



ENTRY DEADLINE: APRIL 3

SPRING 2019 DATES & HOURS:

April 27/28 & May 4/5
Open 11:00am - 5:00pm

REALTOR MORNING

April 26, 9am - noon

This **OPEN HOUSE TOUR** attracts a major audience of well-qualified prospective buyers and renters to tour numerous new single-family homes, condos and patio homes in neighborhoods across central Ohio.

We do the marketing and promotion to drive consumers to your properties. You showcase your property! It's that simple.

ENTRY INFORMATION

HOME ENTRY BASICS

COST

1st Entry: \$2,500
2nd Entry: \$2,200
3rd Entry: 1,800
4th Entry: \$1,300

Entries after April 3 add additional \$200 per entry.
Each property requires a \$100 scanner escrow

PAYMENT

BIA requires 1/2 down payments of entry fee at time of entry.
Final payment is due April 19.

WHAT YOU RECEIVE

Extensive Media Promotion: Over \$130,000 invested in mass media and targeted online advertising and promotion in the market to drive traffic to your home. Last year, some 4,000,000 impressions were generated in TV, radio, print articles, blogs and social media per tour. The coverage equates to roughly \$250,000 in advertising value per tour.

Event Guide: 1/8 page formatted "ad" property promo in the mapped printed tour guide inserted in the Columbus Dispatch (reaching 110,000). Showcases external photo and basic information of your property.

Enhanced Online Property Listing: Property listing on dedicated Home Tour App and Website includes several property details and photos.

Enhanced Online Builder Profile: Interconnected builder page allowing you to include company information, web and social links, videos and more all online until start of next tour.

TIMELINE

- APRIL 3** Entry Deadline
- APRIL 3** Final Day to Cancel Entry without penalty
- APRIL 12** Event Guide Proofs Deadline
- APRIL 19** Entry Payment Balance Due
- APRIL 25** Sign/Scanner Pick Up
- APRIL 26** Realtor Morning, 9am - noon
- APRIL 27** Event Guide distributed in Columbus Dispatch
- APRIL 27/28** Spring Tour Goes Live, 11am - 5pm
- MAY 4/5**

Professional Photography: Our partnership with Parade Craze will send a professional photographer to your staged property to take photos for the tour website and app.

Sign Package: Signage consisting of 1-yard sign and 4 directional signs and stakes. You are responsible for placement. Please follow all county and city sign ordinances.

Social Media: BIA will post some of your photos and property information to our growing social media community.

Trade Partner Promotion: Our Tour App and Website allow you to list your entry trade partners if they are BIA members.

Data collection: Using the scanners provided you can view traffic details to your entry.

IMPORTANT INFO

Please read this information and the details on your Participation Agreement carefully. BIA imposes these rules and regulations to ensure visitors have a satisfying experience and Builders have a successful marketing event. Penalties for violations may include loss of future Tour or Parade entries or privileges.

Eligible Builders: Must be a BIA builder member in good standing.

Eligible Homes: New, never been lived in homes. Buyers of sold homes may not move in until after the tour closed. Entering builder must be entity which will convey title to buyer.

Open Hours: All home entries must be open and staffed all open days and hours (Saturday & Sunday 11-5) and on Realtor preview day, Friday, April 26 from 9-Noon.

Insurance: You must carry liability insurance on the entry.

Participating Agreement: All participating builders must read and sign the participation agreement. The rules are been established to ensure a positive home buyer experience. Penalties will be imposed for violations.

Completion: Entry homes must be completed by Noon the Thursday before opening day. If you are uncertain that you can complete your home by the tour start date, you should banner "not available for showing" by banner deadline (April 24). No construction can be done during open hours.

Cancellation: Entries cancelled prior to April 3 will receive a full refund. After April 3 but before April 10, a refund minus a \$200 administrative fee will be issued. After April 10, no refunds. If home is sold or does not wish to be on tour, a banner will be placed online, and no directional signs will be issued.

Photography: The BIA partners with Parade Craze who will contact all participating builders to arrange for professional photography of the entries. If a scheduled photography appointment isn't cancelled or rescheduled at least twenty-four (24) hours in advance of the scheduled time, Builder agrees to pay a \$50 cancellation fee. Photography of homes will occur when homes are fully staged. If you don't plan on staging the home, photography will take place when it is complete. Homes must be 100% complete to be photographed. If home is not 100% complete, Parade Craze will not photograph the house and charge a \$50 rescheduling fee to come back.

Scanner Escrow: Return scanners to the BIA offices by end of week following the last day of Tour.

Ticketing & Scanning: Builder agrees to have adequate staffing to be able to scan and/or distribute tickets to guests. This data helps track traffic and is imperative for the success of the tour. Information specific to your property will only be available to you and the BIA.

Parking: Most neighborhood parking is sufficient for visitors.

Home too new for GPS: Online entry makes this easy as you can manually place your map "pin" in the correct location

Sponsor In-Home Promotion: Builder agrees to display event sponsor material within the home in a prominent area (i.e. kitchen counter or table). Sponsor displays are typically table top size. No more than three event sponsor displays required.

Other In-Home promotion: So that Tour guests have a positive experience and so that our event sponsors receive the maximum marketing value, we require Builders to limit any other vendor (non-sponsor) promotions (i.e. Realtors, product promotion, suppliers, financing, etc.) to the garage or basement areas.