



Western North Carolina PARADE of HOMES™ OCTOBER 17 - 18 & 24 - 25, 2026 YEAR-ROUND VIRTUAL TOURS

ELEVATE YOUR BRAND. INSPIRE FUTURE HOMEOWNERS. JOIN THE PARADE.

Showcase your craftsmanship and vision during the WNC Parade of Homes. Feature your finest new builds, stunning remodels, exciting coming-soon projects, and communities. There are multiple ways to participate, from home entries to sponsorships and advertising opportunities. Whether you're a builder, designer, architect, or trades partner—this is your chance to shine in a region known for architectural diversity and natural beauty.

This premier event offers:

- Direct engagement with thousands of local and virtual home buyers
- High-impact marketing and media exposure
- The opportunity to be recognized for excellence in design, quality, and innovation
- Participation in a trusted regional tradition celebrating the best in homebuilding



*"Honestly, it's **our biggest marketing tool**. We don't have to pay a pile of money in ads and magazines due to the Parade being as effective as it is. Best bang for the buck you will find. No other marketing or advertising will get prospective buyers that intimate with your product."*

- Dustin Penland, Milestone Contracting



*"Over the past 6 years **our company has doubled our volume of work, largely in part, due to the Parade of Homes**. If you stand in your home and talk to the people that come through, it is very easy to fill a schedule for the next year with prospective clients."*

- Hunter Ward, Ward Enterprises



*"A significant portion of our marketing budget goes towards the Parade of Homes because it is **the most effective way to generate leads for our business**. It is great to have the personal engagement with potential clients while being able to show them our quality of homes in real time with a happy homeowner there for questions and referrals."*

- Jimmy Penland, Silver Dog Construction

WAYS TO PARTICIPATE

- **RENEWED SPACES ENTRY**

Feature full home renovations or specific projects within a home. < P.3 >

- **COMING SOON ENTRY**

Feature homes under construction that could be tour-able in future Parades. < P.4 >

- **COMMUNITY HIGHLIGHTS ENTRY**

Feature a community or new development offering home lots. < P.5 >

- **SHOWCASE HOME ENTRY**

Feature a completed new build home. < P.6 >

- **ADVERTISING**

Don't have a home ready? Not a builder? Advertise to those looking to renovate, purchase, build, or move to WNC. < P.7 >

- **SPONSORSHIP**

Sponsor this event to take advantage of premium exposure opportunities. < P.8 >

- **LIVE AUCTION**

Participate in the LIVE Auction for a chance to win the Front Cover, Back Cover, and Featured Builder Raffle placement in the magazine. < P.9 >



Homes average **300 - 1000** visitors each day during the tour weekends

The website has **387,422 Pageviews** since the 2023 launch



PARADE INFO SESSIONS

INFO SESSION ATTENDEES ARE ELIGIBLE FOR \$200 OFF

Tuesday, March 31 | 9-10:30 AM
Thursday, April 23 | 4-5:30 PM

BABRM Classroom
39 Glendale Ave, Asheville, NC 28803



Get in front of builders and potential clients alike by sponsoring the Parade

RENEWED SPACES ENTRY



Built by Home Sweet Home

Renewed Spaces entries offer the chance to showcase remarkable transformations—whether it's a full-home renovation or a specific project like a re-imagined kitchen, bathroom, bedroom, closet, or porch addition. These entries receive a full-page feature in the Parade of Homes magazine, along with a dedicated page on the website to highlight additional images. Before-and-after photos are highly encouraged, as they effectively capture the scope of work and are always a favorite among Parade viewers. If desired by the builder and homeowner, these homes may also be open for in-person tours with the completion of an occupied home waiver.

ENTRY INCLUDES:

- Full-page feature with project description in the magazine
- Up to 5 project photos highlighting the renovation
- Business contact information
- Up to 3 logos to recognize your business partnerships in magazine and website page
- Dedicated page on POH Website featuring up to 10 additional before and after photos
- Optional Matterport tour for a virtual walk-through experience, including product and trade partner tags
- Spotlight on home specs
- Two complimentary tickets to the Awards Gala
- Option for in-person judging by a panel of industry professionals
- Chance to win **Best Renewed Space Award**
- Featured post on our social media channels

Additional awards may be given based on the types of projects submitted—such as standout room transformations or whole-home remodels involving 50% or more of the structure. Categories will be determined once entries are received and can be fairly judged against comparable work.

RENEWED SPACES RATES & DEADLINES

Main Deadline
Wednesday, June 24th
\$2550

Last Minute Deadline
Wednesday, July 22nd
\$3050



COMING SOON ENTRY

Living Stone Design + Build License #49058 | Sean Sullivan | 855-720-2435 | LivingStoneDesignBuild.com

Project Name: Clerestory Ridge
Estimated Completion: May 2026 • CUSTOM • 4 Bed, 4 Bath • 4,852 sq/ft



- Open-concept living, dining and kitchen with walk-in pantry and pass-through to grill porch with retractable screens
- Primary suite with dual closets, walk-through shower and soaking tub
- Deep garage includes workspace and dog wash
- Lower level features speakeasy lounge, rec room, see-through fireplace and two guest suites (one with an oversized shower)



At Living Stone Design + Build, we crafted this home to reflect our commitment to healthier, happier living. Every space was designed with intention—from the wellness-focused amenities to the seamless indoor-outdoor flow. Built to our exacting standards, this home embodies the Living Stone difference: quality craftsmanship, smart design and no-regrets.



