs and social media per tour. The coverage equates to roughly \$250,000 in advertising value per tour.

**Event Guide:** 1/8 page formatted "ad" property promo in the mapped printed tour guide inserted in the Columbus Dispatch (reaching 110,000). Showcases external photo and basic information of your property.

**Enhanced Online Property Listing:** Property listing on dedicated Home Tour App and Website includes several property details and photos.

**Enhanced Online Builder Profile:** Interconnected builder page allowing you to include company information, web and social links, videos and more all online until start of next tour.

### TIMELINE

<b>AUG 21</b>	Entry Deadline
<b>AUG 21</b>	Final Day to Cancel Entry without penalty
<b>AUG 23</b>	Event Guide Proofs Deadline
<b>AUG 31</b>	Entry Payment Balance Due
<b>SEPT 7</b>	Event Guide distributed in Columbus Dispatch
<b>SEPT 7/8</b>	Fall Tour Goes Live, 11am - 5pm
<b>SEPT 14/15</b>	

**Professional Photography:** Our partnership with Parade Craze will send a professional photographer to your staged property to take photos for the tour website and app.

**Sign Package:** Signage consisting of 1-yard sign and 4 directional signs and stakes. You are responsible for placement. Please follow all county and city sign ordinances.

**Social Media:** BIA will post some of your photos and property information to our growing social media community.

**Trade Partner Promotion:** Our Tour App and Website allow you to list your entry trade partners if they are BIA members.

## IMPORTANT INFO

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Please read this information and the details on your Participation Agreement carefully. BIA imposes these rules and regulations to ensure visitors have a satisfying experience and Builders have a successful marketing event. Penalties for violations may include loss of future Tour or Parade entries or privileges.

**Eligible Builders:** Must be a BIA builder member in good standing.

**Eligible Homes:** New, never been lived in homes. Buyers of sold homes may not move in until after the tour closed. Entering builder must be entity which will convey title to buyer.

**Open Hours:** All home entries must be open and staffed all open days and hours (Saturday & Sunday 11-5).

**Insurance:** You must carry liability insurance on the entry.

**Participating Agreement:** All participating builders must read and sign the participation agreement. The rules have been established to ensure a positive home buyer experience. Penalties will be imposed for violations.

**Completion:** Entry homes must be completed by Noon the Thursday before opening day. If you are uncertain that you can complete your home by the tour start date, you should banner "not available for showing" by banner deadline (8/27/19). No construction can be done during open hours.

**Cancellation:** Entries cancelled prior to 8/21/19 will receive a full refund. After 8/21/19 but before 8/27/19, a refund minus a \$200 administrative fee will be issued. After 8/27/19, no refunds. If home is sold or does not wish to be on tour, a banner will be placed online, and no directional signs will be issued.

**Photography:** The BIA partners with Parade Craze who will contact all participating builders to arrange for professional photography of the entries. Parade Craze photos will be taken for event are will be available for purchase. Builder may submit suitable photos of their own if they choose, but must be approved. If a scheduled photography appointment isn't cancelled or rescheduled at least twenty-four (24) hours in advance of the scheduled time, Builder agrees to pay a \$50 cancellation fee. Photography of homes will occur when homes are fully staged. If you don't plan on staging the home, photography will take place when it is complete. Homes must be 100% complete to be photographed. If home is not 100% complete, Parade Craze will not photograph the house and charge a \$50 rescheduling fee to come back.

**Parking:** Most neighborhood parking is sufficient for visitors.

**Home too new for GPS:** Online entry makes this easy as you can manually place your map "pin" in the correct location

**Sponsor In-Home Promotion:** Builder agrees to display event sponsor material within the home in a prominent area (i.e. kitchen counter or table). Sponsor displays are typically table top size. No more than three event sponsor displays required.

**Other In-Home promotion:** So that Tour guests have a positive experience and so that our event sponsors receive the maximum marketing value, we require Builders to limit any other vendor (non-sponsor) promotions (i.e. Realtors, product promotion, suppliers, financing, etc.) to the garage or basement areas.

