

2018 Spring Tour of Homes

46th Annual



Register Now

\$1000 per home if registered by Fri., Dec. 8th, 2017

\$1200 per home after Dec. 8th

Final deadline, noon, Wed., Jan. 3, 2018

February 23-25 & March 2-4, 2018

Friday 4:30 - 7 pm

Saturday & Sunday 12 - 5 pm



Discount will NOT be allowed unless ALL registration material is received.

What Builders Are Saying...

- ✓ This is the best Tour of Homes in 5 years!
- ✓ There is simply no better marketing tool than the Tour of HomesSM!
- ✓ Really Nice ~ Great value!
- ✓ Best VALUE for dollars spent to ATTRACT large crowds
- ✓ Very good interest in new homes
- ✓ Lots of Exposure
- ✓ Don't put your home on the Tour- then I will get more prospects.

Enter Your Development

Do you have a neighborhood that may not have a model ready for the Spring Tour? You can enter the development! See the rules under development listings.

We've got an app for that!

Tour of Homes Phone App



Each home will be featured on this mobile app – enhanced listing of each home and builder profile and lead generating features. Download app Parade Craze for a sample of what's in store.

See enclosure for more details.

Over \$40,000

In Mass Media

To Promote This Event

**Radio | Newspaper Magazine
Billboard | Tour Website
Phone App**

PLUS - Possible discounts on products showcased in Tour homes AND - Opportunity to market-share using Co-op logo.

Entry Fee Includes

- ✓ ½ page home profile and ½ page builder profile in the full color glossy Tour of Homes magazine. (\$1868 value)
- ✓ Mobile App listing for each home plus a lead generating builder profile
- ✓ Year round listing on the website CMBATour.com
- ✓ Four "arrow" signs – installed for you
- ✓ Official "Tour of Homes" sign on a wooden post placed in front of home
- ✓ Pennant and other signs available
- ✓ Extra Tour magazines to distribute at your home
- ✓ Enhanced photos on your free Website Listing

Enclosed: Tour Home • Builder Profile and Payment Form • Directions Form • Guidelines • Participation Agreement • Parade Craze App

Please call the Central Minnesota Builders Association (CMBA) office with any questions.

Phone: 320.251.4382 • www.cmbaonline.org • info@cmbaonline.org

1124 West Saint Germain Street, Saint Cloud, MN 56301



Home Entry Information

Company Name: _____

Home handicap accessible? yes no

Tour Home Address _____

City: _____

Development _____

Spring Fall Year: _____

Repeat Home? yes _____ *If not complete all forms*

- Enclose image of home – full color 3D renderings are strongly encouraged or color photo in high res (300 dpi), tiff or jpeg format.
- Enclosure floor plan of home (for mobile app)

Pre-sold or occupied/lived in? Yes _____ No _____
If yes, a Hold Harmless and Indemnification Agreement must be signed.

Description of entry home (1000 character max.) _____

Co-op Name:

(only one company Co-op logo/must be a CMBA member)

Use previous logo from tour.

Spring _____

Fall _____

Contact Information

Who will receive ad proof?

E-mail address

Phone Number

Fax Number

Home Title: _____

Number of bedrooms: _____

Number of bathrooms: _____

Actual sq. ft.: _____

Project Resources (only members will be listed, no additions after 1-3-18

Ten or less recommended:

Appliances: _____ Garage Doors: _____

Bath Enclosures: _____ Geothermal: _____

Building Material: _____ Home Automation/Security: _____

Cabinets: _____

Closet Organization: _____ HVAC: _____

Concrete: _____ Insulation: _____

Counters: _____ Lighting: _____

Design: _____ Landscaping: _____

Drywall: _____ Millwork: _____

Electrical: _____ Plumbing: _____

Exteriors: _____ Windows: _____

Fireplace: _____ Other: _____

Flooring: _____

School District: _____

Style of Home (rambler, two story, etc.): _____

Price of home \$ _____

Starting Price of Other Models: \$ _____

Provide for the Parade Craze APP

Sales Agent: _____

Int. Designer: _____



You can link your company info using these lead generating features.