Builders may use this section of the magazine to showcase homes that are currently under construction and not yet ready to be featured as full Showcase Homes. These entries will appear as a half-page feature in the Parade of Homes magazine to help generate interest ahead of completion. Coming Soon entries will **not** include a physical location and will **not** be open to the public during the Parade.

ENTRY INCLUDES:

- Half-page feature with project description in the magazine
- One photo or rendering of the home in magazine (*Hand-painted rendering at additional cost*)
- Business contact information
- Up to 2 logos to recognize your business partnerships in magazine and webpage
- Builder's statement - highlight of your way of business and building style
- Dedicated page on POH Website for your project
- Six special features (up to 10 words each)
- Spotlight on home specifications
- Estimated completion date
- One complimentary ticket to the Awards Gala
- Featured post on our social media channels

COMING SOON RATES & DEADLINES

Main Deadline
Wednesday, June 24th
\$1575

Last Minute Deadline
Wednesday, July 22nd
\$2075



COMMUNITY HIGHLIGHTS ENTRY

Tap Root Farms
SINGLE FAMILY HOMES • TOWN HOMES

D·R·HORTON
America's Builder






Pool • Clubhouse • Fitness Center • Pickle ball Courts • Playground • Dog Park

Tap Root Farms is a thoughtfully designed D.R. Horton community offering an exceptional lifestyle with top-tier amenities. At its heart is a stunning 5,000 sq ft clubhouse featuring a fully equipped fitness center with cardio machines, free weights, and a separate workout studio stocked with yoga and fitness gear. The entry welcomes you with a soaring cupola, leading into a spacious great room that serves as a central gathering space complete with a cozy stone fireplace, bar, dining area, and a prep kitchen ideal for hosting events. Step outside to enjoy the expansive resort-style pool with a sunning beach, lap lanes, changing rooms, and a covered pavilion. The 699-home community also features six pickle ball courts, a children's playground, and a fenced dog park for four-legged residents. Commercial spaces were developed by Pace Development Group and Carolina Pools brought the pool area to life with expert craftsmanship and design.

DIRECTIONS: From Asheville, take I-26 E toward Hendersonville. Take exit 44 toward US-25 N. Keep LEFT and merge onto on US-25 N. Turn LEFT onto Butler Bridge Road. Turn RIGHT onto Tap Root Farms Parkway and take first RIGHT onto Wheatfield Road. Tap Root Farms Amenities are on the LEFT.

For Additional Information Contact: Jim Preston • 828-830-1632 • DRHorton.com
SOUTH

Community Feature Entries offer builders and developers the opportunity to highlight a new development or neighborhood, targeting active homebuyers through a dedicated half-page feature in the Parade of Homes magazine. If you're hosting a block party during the Parade weekends, be sure to share the details—we'll help promote your event on the website and through our broader marketing channels to connect you with attendees and showcase the vibrancy of your community. To gain even more traction and visibility for your neighborhood, we encourage builders within your community to enter homes in the Parade and make your development a must-see stop on the tour.

ENTRY INCLUDES:

- Half-page feature in the magazine
- Up to 5 Photos in magazine
- Community contact /Realtor/ listing agent information
- Up to 3 Logos included in the magazine and webpage
- Dedicated page on POH Website with additional images
- Spotlight the unique and outstanding amenities of your community
- Community description highlighting what sets your development apart
- Two complimentary ticket to the Awards Gala
- Featured post on our social media channels
- Option to host a block party to welcome visitors during in-person Parade weekends

COMMUNITY HIGHLIGHTS RATES & DEADLINES

Main Deadline
Wednesday, June 24th
\$2250

Last Minute Deadline
Wednesday, July 22nd
\$2750



SHOWCASE HOME ENTRY



2025 Parade Cover home built by Buchanan Construction

Builders may enter newly constructed homes to showcase their craftsmanship, design, and attention to detail. This is an excellent opportunity to highlight the quality and aesthetics that define your company. Entries will be featured in a full-page spread in the Parade of Homes magazine. Builders may choose to open their homes for in-person tours during Parade weekends or participate virtually with an online-only entry. All homes are judged in person by a panel of industry professionals and are eligible for a variety of awards, including Best in Show, Viewers' Choice, Green Building, Energy Efficiency, Craftsmanship, and many more.

