

ATTENTION DEVELOPERS - Register Your Subdivision as a "Village" for the 2010 Parade of Homes®

"Village Sites"
for the 2010 Parade of Homes®
now being accepted!

2010 Parade Dates:
October 2, 3, 9, 10, 11



ADVANTAGES OF BEING A "VILLAGE":

- ✘ Your Village will be promoted through the Parade of Homes® website (www.MadisonCountyParadeofHomes.com) which had 230,605 hits during the month of October 2009 with 8.6 pages viewed per visit. The Parade of Homes® website is also a link on the tvbrac.org website which is the official site for information promoted to people moving to the area as a result of BRAC.
- ✘ Your Village will be shown in the Parade of Homes® Guidebook which is distributed to 72,000 households through the *Huntsville Times* in addition to 20,000 distributions through the Redstone Rocket. The Guidebook is also posted online at AL.com for three months which has over 2.8 million unique visitors each month!
- ✘ By becoming a Village, your subdivision will be **spotlighted** in the Parade of Homes® to the general public and to builder members of the H/MCBA!
- ✘ It's a proven fact! The general public enjoys viewing multiple homes in one area. By becoming a Village, you will give them that opportunity thereby **increasing traffic flow** into your subdivision!
- ✘ Once qualified as a Village, your subdivision will have **a half page write-up in the Parade of Homes® Guidebook** with a narrative about the development and the developer (i.e., school systems, services, recreational facilities, etc.). **Village entries will be located in the Guidebook after the HMCBA Showcase Home and before the scattered site locations!**



2804 Bob Wallace Avenue
Huntsville, AL 35805

Questions? Contact Coriamber Hogan-Rodriguez at 536-2602 or coriamber@buildersassn.org

IF YOU WANT MAXIMUM EXPOSURE FOR
YOUR SUBDIVISION, REGISTER AS A
VILLAGE TODAY FOR THE
2010 PARADE OF HOMES®!

See the "Village Policies & Guidelines" on reverse..... 

“VILLAGE” POLICIES & GUIDELINES

- ✘ A planned community is defined as a subdivision which has individual neighborhoods within its boundaries. A planned community is not permitted to be entered as a Village. The neighborhoods within the planned community wanting to participate as a Village must be entered separately.
- ✘ Developer and his/her development company must be a member in good standing of the H/MCBA to qualify for the member “developer fee” and must maintain that membership through the Parade of Homes®. In the event the development company is not a member, they have the option of joining the H/MCBA or paying the non-member “developer fee”.
- ✘ All builders submitting a Parade of Homes® entry in a “village” must be members in good standing of the H/MCBA to qualify for the member entry fee and must meet all of the builder requirements as set forth on the individual entry forms. In the event the builder is not a member, they will have the option of joining the H/MCBA or paying the non-member Parade of Homes® entry fee.
- ✘ Each subdivision must have a minimum of **three (3)** entries for the Parade of Homes® to be considered a “Village”. To be counted as an entry, the foundation of the home must be completed by the entry deadline date. The developer fee does not include any entry fees for Parade of Homes® entries. These can be paid by the developer or the individual builders as the developer chooses.
- ✘ H/MCBA Developer members are required to pay a \$2,500.00 developer fee, payable as follows: \$1,000.00 registration fee at time of registering Village, balance of \$1,500.00 due August 6, 2010. Non-H/MCBA member Developers are required to pay a \$5,000.00 developers fee at time of registration. Deadline for all Village entries is August 6, 2010. **The registration fee is not refundable in the event the subdivision does not qualify as a Village by the established deadline date.**
- ✘ Any developer who has committed and registered with the H/MCBA as a Village is obligated to comply with all provisions of a Village if three (3) homes are entered by builders in the Parade of Homes®. A developer cannot cancel as a Village once promoted as such and meeting the minimum requirements for same.
- ✘ In the event a Developer determines he has enough entries to be considered a Village after the deadline date of August 6, 2010, and there is adequate time to still be included in the Guidebook, the Developer will be allowed to include his subdivision as a Village; however, he will be assessed a \$500.00 late fee per Village in addition to the regular developers fee.
- ✘ The H/MCBA will provide an entrance sign to each Village which will include the name of the subdivision and all builders participating in the Parade of Homes® located in the Village.
- ✘ **Villages must have streets paved and be curbed & guttered** (if required by a governing agency in your area) by the **deadline date of August 6, 2010.**
- ✘ The layout order of the Villages in the Parade of Homes® Guidebook will be determined as follows: Villages will be listed by “letters” (A, B, C, D, etc.) according to their proximity to the Showcase Home Village on the locator map. Scattered locations will then be listed “numerically” on the locator map (1, 2, 3, 4, 5, etc.) according to their proximity to the H/MCBA Showcase House.
- ✘ **In order to be officially registered, the developer must attach the following with the “Village Entry Form”:** recorded plat of subdivision, set of restrictions, copy of sales contract for lots, map to subdivision, price list of lots, registration fee.

“Parade of Homes®” is a registered mark in the State of Alabama owned by the Home Builders Association of Alabama, Inc., The H/MCBA has licensed the use of the mark to advertise and promote local “parades of homes.” To avoid infringement of this mark you should refrain from using the term “Parade” in connection with home sales not connected with the H/MCBA Parade of Homes® or any other confusingly similar mark.

2010 PARADE OF HOMES® VILLAGE ENTRY FORM

(PLEASE PRINT OR TYPE ONLY - USE BLACK INK! - The H/MCBA reserves the right to edit as is deemed necessary.)

1. Name of Subdivision: _____
2. Developer's Name: _____ Planned Community: _____
3. Location: _____
4. Area: City of Huntsville City of Madison Madison County Other: _____
5. # Of Lots Available: _____
6. Lot Prices: from \$ _____ to \$ _____
7. Present Subdivision Status: _____
8. If Not Complete, Expected Completion Date: _____
9. Date Building Can Begin: _____
10. Check Those Which Apply:
 Natural Gas Underground Utilities Sidewalks Curbs and Gutters
11. Minimum Dwelling Size: _____
12. Average Price of Homes Currently Being Built in Subdivision: \$ _____
13. Past Twelve (12) Months Sales History of Homes In Subdivision: _____

14. Marketing Restrictions (If Any) _____

15. School Districts: _____
16. Address of Featured Home: _____
17. Your Telephone #: (____) _____ Cell phone #: (____) _____
18. Submitted By: _____
(Authorized Representative)

Payment Method:

Amount Enclosed: \$ _____

Paid by: Check - Check # _____

Cash Visa MasterCard

Card #: _____

CVV code _____ (usually the last 3-4 numbers under the signature on the back of the card)

Exp. date: ____/____/____

Cardholder Name (please print) _____

Billing Address _____

Signature _____

The signature above accepts total responsibility governing the use of this card and agrees to comply with the terms of the issuer.

ATTACH THE FOLLOWING:



Recorded Plat of Subdivision



Set of Restrictions



Copy of Sales Contract for Lots



Map to Subdivision



Price List of Lots



Registration Fee (\$2,500 for HMCBA developer members; \$5,000 for non-members)



Return to:

H/MCBA
2804 Bob Wallace Avenue
Huntsville, AL 35805

Or FAX To:

(256) 536-2657