Builder Profile and Payment Form



Spring Tour 2018

Feb. 23-25 & Mar. 2-4

Company Name: _____

Builder Name: _____

Company Address: _____

City: _____ Zip: _____

Phone Number to be listed: _____

E-mail Address to be listed: _____

Years In Business: _____ Website: _____

MN Builder License Number: _____ Number of Employees: _____

Color photo of builder *attached* OR *use from previous issue:* Spring Fall Year: _____
Company logo *attached* *use from previous issue:* _____

Builder Profile

This should be a description of your company and the benefits of working with you.

Payment - No refunds after January 3, 2018

\$1200 per Home/Development.....\$ _____
\$200 Early-Bird Discount..... \$(_____)
if ALL material received before noon, December 8, 2017
\$50 per ADDITIONAL Arrow Sign - #of add'tl.....\$ _____
4 "Arrow" signs and one "Official" sign are included.
\$10 Tally Counter (optional)\$ _____
TOTAL DUE:\$ _____

Approved Amount \$ _____ Check # _____
Name on Card: _____
Address of Cardholder: _____
Card Number: _____ - _____ - _____ Exp. Date: _____ / _____ Security Code: _____
Signature: _____

Please return this form to CMBA via fax: 320-251-3754, email: Colleen@cmbaonline.org
or mail to: 1124 West St. Germain Street, St. Cloud, MN 56301

Directions Form

Must accompany registration

→ This information is for the sign installation company.



February 23-25 & March 2-4, 2018
 Friday 4:30 - 7 pm | Saturday & Sunday 12 - 5 pm

Company: _____
 Address of Home: _____
 Number of arrow signs needed: _____ (Fee includes 4 arrow signs, if more are listed below add \$50 each.)

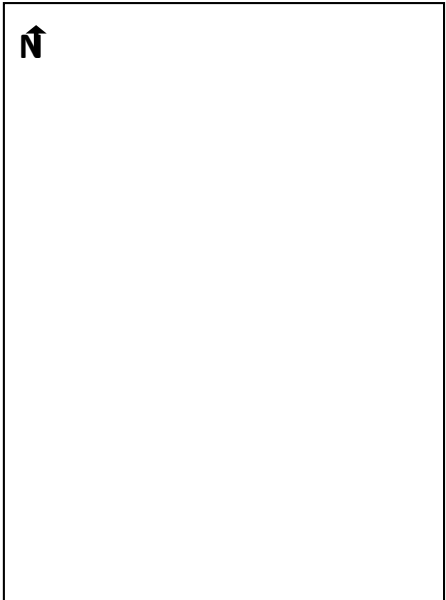
Maps to Tour Home:

Plat Map - mark exact location of Tour home **X**

Street Map – corresponding with 4 arrow sign locations below, location and which way arrow should point→.

If your instructions indicate placement of signs on highway right of way, refer to number 1 under “Additional Sign Fees” below.

Required: drawn map with corresponding driving directions. Use space provided. If home is located in an outlying town, include the town and where the home is located on this map.



List roadways for each arrow sign. (Do not place signs on city or state property.)

	Pointing <small>(Circle One)</small>			
	N	S	E	W
1. Intersection of _____ and _____				
2. Intersection of _____ and _____				
3. Intersection of _____ and _____				
4. Intersection of _____ and _____				

List additional arrow sign locations, or any special instruction for sign placement here:

Sign Memo

Any address or sign placement changes after submitted will be charged a change order fee. CMBA has hired a sign company to install Tour directional “arrow” signs as well as the wooden posts with the “official” Tour sign. **If any changes are made from this form, such as replacing missing signs, or other special requests, a sign change order form must be signed by your company representative before CMBA will act on your request. Contact the CMBA for a sign change order.**

- If your instructions direct the sign company to put the directional arrow signs in the Hwy right of way, you will be responsible to install the signs 4:30pm on Friday of the first weekend of the tour, remove them on Sunday, reinstall them Friday at 4:30 for the second weekend, and remove them Sunday after the tour and place at the home for the sign company to pick up. If signs are left on the right of way and removed by MNDOT, it is the builder’s responsibility to return the signs to CMBA or pay a \$50 per missing sign fee.
- If you move a sign, you must let CMBA know so we can inform the Sign Company where to find it after the Tour.
- The signs are an important part of the Tour’s success; so please monitor them to make sure you will get the best traffic results possible.