ENTRY INCLUDES:

- Full-page feature with project description in the magazine
- Hand-painted rendering to showcase your home's design
- Business contact information
- Up to 3 logos to recognize your business partnerships (in magazine) and website page
- Professionally designed floorplans to complement your rendering
- Dedicated page on POH Website with additional image display (up to 10)
- Matterport tour for a virtual walk-through experience, including product and trade partner tags
- Spotlight on home specs
- Builder's statement highlighting business philosophy and building style
- Builder video - showcasing your company and connect with the community virtually
- Two complimentary tickets to the Awards Gala
- Judging by an in-person panel of industry professionals
- Eligibility for awards recognizing excellence in design, craftsmanship, energy efficiency, and more
- Social media feature to boost visibility and engagement

HOME ENTRY RATES & DEADLINES

Early Bird Deadline
Wednesday, May 27

\$3150

Main Deadline
Wednesday, June 24th

\$3650

Last Minute Deadline
Wednesday, July 22nd

\$4150

ADVERTISING OPPORTUNITIES

Magazine

Reserve your space to reach thousands of engaged homeowners across the region and beyond through the digital and printed WNC Parade of Homes Magazine.

AD Pricing

Ad Type or Size	BABRM Member	Non-Member
Full Page Prime Placement*	\$3,750	NA
Full Page Print	\$2,725	\$3,495
1/2 Page Print	\$1,775	\$2,199
1/4 Page Print	\$1,200	\$1,699

*This includes: inside front cover, across from inside front cover, inside back cover, across from back cover, left of welcome page, and left of contents page.

AD Sizing and Specs

Ad	Size	
Full Page	Bleed : 8.5w x 10.875h**	Non-Bleed : 8w x 10.375h
1/2 Page	Horizontal : 8w x 5.125h	Vertical : 3.875w x 10.375h
1/4 Page	3.875 x 5.125	

**Bleed ads should include a .125 bleed all around the ad and all text should be within a margin of .25

All ads except Full Page Bleed will have light gray outline, unless one already exists. Acceptable file formats include PDF, EPS, TIF, and JPG. Outline or embed all fonts and keep all content in the ad at a resolution of 300dpi at full size or higher.

Website

Limited Banner Ads are available on the WNC Parade of Homes website.

\$3500 for 12 months
\$2500 for 6 months

Logo Upgrade

Gain additional exposure and recognition by upgrading your listing in the Parade of Homes Business Guide. This upgrade includes your company's full-color logo featured in both the printed magazine and BABRM online directory for 12 months.

\$299 per Company

FINAL ART DEADLINE: AUGUST 4

Ad design available for an additional charge.

Send all files and requests to marketing@ashevillehba.com

By submitting this signed ad space reservation, the advertiser agrees to adhere to the deadlines and specifications outlined in this rate sheet. Advertiser acknowledges that the rates listed are for **print-ready ads only**, and all rates are **net**. Placement is available on a **first-come, first-served basis**. The advertiser is also responsible for ensuring that all images and content used in their ad are approved for use and **free of copyright infringement**.

Company/Advertiser: _____

Contact Name : _____

Ad Size: _____ Cost: _____ Contact Email : _____

Signature : _____ Date : _____

Referred by : _____

PARADE SPONSORSHIPS

BUILD CONNECTIONS. ELEVATE YOUR BRAND.
SPONSOR THE WNC PARADE.

PRESENTING SPONSOR



FRIENDS OF THE PARADE 13 AVAILABLE | \$750

- Logo on Parade website and acknowledgment in POH Magazine
- Logo upgrade in the POH Magazine & BABRM Online Directory
- Recognition on sponsorship signage in homes
- 1 Ticket to the Awards Gala
- Special acknowledgment in Awards Gala Presentation and Program

CONTRIBUTING SPONSORS



FEATURED COMMUNITY SPONSOR ONE AVAILABLE | \$8000

- Development logo on cover of Parade of Homes Magazine and select promotional materials
- Two page promotional section next to the featured Builder spotlighting the community and what makes it unique
- Community Highlight in designated section of the Parade of Homes Magazine and website
- Community Highlight ad on Parade of Homes website
- Logo included on Parade of Homes website, sponsorship promotional material, and select advertising
- Highlight feature on BABRM Blueprints Blog
- Directory Upgrade with logo inclusion in Parade of Homes 'Business Guide' and Online Membership Directory
- Recognition at Awards Gala with presentation of framed cover
- 1 table of 8 at the Awards Gala

PATRON SPONSOR 8 AVAILABLE | \$1250

- Logo on Parade website and acknowledgment in POH Magazine
- Logo upgrade in the POH Magazine & BABRM Online Directory
- Recognition on sponsorship signage in homes
- 2 Tickets to the Awards Gala
- Special acknowledgment in Awards Gala Presentation and Program



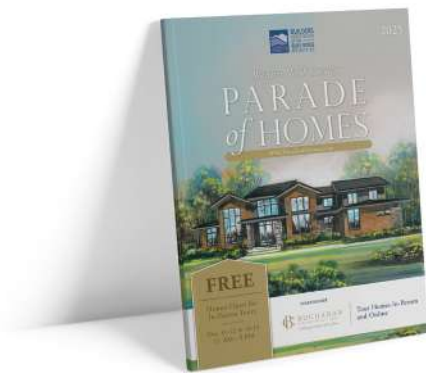
LIVE AUCTION

Join us for a LIVE auction held at One World West on July 13 from 4-6 PM for the following:

FRONT COVER PACKAGE AUCTION OPENING BID \$3750

Only submitted Showcase Homes are eligible to participate.

