

The Home Builders Association of Greenville's



The Home Builders Association of Greenville is proud to announce the 2009 Tour of New Homes, which will be held September 11-13, 18-20 and 25-27, 2009. The Tour of New Homes is an annual self-guided, free tour of new homes in the Upstate. Pricing will be significantly less than last year, nearly 40% less per house. We have also created the opportunity for developers to feature their neighborhoods as Signature and Featured Developments.

The Tour of New Homes is a chance to showcase your homes to thousands of prospective buyers in the Upstate as they tour the homes of participating builders and developers. Through a wide range of advertising and media, as well as Tour of New Homes guidebooks that are widely distributed in area racks and throughout the Tour homes and developments, participants will see added exposure and traffic in their homes. The creation of a special Tour of Homes website will also give participants another valuable marketing tool to draw interest both during and after the Tour.



What the Tour of New Homes will deliver:

- **Featured Developments:** A full-page display in the Tour Guide. The home included in each Featured Development will also have a full-page display.
- **Signature Development:** Featured on the front cover of the Tour Guide, as well as a full page for the development and the home inside the publication.
- **Individual Homes:** A full-page display in the Tour Guide.
- **Map:** A map of Greenville and Pickens counties will be developed and incorporated in the Tour Guide and featured on the Tour of New Homes Website. All homes and developments will be featured on the map. In addition, maps that are divided into quadrants of the association's jurisdiction will be prepared that provide a larger image of sections of our community. The maps will be printed in the Tour Guide and incorporated into a website developed specifically for the Tour.
- **Guidebook:** A minimum of 10,000 copies of the Tour Guide will be produced, and will be widely distributed in area racks, at the Featured and Signature developments, and in each Tour home, allowing for maximum marketing exposure
- **Website:** A website will be developed specifically for the Tour that will feature developments and homes, as well as information about our sponsors, locations of guidebooks, and resources on buying a new home.
- **Signage:** Each home and development will be incorporated into a signage program to lead visitors to the homes and neighborhoods in the Tour of New Homes.
- **Advertising:** A minimum advertising commitment of \$25,000 through local general media will drive patrons to the homes and Signature and Featured Developments. If participation exceeds expectations, additional revenue will be driven into the advertising budget.

For additional information about the Tour of New Homes, please contact the Home Builders Association of Greenville at 254-0133.

Builder/Developer Participation Agreement

I do hereby agree to and enter the Home Builders Association of Greenville 2009 Tour of New Homes. I agree, by signing this Participation Agreement, to abide by the following rules and regulations:

1. In order to qualify for member participation rates, the company entering any home or development in the Tour must be a member in good standing of the Home Builders Association of Greenville at the time of application and during Tour of New Homes dates. (If not currently a member of the association, application and payment of membership dues must be received at the association office no later than Monday, August 10, 2009).
2. No home in the Tour may be occupied prior to the last day of the Tour.
3. Decorating and Furnishing is encouraged and is strictly the decision and responsibility of the Participating Builder.
4. Homes must be completed, cleaned and open to the public during the following hours: 12:00 noon until 6:00 p.m. each of the tour days and it is recommended the home be staffed by the builder or a representative of the participating builder.
5. Once a home or development is entered in the Tour of New Homes, no refunds will be provided.
6. The entry fee covers the entire marketing plan and signage for each yard and directional signs when needed. A photo or rendering of the house, floor plan and directions to each home will be included in the Tour of New Homes Program. Programs will be provided for distribution at each home on the tour, as well as at other distribution points establish in the Tour of New Homes marketing plan.
7. Each participating builder agrees that there shall be no signs or advertising on their lot unless such signs or advertising are authorized by the Home Builders Association of Greenville, SC, Inc., which has the full right to place any signs or advertising wherever it desires and, for any consideration, either direct or indirect.
8. I hereby agree that neither I nor any of my agents shall make any representation on behalf of the Home Builders Association of Greenville, SC, Inc., as to the quality or fitness of the Tour of New Homes entry, nor that a partnership or joint venture exists between them and the Home Builders Association of Greenville, SC, Inc.
9. I agree to indemnify and hold harmless the Home Builders Association of Greenville, SC, Inc. and their officers, directors, volunteers, agents, and employees, from any claims, causes of action, or judgment of any kind which may be made against any or all of them arising out of or relating to the acts of the undersigned, its agents and employees. This indemnification agreement includes without limitation claims for bodily injury, death, damage, loss of real property, or loss of personal subcontractors or agents employed by the builder or developer. Upon demand of the Home Builders Association of Greenville, SC, Inc., the builder or developer will promptly take defense of the requesting party, its agents and employees, from any losses arising out of such claims or otherwise hold the requesting party harmless from any costs resulting from such a claim including attorney's fees, and pay any final judgment for such claims.
10. Each participating builder and developer shall maintain general liability insurance on the property entered and participating in the Tour of New Homes. Upon execution of this agreement, each participating builder or developer shall provide to the Home Builders Association of Greenville, SC, Inc., a certificate of insurance evidencing general liability including contractual liability, independent contractors, personal injury, completed operations with combined single limits of liability of not less than \$500,000 each occurrence. Said certificates shall include Workers Compensation and Employer's liability, also automobile liability including non-owned autos and hired autos with combined single limit of \$500,000. Said certificate shall name as additional insured the Home Builders Association of Greenville, SC, Inc. Said certificate shall be received and approved by the Home Builders Association of Greenville, SC, Inc., no later than April 13, 2009. Should the builder or developer fail to submit said certificate of insurance by this deadline, the application for entry in the Tour of New Homes will be voided and all monies received by the Home Builders Association of Greenville, SC, Inc., will be forfeited by the applicant in lieu of damages.
11. The builder or developer understands that there is a required orientation meeting they must attend. There are two dates to choose from although attendance at only one meeting is necessary. The dates for the required orientation are August 11, 2009, or August 20, 2009.
12. Each participating builder understands the **deadline for all entries is 5:00 p.m., Monday, August 10** and the participation fees are as follows:

follows:

Homes:

§ First Home: \$575

§ Second and Subsequent Homes From Same Builder: \$475

§ Homes Previously Entered in the Tour of New Homes: \$475

§ Non-Member Builder Rate: \$825 Per Home

Each home will be featured on a full-page display in the Tour Guide. Homes will be marked on a map of Greenville and Pickens counties, as well as maps that are divided into quadrants of the association's jurisdiction. The maps will also be incorporated into a website to be developed. A signage program will lead patrons to the homes.

Developments:

Featured Developments: \$1,500 (Includes the development and one house. Additional houses are \$475.)

Featured Developments By a Non-Member: \$2,000 (Additional houses are \$475 for builder members and \$825 for non-members.)

Signature Development: \$2,500 (Includes the development and one house. Additional houses are \$475.)

Development without a completed home: \$800

Development without a completed home by a Non-Member: \$1,100

Failure to comply with any of the above terms subjects the builder to forfeiture of all privileges set forth by the Home Builders Association of Greenville, SC, Inc.

Please submit form on next page to participate and accept terms of agreement.

Forward completed participation agreement with payment to:
 The Home Builders Association of Greenville
 Tour of New Homes
 5 Creekside Park Court, Suite A
 Greenville, SC 29615

Fax: 864.254.0134
 Phone: 864.254.0133

BUILDER/DEVELOPER INFORMATION		CONTACT INFORMATION (IF DIFFERENT)	
Builder Signature		Primary Contact Name	
Builder Name (Please Print)	Company	Contact Position	Company
Address		Address	
City, State, ZIP		City, State, ZIP	
Builder Phone Number		Contact Phone Number	
Builder E-mail Address		Contact E-mail Address	

Featured Homes Information:

Please provide the following information for each home entered. For multiple homes, attach separate sheets.

Subdivision or Development Name	Name of Plan/Tour House
Address	Lot #
Amount Due	
Method of payment (please check one): <input type="checkbox"/> Check enclosed <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX <input type="checkbox"/> Discover	
Card Number	Name on Card Expiration Date
V-Code (Last 3 Digits on Back of Card)	

Once you have submitted the participation agreement, you will be mailed a separate form to complete with detailed home information and directions to your development or home.

For more information about the 2009 Tour of New Homes, please contact the Home Builders Association of Greenville office at 254-0133 or visit us on the web at:

www.hbaofgreenville.com