Additional fees may be assessed for the following reasons.

- Wooden Post in Front of Home
- \$45 Move to new address from original registration.
 - \$60 Replace missing sign or post after installed.
 - \$100 Replace post and sign

- Directional Sign
- \$35 per sign: Recover moved sign.
 - \$75 per sign: Add a sign not on “Arrow Sign Form”.
 - \$75 per sign: Replace missing sign.
 - \$200 per home: Remove all Tour signs early or install late.

Guidelines

Questions? Call CMBA (320) 251-4382
ANY changes in registration – contact CMBA first



Unfinished Homes

The tour committee will be inspecting all homes prior to the Tour of Homes to determine if they are complete. If any homes are not complete by the first day of the Tour, **THE TOUR HOME WILL BE CLOSED AND UNAVAILABLE FOR SHOWING DURING THE TOUR**, and signage will be removed. The Tour registration money will not be refunded and any associated sign removal fees will be assessed to the builder. See Participation Agreement for more details as to what determines a complete home.

Guidelines for Tour Magazine Content

- Any changes to your Tour registration must go through the CMBA office, not the St. Cloud Times. All Tour of HomesSM registration changes must be approved by the CMBA office. The CMBA office will forward the approved changes to the appropriate people.
- Only members of the CMBA are allowed to advertise in the magazine.
- Only member's logos and/or member's photos are allowed in the magazine.
- Ads featuring a "for sale" home or open house are not allowed unless the home is in the Tour. Generic pictures of a home are allowed.
- Ads with a map that shows locations referenced by numbers (other than the Tour map showing the locations of the homes) are not allowed.
- Ads produced by an ad agency should be sent to the CMBA for approval prior to sending to the St. Cloud Times.
- Your supplementary advertising should refer to your home as a "**Tour**" home, not "Parade" home.

Tally Counters

We encourage all builders on Tour to purchase a tally counter, 1 per home, to keep track of adult tour attendance. This information is important to the tour committee in making decisions planning future Tour of HomesSM. For your convenience, these counters can be purchased through CMBA for \$10 each. See payment form to order your counters.



Entry Check List:

- | | |
|----------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Completed Tour Home | <input type="checkbox"/> Line art elevation or provide a photo of the home by Times deadline. |
| <input type="checkbox"/> Completed Builder Profile with entry fee included | <input type="checkbox"/> Floor Plans optional |
| <input type="checkbox"/> Completed Directions Form | <input type="checkbox"/> Certificate of Insurance coverage through 3/5/17 |
| <input type="checkbox"/> Plat map (with X on lot and block of home) | <input type="checkbox"/> Proof of Certificate of Occupancy available on site |
| <input type="checkbox"/> Map with location and arrow sign placement | <input type="checkbox"/> Co-op logo (optional) |
| <input type="checkbox"/> Photo of Builder | <input type="checkbox"/> Home number must be visible for sign installation |
| <input type="checkbox"/> Company logo | |
| <input type="checkbox"/> Signed Participation Agreement | |

\$200 discount IF ALL MATERIAL in first column is received by 12/8/17

Participation Agreement

CMBA 2018 Spring Tour of HomesSM



Only builder members in good standing will be allowed to participate in the Spring Tour of HomesSM. Tour listings in the Tour magazine will be consistent in size and design, only one home per listing. As a participant in the Central Minnesota Builders Association Tour of HomesSM, I agree to comply with the following rules and responsibilities.