- **Front Cover Photo:** Builder may submit a photograph of the featured home for approval by **Aug 4th 2026**. Otherwise the builder's artist rendering will be utilized on the front cover.
- **Marketing Highlight:** Builder company highlighted in marketing for Parade through use of pictures, logo, rendering, etc.
- **Awards Gala Recognition:** Special acknowledgment with a presentation of the framed front cover.
- **Directory Upgrade:** Logo featured in the Parade of Homes Business Guide and online membership directory.
- **Reserved Table:** Includes one reserved table of 8 at the Awards Gala.
- **Social Media Feature:** Prominent feature across Parade social media channels.



BACK COVER PACKAGE AUCTION OPENING BID \$3250

Any BABRM Member can participate.

- **Back Cover Full Page Ad on Parade Magazine**
- **Complimentary ad design up to 3 proofs**
- **Ad will be sent digitally for your use**
- **Directory Upgrade:** Logo featured in the Parade of Homes Business Guide and online membership directory.
- **Reserved Table:** Includes one reserved table of 8 at the Awards Gala.

FEATURED BUILDER PACKAGE RAFFLE \$100 A TICKET

Open to BABRM members only. The Featured Builder cannot be the same as the Cover Auction winner.

- **Two-Page Feature** in the Parade of Homes magazine, placed within the first 20 pages of the publication. Builder provides photos; editorial content will be developed through a builder Q&A and must be approved by **August 4, 2026**.
- **Directory upgrade** with logo inclusion in Parade of Homes 'Business Guide' and online membership directory
- **2 complimentary** tickets to the Awards Gala

AUCTION CRITERIA

1. Builder Eligibility: Builder must be a member in good standing with the BABRM and hold a valid North Carolina General Contractor (NCGC) License.

2. Home Completion Requirement: The home must be 100% complete and have a Certificate of Occupancy (CO) by October 5, 2026.

3. Cover Design Note: The winning builder understands that Presenting Sponsor and Featured Community logos will be included on the front cover.

4. Payment Terms: 50% of the winning bid is due by **July 17, 2026**.

If full payment is not received by **July 22, 2026**, the next highest bidder will be offered the Front Cover package.

5. Bid Increments: Minimum bid increase is **\$100**.

6. Featured Community Right of First Refusal: If the winning cover home is located in a development, that development has the **first right of acceptance for one week** following the auction to secure the **Featured Community Package** (if still available).

If declined or if the home is not in a development, the Featured Community sponsorship becomes available to all

eligible **BABRM member developers**.

If declined or if the home is not in a development, the Featured Community sponsorship becomes available to all eligible BABRM member developers.

7. Cover Rotation Rule: The **previous year's Front Cover builder winner is ineligible** to bid for the cover for one full cycle (i.e., the 2025 winner cannot bid for the 2026 cover).

8. Exclusivity Clause: The same builder **cannot win both the Front Cover and the Featured Builder Package or back cover**.

MARKETING STRATEGY

- Targeted **digital advertising** across Western North Carolina and surrounding markets
- A robust **social media campaign** highlighting and engaging participating builders, homes, sponsors, and the community
- **Email marketing** to an engaged audience of industry professionals, prospective buyers, and community partners
- **Radio promotions** across many channels hyping the event
- **Billboards** in key high-traffic areas
- Strategic **newspaper ads** in local and regional publications
- **Magazine placements** in top regional publications, including Our State Magazine, Carolina Home + Garden, The Laurel, and more
- Distribution of **8,000+ printed Parade magazines** throughout WNC, in relocation guides, and by request nationwide
- **Year-round exposure** through the digital magazine and virtual tours on the Parade website, with direct links
- **Community engagement opportunities**, such as community-hosted block parties and community spotlights
- Recognition in **press releases** and ongoing **media coverage**
- Collaboration with **real estate professionals, developers, and local influencers** to expand visibility

NOW WHAT? ENTERING IN PARADE

1. **Visit** WNCParadeofHomes.com/Enter.
2. **Select** the entry type you wish to submit. This will direct you to the appropriate Submittable form.
3. **Create a Submittable account** if you don't already have one. You may begin your entry and return to complete it later—just be sure to save your progress before exiting.
4. **Complete your submission** with all required information. Incomplete submissions at the time of deadline will not be eligible for any applicable discounts.
5. Once submitted, the BABRM team will review your entry to ensure all information is **complete**.
6. **You will receive an invoice** after submission. Payment must be made within **one week** to maintain your deadline-based rate. Late payments may incur additional fees.
7. The BABRM team will **follow up to confirm your entry details** before moving into the proofing process.

PROOFING PROCESS

PROOF 1

EDITS

PROOF 2

EDITS

FINAL

SUBMISSION INFORMATION CHECKLIST

Entries will only be considered officially submitted once all required materials have been received.

