



2019 Parade of Homes

Discount Directory



Dear HBA Member,

The 2019 Parade of Homes will be held on **Saturday and Sunday, September 28th and 29th.**

So, we want to know if you would like to...

Share the Parade Spotlight! Get FREE advertising! Help Promote Home Buying!
Reward present customers and encourage them to keep coming back!
Entice new customers to try your business!

How?

Participate in the **Discount Program** for the 2019 Parade of Homes!

Parade of Homes discounts are **extra** discounts you give over-and-above any normal contractor discounts you may give. However, they are restricted to only the homes that will be in the Parade. They are given:

Only on those homes that are **in the Parade**

Only after the home has been entered and the entry fee paid by the builder

Only on the materials, products or services **you designate**

Only in the amount or percentage **you choose**

Only until the last day of the Parade **unless you decide otherwise**

Many of you have participated in this program for many years and we thank you and our Builders thank you. As usual, you will be sent updated lists of those homes that are eligible for discounts as they are entered so that you may use the list to contact the builders and determine eligibility. As a participant, your business, and your discount will be listed in the Discount Directory published and distributed to all Parade Builder members to encourage them to do business with you. Your firm, discounts, and telephone number will be listed alphabetically by company name and also by products. You will also get special recognition in the Association newsletter, the Parade Magazine, and, with the cooperation of the builders, in each of the homes in which the builder uses your materials, products or services.

To better assure you that discounts are given only on homes shown during the Parade, you have three options of granting the discounts. (See Agreement Form) The Discount Directory will be given to builders as they turn in their Parade entry. To share the spotlight, just complete and return the enclosed "Participation Agreement Form" now! It must be received no later than March 28th, 2019 to be included in the directory.

If you have any questions, please call the HBA office at 828-322-6482.

Sincerely,
2019 Parade of Homes Committee

2019 Parade of Homes

Discount Directory Participation Agreement

I agree to participate in the Discount Program offered in conjunction with the 2019 Parade of Homes scheduled for **Saturday and Sunday, September 28th and 29th**.

I agree to provide the following discounts in the amounts shown for the products and/or services described. These discounts shall be made available to each builder and only to those builders having a home in the Parade and such discounts are in addition to any other discounts normally given.

Discounts will be given only after the builder has paid the entry fee for the home(s) on which discounts are given. Unless specified otherwise, discounts will end on September 29th, 2019

The following discount will be given:

The discount above will be given: (check one)

- Upon payment of the invoice (s)
- After the Parade, if the home is finished and open to the public.
- Other: _____

Ending date of discount if other than deadline: _____

For participating in the Discount Program, the Association agrees to: provide the discounter recognition through distribution of the "Discount Directory" listing the names of the program participants and the discounts offered; (2) identify of each discounter in the Parade's primary promotional publication; and (3) allow the discounter, with the builders' cooperation, to advertise at each home site in which the discount(s) are provided by the discounter.

Signature: _____ **Date:** _____

Print Name: _____

Company: _____

Phone: _____



Home Builders Association of Hickory-Catawba Valley
3145 Tate Blvd SE, Hickory, NC 28602
Phone: 828.322.6482, Fax: 828.324.4663