### Questions?

Contact Tracy Schiefferle  
614-891-0575 x101  
tracy@biahomebuilders.com

Contact Linda Winrod  
614-891-0575 x103  
linda@biahomebuilders.com

# BIA TOUR OF HOMES PARTICIPATION AGREEMENT

Fall 2019 – September 7/8 & 14/15

## ELIGIBILITY:

1. In order to be eligible to participate in the BIA Tour of Homes, builders must be a BIA builder member in good standing.
2. Entry is a new home and has never been lived-in/occupied.
3. A complete house is one which all items are completed, and the builder could qualify for a Certificate of Occupancy. If my home is incomplete and/or unsafe my home may not be toured by the public and will be listed as such on the Tour website, App, and Event Guide. Landscaping is not required however home should be easily accessible.
4. I agree indemnify and hold BIA harmless, to the fullest extent permitted by law, for bodily injury, property damage, or other liability occurring, arising out of or relating to my BIA Home Tour entry or entries on this event. I agree to carry liability insurance containing a combined single limit of at least 1,000,000 each occurrence/\$1,000,000 aggregate, or its equivalent on my BIA Tour of Homes entry from September 7 - 15, 2019.
5. I agree that my home will be complete and ready for showing by noon the Thursday prior to start of Tour.

## PAYMENT:

6. If my entry is not received on or before the entry deadline, I agree to pay \$200 late fee.
7. I agree to provide half payment due when entry is made and final payment balance due by deadline or property will be pulled from Tour.
8. I agree to the published dates and penalties regarding withdrawal of entry.

## PROPERTY / PROFILE INFORMATION:

9. Builder is responsible for submitting information for builder profile and property online and maintain accuracy.
10. Proof of information appearing in the Event Guide must be signed by deadline. If signed proof not returned on time, any mistakes printed in the Guide will be my responsibility; BIA will not be liable for any mistakes.

## PHOTOGRAPHY:

11. I agree to work with Parade Craze assigned photographer to schedule a convenient time to photograph my home. I acknowledge that photography will take place only once home is staged. If home will not be staged, photography will only take place if home is complete.
12. Photo Appointment Cancellation. If a scheduled photography appointment isn't cancelled or rescheduled at least twenty-four (24) hours in advance of the scheduled time, Builder agrees to pay a \$50 cancellation fee. This fee also applies if a Builder, or associated representative, fails to show up to a scheduled appointment or if the home is not properly prepared or suitable for a photo shoot. If home is not 100% complete, Parade Craze will not photograph the house and charge a \$50 rescheduling fee to come back.

## STAFFING/HOURS

13. I agree that my home will be staffed and open for public viewing during all BIA Home Tour hours.

## IN-HOME PROMOTIONS:

14. I agree to display sponsor promotional information.
15. I agree to not display non-sponsor promotional material other than in the garage or basement.
16. I understand that a BIA representative may tour my property at any time during tour and report any violations.

## SIGNAGE:

17. I agree that my BIA Tour of Homes sign will remain posted and clearly visible for the duration of the Tour. I agree that I will be responsible for removal of all signs following end of Tour. I further agree that I will adhere to local sign placement rules within the area of which my property is located.

18. **License.** Notwithstanding any other provision of this agreement, builder hereby grants BIA of central Ohio a non-exclusive, royalty-free, sub-licensable right and license to use all home details, photos, descriptions, drawings, blueprints, advertisements, etc. provided to BIA of central Ohio by builder (collectively, the "Materials") for reproduction, publication, and other use by the BIA and authorized third parties for the promotion and operation of the BIA Tour of Homes before, during and after the event.

19. **Indemnification.** Builder hereby represents and warrants that Builder is the owner or licensee of the Materials and that Builder has the right and/or license to provide the Materials to BIA of central Ohio for use before, during and after the event as set forth herein. Further, notwithstanding any other provision of this agreement, Builder hereby agrees to hold harmless and indemnify BIA of central Ohio from any and all third-party claims, demands, fees, and costs (including reasonable attorney fees) associated with the use of the Materials used by BIA of central Ohio in relation to the event.

Maximum penalty for violation of any of the rules may include loss of eligibility for up to two Parade of Homes and/or Tour of Homes events and probation for up to three years.

By signing this form, I acknowledge I have read and understand the rules of participating in the BIA Tour of Homes event and the violation of these rules may lead to loss of eligibility for future BIA Tour of Homes, Parade of Homes, and imposition of a period of probation.

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

Signature of builder or authorized representative: \_\_\_\_\_

Print Name: \_\_\_\_\_

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

Number of properties entered: \_\_\_\_\_ Date: \_\_\_\_\_