- Builder Entry Information**
 - Business Name as listed with the NCLBGC
 - NC Builder's License Number
 - Business Owner First and Last Name
 - Business Contact Information
 - Business' Social Media Links
- Parade Home Information**
 - Name of Project
 - Street Address of Entry
 - Heated Square Footage
 - Number of Bedrooms and Bathrooms
 - Green Building Program information
 - Lot Price & Sales Price
- Builder Quote** - Give us your best one-liner in 15 words or less—why is your home a must-see?
- Reasons to see the Home** - In 70 words or less, describe why the public should visit your home during the Parade
- Special Features** - Highlight up to **six** standout features of your home. *Each feature may be up to 10 words.* Focus on what sets your home apart.
- Directions to Home** - Provide clear, visitor-friendly directions in 50 words or less, starting from **Downtown Asheville**. Well-written directions significantly impact in-person traffic to your home.
- Builder Photo** - Submit a **headshot or team photo at 300 dpi or higher**. Low-resolution images will not be accepted. If you need a photographer, contact BABRM staff.
- Builder Statement** - Describe your company's style, values, and influence in local building in 50 words or less.
- Company Logos** - Submit **up to 3 high-resolution logos**—your company, community, and/or Parade Partners (such as suppliers or trade contractors). Logos must be print quality.
- Builder Video** - You may upload a video to be featured on your Parade home webpage. This is a great way for virtual visitors to connect with you and learn more about your business.
- Builder Participation Agreement** - See page 16
- Prepare Color Rendering Info** - See page 12
- Elevation or Perspective** - Submit a clean, black-and-white elevation or perspective (free of dimensions and notes). This will be reviewed and approved by the BABRM artist for rendering. Changes requested after approval may result in additional fees. *Optional: Include supplemental photos of the home on the building site.*
- Floor plans** Submit a clean electronic version with clearly labeled rooms in TIFF, PDF, or JPG format. Late changes may result in additional fees.
- Certificate of Insurance** - Include a current COI listing the Builders Association of the Blue Ridge Mountains as an additional insured during the Parade dates. This may be submitted by the builder or insurance provider to Events@AshevilleHBA.com.
- Review Completion Requirements** - See page 12
- Review Occupied Home Waiver** (if applicable)- See page 15
- Payment Information or Check**
*Payment is due **within one week of submission** to maintain deadline-based rates.*
- Review Matterport Tour Details & Deadlines** - See page 13
- Accessibility of Home** Is this home mobility friendly or ADA compliant?
- In-Person Weekend Staffing** If applicable, agree to have your home staffed from **11 AM to 5 PM on October 17-18 & 24-25, 2026.**
- List of Vendors, Suppliers, and Trade Contractors**
Please include all professionals involved in the home's construction—**don't forget architects, designers, and trade partners.**
- Promotional Photos*** - Please submit high-quality images of your home (in-progress or completed) that can be used in Parade marketing materials, social media, and press. These photos help us promote your entry and drive traffic to your listing. Submit up to 5 images in JPG or PNG format. If you need assistance with photography, let the BABRM team know.

*Photo Credit & Usage Policy

When submitting photos for print or digital use, please include the **photographer's name and contact information** so proper credit can be given. The **Builders Association of the Blue Ridge Mountains is not responsible for any copyright infringement** related to photography submitted by participants. It is the responsibility of the builder to ensure all images are cleared for promotional use.

RENDERING REQUIREMENTS

In addition to the information required below, each builder must submit a clean elevation or perspective of the home at the time of entry. This image must be free of numbers, dimensions, additional lines, or notes to ensure accuracy in the final rendering. A **photograph of the home**—even if still under construction—must also be submitted to assist the artist in accurately capturing key details.

Please note: Requests for changes to the color rendering based on the information you provide may result in a change fee at the builder's expense.

For each listing, include the manufacturer color name and number for exterior materials. Do not use general color terms (e.g., "brown," "blue," etc.). The more specific your submission, the more accurate your rendering will be.

- | | | |
|---|--|---|
| <input type="checkbox"/> ROOF | <input type="checkbox"/> TRIM | <input type="checkbox"/> FRIEZE BOARD AT SOFFIT |
| <input type="checkbox"/> SIDING | <input type="checkbox"/> SASH | <input type="checkbox"/> CORNER BOARDS |
| <input type="checkbox"/> SHAKES | <input type="checkbox"/> SHUTTERS | <input type="checkbox"/> BRACKETS |
| <input type="checkbox"/> BOARD & BATTEN | <input type="checkbox"/> FRONT DOOR | <input type="checkbox"/> GABLE VENTS & TRIM |
| <input type="checkbox"/> BRICK | <input type="checkbox"/> GARAGE DOORS | <input type="checkbox"/> HAND RAILS |
| <input type="checkbox"/> STONE | <input type="checkbox"/> FASCIA | <input type="checkbox"/> PORCH POSTS |
| <input type="checkbox"/> STUCCO | <input type="checkbox"/> FRIEZE BOARD BETWEEN LEVELS | <input type="checkbox"/> CHIMNEY |
| <input type="checkbox"/> WINDOWS | | |

COMPLETION REQUIREMENTS

To be judged and included in the in-person Parade of Homes tour, **entries must**:

1. Be 100% complete, including all finishes, landscaping, and staging
2. Have a Certificate of Occupancy dated between August 1, 2025, and October 5, 2026

Homes that don't meet these requirements can still be featured as **Virtual Only** or **Coming Soon entries**, but they won't be eligible for awards or in-person tours. If a home is not fully complete, that status will be shown in the Parade Magazine and on the Parade website.