1. My home will be completed at time of showing. A complete house is one on which the builder has secured a **certificate of occupancy** from the city, and which meets all mortgage appraisal standards. This includes all plumbing, all floor coverings, painting and staining, carpentry, etc. If home is completely finished, but does not have final hook-ups to electric, sewer, water or gas, the house may still be shown, if no safety hazards are present. A safe access into the home must be provided. Bank exterior escrow items are the only items to be accepted as incomplete during the winter. A copy of the CO will not be requested unless home is alleged to be incomplete. **If it is not complete, I will agree to not show the home and my registration fee will not be refunded.** Any questions regarding the completion of my home shall be resolved by the Tour of HomesSM committee.
2. I agree to keep the Tour home open for public viewing, with an official representative on the days and during the hours fixed by the Tour of HomesSM committee. If my home is unavailable for showing for any reason, I will contact the CMBA office immediately. I agree to pay the additional fees that will be charged.
3. The CMBA promotes a "free and open to the public" Tour of HomesSM event. I will not charge admission and/or limit the type of people who tour the home, i.e. no children allowed, without express prior approval of the Tour of HomesSM committee and all restrictions must be included in all Tour of HomesSM listings.
4. I agree to not banner other homes that are not entered in the Tour and present them as a home on Tour.
5. I agree that realtors and/or sub-contractors and/or vendors may not place advertisement or signs on or in the Tour home or Tour magazine unless the company is a current member of the CMBA.
6. I agree to not have the Tour Arrow signs placed on the road easement right-of-ways and if the city or state removes them, it is my responsibility to pick up and re-install them. If I move a sign for any reason, I agree to notify the CMBA office of the sign's location.
7. Riders on the official Tour sign posts are sold to sponsors. I agree to not tamper with or remove any Tour sponsor signs.
8. I agree that if I change my Tour entry, I must submit it to the CMBA office immediately and any fees incurred due to the change, will be charged back to me.
9. **New Home** - I agree to show only new homes or homes that have been in the Tour a maximum of 6 consecutive Tours, but may not be lived in for more than one Tour.
10. **Remodeled Homes** less than one year old. The remodeled project must be valued at a minimum of 30% of the "before project" house value (excluding the land value) and will be listed in the *Tour of HomesSM* magazine as a remodeled home.
11. **Townhome developments** with model homes may be shown as long as new units are still under construction. This does not include rental units.
12. **Occupied home** – If the home is occupied, I will sign a CMBA "hold harmless agreement."
13. **Development Listings**
 - 13.1. The builder submitting the entry must be the fee owner of at least one portion of the development and there must be an approved preliminary plat.
 - 13.2. I will make an effort to have an on-site sales facility (sales trailer, model center or alternative building type) that is safe for consumers to visit and permitted by the appropriate municipality if necessary.
14. I agree that the Tour of HomesSM committee shall have the right to decide all questions concerning the general conduct and the day-to-day operation of the Tour of HomesSM and any and all disputes, which may arise.
15. I agree that I am solely responsible for insuring the Tour site is maintained in a condition safe for entry of the general public. I agree to protect, indemnify and hold harmless the Central Minnesota Builders Association, the Tour of HomesSM committee, and their officers, directors, agents and employees from and against and defend at my own cost any claim or action covered by the aforesaid indemnity which is asserted or brought against any of the indemnified parties. Any errors or omissions concerning a participant's Tour home or maps in any publication or related advertising, press release, etc., are the responsibilities of the participant. All errors will be called to the attention of the Tour of HomesSM committee.
16. I agree if I break any of the above rules, I may be suspended from participating in the Tour event for one full year.

AGREEMENT

In the interest of fairness, I agree to comply with the above rules and responsibilities. This agreement and contract made and entered into this _____ day of _____, by and between the Central Minnesota Builders Association and _____ (participant). Any changes in this contract or deviation from it must have the approval of the Tour of HomesSM committee.

PARTICIPANT

BY: _____

LICENSE #: _____

DATE: _____

CENTRAL MN BUILDERS ASSOCIATION

BY: _____

TITLE: _____

DATE: _____



Parade Craze APP Included with this Tour Entry



Total control by builder guarantees pin point accurate home location

15 Professional, High Quality photos of each home.

- You can link these lead generating features to the Builder Profile
- “Email” button, which allows the user to request info from builder
- “Call” button, which directly calls the builder representative
- “Web” button, which links directly to builder’s website
- “Facebook” button, which links directly to builder’s page
- “Instagram” button, which links directly to builder’s feed
- “Twitter” button, which links directly to builder’s page
- “YouTube” button, which plays a video using the photos of your home
- “Pinterest” button, which links directly to builder’s board
- “LinkedIn” button, which links directly to builder’s page
- “Google+” button, which links directly to builder’s page
- “Houzz” button, which links directly to builder’s profile
- “Builder Description” section, which allows the builder to provide information about their company to potential buyers.