Any updates to your home's completion status must be made by **August 3, 2026**.

MATTERPORT VIRTUAL TOURS

All Parade of Homes entries will include a **Matterport Virtual Tour**, which allows visitors to experience your home in immersive 360° from any device. Since 2020, our trusted virtual tour partner has been 3D Scan Studio (formally Ever Open House). Holly Bowen is your main point of contact, and Bryan Hudson will be scanning your home.

- All showcase homes and renewed spaces will have a Matterport virtual tour. *(Note: Matterports are optional for renewed spaces, but strongly encouraged.)*
- These tours will remain online for 2 years and receive tens of thousands of views.
- Each tour includes **10 Mattertags**—highlighting product/vendor details.
All Parade Partners used must be tagged.
- Additional fees may apply for homes with more than 4,000 sq/ft of captured space.

Timeline & Deadlines

- Schedule your filming by: **August 11, 2026**
- Complete filming by: **September 29, 2026**
- Scans typically take **~1 hour per 1,000 sq ft**, sometimes less.
- Final 3D model is delivered for review **within two weeks** of filming.

Staging & Site Prep Requirements

- Your home should be photo-ready, as if for a real estate shoot:
- Inside the Home:
 - Professionally or internally staged.
 - All finishes should be completed.
 - Personal items should be removed or minimized.
 - Pets must be contained or off-site during filming.
 - Homeowners can remain onsite but will need to stay in one area as the camera moves room by room.

Outside the Home:

- Landscaping must be complete.
- All tools, hoses, trash/recycling bins, and equipment must be out of view.
- No vehicles should be in driveways; if possible, park in the garage.

Once your Parade entry is submitted, you'll receive a follow-up email to schedule your virtual tour appointment.

For questions or to coordinate scheduling, reach out to:
Holly Bowen, Holly@3dScanStudio.com

If home is not ready for the shoot by the scheduled time, please inform Holly as soon as possible. Appointments that have to be rescheduled after Bryan arrives on site may be subject to a reshoot fee.

BUILDER OPEN HOUSE IS MONDAY, OCTOBER 13

You will pick up your Parade signage, magazines, and additional information for parade kick off.

JUDGING

BABRM presents **Gold Craftsmanship** and **Silver Craftsmanship** awards to Showcase Homes in each price category with four or more entries. To be eligible for judging and included in the in-person Parade of Homes tour:

- The home must be **100% complete**, including all finishes, landscaping, and staging
- A **Certificate of Occupancy** must be issued between **August 1, 2025, and October 5, 2026**
- Entries *must* be accessible during the judging window

Renewed Spaces are *eligible but not required* to participate in in-person judging. Builders must opt in during the submission process. Additional awards may be given based on the types of projects submitted—such as standout room transformations or whole-home remodels involving 50% or more of the structure. Categories will be determined once entries are received and can be fairly judged against comparable work.

Judging Dates: Tentatively scheduled for **October 14-16, 2026**

Location Note: Homes outside of Buncombe, Henderson, Madison, and Transylvania Counties will be considered for judging based on distance and number of entries.

Judging Panel: Professionals from outside Western North Carolina with experience in building, design, and craftsmanship. Judging is anonymous and confidential.

SAMPLE JUDGING CHECKLIST

EXTERIOR

- Curb Appeal/ Site Orientation
- Overall Craftsmanship
- Landscaping
- Quality of Materials Used
- Detailing/Special Touches
- Design
- Color Coordination
- Outdoor Spaces

INTERIOR

- Floor Plan, Flow, & Design
- Overall Craftsmanship
- Kitchen
- Main Bedroom/Bathroom
- Closets/Storage Space
- Quality of Materials Used
- Detailing/Special Touches
- Lighting

Additional Awards

BABRM Motto Award

This award recognizes the Builder that uses the most Associate Members in the completion of their Parade entry. The award encompasses the BABRM's motto of "Do Business With a Member!"

Innovative Home Award

This award showcases an entry that has an innovative use of materials and/or application throughout the home.

Viewers Choice Award

This award goes to the home that receives the most votes on the WNCParadeofHomes.com website. This voting occurs Sat. Oct 17 - Mon. Oct 19th.

Housing Affordability Award

This award goes to a builder who is creating more housing affordability.

Green Certification Award

This award will highlight an entry with a green building certification (NGBS, NC Green Built, or LEED). Applicants in this category will need to submit their green building certification score/level.

Winner determined by Green Built Alliance.

+More!

OCCUPIED HOME WAIVER

This agreement is made by and among _____ (“Owner(s)”) as Owner(s) of the home located at _____ (“Home”); _____ (“Builder”), as general contractor of the home; and the Builders Association of the Blue Ridge Mountains (“BABRM”), presenter of the 2026 Parade of Homes event.

The parties hereto agree as follows:

1. Owner(s) hereby give(s) permission to Builder to enter the home in the 2026 Parade of Homes.
2. Homes must receive a Certificate of Occupancy between August 1, 2025 and October 5, 2026 to be an Owner Occupied Entry and Owner(s) must be actively living in the home during the Parade of Homes.
3. The home will be open for public viewing during the entire Parade of Homes event, October 17-18 & 24-25, 2026, between the hours of 11AM and 5PM Saturday and Sunday.
4. Owner(s) must leave home during judging. If owner(s) do not leave during judging the house will not be judged. Judging will tentatively take place on October 14-16, 2026. Builder will know what day the home is being judged on October 7, 2026 and can inform owner(s) at that time. Time of day can not be determined but the builder will be called 30 min prior to judges arrival.
5. Owner will keep the home's interior, exterior, and lawn in a presentable condition (i.e., clean and free of clutter) with safe, clear passageways throughout the Parade of Homes tour weekends and judging day.
6. The home will be staffed by Builder and/or its designated representative throughout the Parade of Homes event weekends of October 17-18 and October 24-25.
7. Photographs, renderings, the street address, construction features, and directions to the home will be published in the Parade of Homes Magazine, may be published in other materials designed to market the Parade of Homes event, and shall, otherwise, be made generally available to the public.
8. Owner(s) and Builder shall have the sole responsibility to take reasonable precautions to protect the safety of the home and Owner(s)'s possessions therein. Owner(s) shall remove valuables, medications, firearms, other personal effects, and pets from the home during the Parade of Homes event. Virtual tours will be online - so it is advised during filming to remove personal effects, or items not wished to share.

9. Owner(s) shall maintain a homeowner's insurance policy with liability coverage of at least \$1 million per individual accident throughout the Parade of Homes event covering losses on an "occurrence" basis. Owner(s) shall also have the BABRM added as an additional insured on such policy for the duration of the Parade of Homes event.

10. To the fullest extent allowed by law, Owner(s) and Builder do hereby release and hold harmless the BABRM, its officers, employees, board of directors, representatives, and successors, and assigns from any liability whatsoever as a result of any damage to person or property of Owner(s) and/or Builder which may result from or in any way be related to the participation of the home in the Parade of Homes event, unless such damage is caused by the negligence or intentional tortuous conduct of BABRM.

11. Furthermore, in the event of any alleged damage to a person or entity not a party to this agreement, to the fullest extent allowed by law, Owner and Builder agree to defend, indemnify, save, and hold harmless the BABRM, its officers, employees, board of directors, representatives, and successors, and assigns from and against any and all liabilities, obligations, losses, damages, injunctions, suits, actions, fines, penalties, claims, demands, costs, and expenses of every kind and nature, including reasonable attorney's fees and court costs, incurred by the BABRM arising directly or indirectly from or out of the undersigned's participation in the Parade of Homes event, unless such are caused by the negligence or intentional tortuous conduct of the BABRM.

12. Neither Owner(s) nor Builder shall receive any payment or other compensation of any kind from the BABRM as a result of the inclusion of the home in the Parade of Homes event.

13. In the event the home is owned by more than one Owner, the signature of one Owner below shall bind all Owners to this agreement.

14. This agreement shall be effective upon the last date it is signed by a party as reflected below.

Owner(s) Printed Name : _____

Owner(s) Signature : _____ Date: _____

Builder Printed Name : _____

Builder Signature : _____ Date: _____

If Owner(s) does NOT want the home price to be listed publicly, please initial here: _____

PARTICIPATION AGREEMENT

This online Participation Agreement is entered into by and between YOU ("the Builder") and the Builders Association of the Blue Ridge Mountains ("BABRM") for participation in the 2026 WNC Parade of Homes ("POH"). This Agreement outlines expectations, requirements, and terms governing YOUR participation. By submitting an entry, YOU agree to comply with all rules, regulations, and guidelines outlined herein and in the Parade of Homes Packet.

Definitions:

- YOU / Builder: The individual or entity submitting an entry to the POH.
- BABRM: The Builders Association of the Blue Ridge Mountains.
- POH: WNC Parade of Homes, an event hosted by BABRM.
- Entry: A home submitted for inclusion in the WNC Parade of Homes.
- Representative: Any employee, agent, subcontractor, or designated party representing YOU.

1. Entry Submission & Fees – YOU must complete the entry submission, provide all required supporting documents, and submit full payment by the payment terms outlined on your invoice. All entry deadlines apply to fully completed submissions, including all required materials. Incomplete submissions may not qualify for listed pricing and will not be processed until all required materials are received. Failure to pay your invoice on time may result in your entry being excluded from judging and/or removed from the in-person Parade tour. Only one BABRM discount or credit will be applied toward any entry fee per year.

2. Level of Completeness – To be judged and included in the in-person Parade, homes must be 100% complete (finishes, landscaping, staging) and have a Certificate of Occupancy dated between August 1, 2025, and October 5, 2026. Homes not meeting these standards may be listed as Virtual Only or Coming Soon but will not be judged or shown in person. Incomplete status will be noted in the magazine and on the website. Updates must be submitted by August 3, 2026.

3. Occupied Home Waiver – If the home will be occupied, an Occupied Home Waiver must be signed and submitted within one week of submission. Homes without an occupied home waiver by this time will not be eligible for participation.

4. Magazine Proofing – A maximum of two entry proofs are included at no charge. Proofs will be emailed to the proofing contact submitted on Submittable. A response confirming accuracy and any necessary changes must be returned within the timeframe specified by BABRM. Additional proofs will be billed at \$50 each.

5. Photography – YOU must provide photographer names and contact information for credit purposes. BABRM assumes no responsibility for copyright infringement associated with photos submitted by YOU.

6. Media & Marketing Consent – By participating, YOU grant BABRM the right to use your entry's images, project descriptions, and company name in Parade-related promotional materials, press releases, digital content, and social media.

7. POH Signage – A refundable deposit is required for BABRM-supplied signs, due at the Builder Open House. Signage must be displayed per POH guidelines before judging and during Parade weekends. Directional signs should be removed from main roads during off days. YOU are responsible for lost or unreturned signage. Additional sponsor signage must be displayed in a visible location (e.g., kitchen, foyer) during Parade hours.

8. Judging Eligibility – To be eligible for judging and inclusion in the in-person Parade of Homes tour, homes must be 100% complete (including all finishes, landscaping, and staging), have a Certificate of Occupancy dated between August 1, 2025, and October 5, 2026, and be accessible during the judging window. Judging may take into account membership status and home location. Homes that do not meet criteria will not be judged or open to the public. Occupied homes must be vacant during your allotted judging time determined by BABRM. Homes must be accessible from 8:30 AM – 5:30 PM during judging days (tentatively October 14-16, 2026). YOU must have a representative present for the judge's arrival and post-tour Q&A. Refer to Page 14 of the Parade Packet for full details for this agreement.

9. Parade Tour Weekends – Homes must be open and hosted by YOU or a representative from 11:00 AM - 5:00 PM on both days of both In-Person tour weekends, unless listed as virtual-only. Homes must be clean, free of debris, and adhere to all OSHA standards.

10. Alcohol Policy – Alcohol is strictly prohibited in Parade homes during official POH hours. Violations will result in a review by the BABRM Board and may result in disciplinary action.

11. If Home Sells Policy – If the home sells, the entry remains in the Parade unless BABRM is notified otherwise.

• **If notification is received before August 3, 2026:**

BABRM may, at its sole discretion, issue a partial refund and remove the entry from the print magazine and website.

• **If notification is received between August 3 and October 5, 2026:**

The entry will remain in the Parade and may appear in the printed magazine. BABRM will update the website and digital magazine to reflect that the home is "SOLD—Not Open for Viewing."

A credit toward a future Parade entry may be considered, but is not guaranteed.

PARTICIPATION AGREEMENT CONTINUED

The builder is responsible for:

- Providing signage at the home indicating it is not open for viewing
- Having a representative present during Parade weekends

BABRM reserves the right to make all final decisions regarding participation, refunds, and publication updates.

12. Entry Withdrawal Policy – If an entry is withdrawn before July 30, 2026, partial refunds may be considered case-by-case basis. After July 29, BABRM cannot guarantee that entry can be withdrawn from the printed magazine.

13. Exclusive Participation Policy – During official 2026 Parade of Homes tour dates and hours, YOU may not host or promote open houses for homes or communities not entered in the in-person Parade. This ensures fairness and protects BABRM's marketing investment. Violations may result in disqualification and/or future participation restrictions

14. Code of Conduct – YOU and your representatives agree to act professionally and respectfully toward all Parade attendees, BABRM staff, and fellow participants. Inappropriate behavior may result in immediate removal from the Parade and/or disqualification from future participation.

15. Liability Insurance Requirement – YOU must carry and maintain general liability insurance for the duration of the Parade of Homes. Proof of insurance must be provided upon request.

16. Non-Compliance Penalties – Failure to follow rules and regulations in this Agreement or Parade Packet may result in removal from judging and the awards program. Ineligible entries may not be open for public viewing. YOU and your company may be placed on a one-year probation, affecting all entries under your company's name.

17. Indemnification – YOU agree to indemnify and hold harmless BABRM, its Board of Directors, employees, agents, and the POH Committee from any claims arising out of your participation. This includes injury, death, property damage, breach of contract, copyright violations, or losses related to subcontractor activity or event participation.

18. Data Privacy – BABRM agrees not to sell, distribute, or misuse personal or proprietary data provided by YOU or your clients. All information will be used solely for the administration and promotion of the WNC Parade of Homes.

19. Force Majeure – BABRM shall not be held liable for failure or delay in performing obligations under this Agreement due to acts beyond its control, including natural disasters, war, terrorism, pandemics, labor strikes, or government orders. BABRM will make reasonable efforts to reschedule or modify the Parade. Refunds or credits will not be issued in such cases, unless at the discretion of the BABRM.

20. Dispute Resolution – In the event of any dispute or claim arising from this Agreement, the parties will attempt to resolve the issue through good faith negotiation. If unresolved, mediation will be pursued before legal action. If litigation is necessary, the parties agree to resolve it in a court of competent jurisdiction in the North Carolina county where the subject home is located. This Agreement is governed by the laws of the State of North Carolina.