



Fall 2025 - HBA PARADE OF HOMES
A celebration of creativity, craftsmanship,
and community like no other.
October 17 – 19, 2025

Are you looking to attract qualified prospective buyers to your business? Are you completing a home, new or remodeled/project? Consider being part of the 2025 Fall HBA Parade of Homes.

Our Fall Parade includes **Open House Tours**. Plain and simple. We do the marketing and promotion to drive prospective buyers to your home. You showcase your property and craftsmanship.

ENTRY INFORMATION

COST:

Tier 1 – Entry Fee \$3,000

- Houses \$750,000+

Tier 2 – Entry Fee \$2,500

- Houses \$500,000 - \$749,999

Tier 3 – Entry Fee \$2,000

- Houses \$350,000 - \$499,999

Tier 4 – Entry Fee \$1,500

- Houses \$0 - \$349,999

Additional Homes - \$1,000

- Any home after your first entry will be a flat fee of \$1,000.

PAYMENT: \$1,000 due at time of entry with the signed Participant Agreement. Balance due no later than August 29, 2025.

TIMELINE:

Aug. 1	Final Day to Cancel Entry without Penalty
Aug. 29	Entry Payment Balance Due
Sept. 1	LATE FEE of \$750 added to new entries
Sept. 1	Marketing Materials Proof Deadline
Oct. 17	Open House Tours 10am-5pm
Oct. 18	Open House Tours 10am-5pm
Oct. 19	Open House Tours 10am-5pm

WHAT YOU RECEIVE

Extensive Media Promotion: Over \$6,000 invested in mass media and targeted online advertising and promotion to drive traffic to your home. Media outlets may include print, radio, TV, digital marketing including social media.

Dedicated Website/Mobile App: Entry will be featured on the Parade webpage and individual pages featuring the builder and details about the home on the mobile app.

Professional Photography: HBA hired photographers will take interior/exterior shots to be used on our dedicated parade website/app and marketing materials.

Signage: 1-Oversized yard sign and iron frame and directional signs and stakes. Builder is responsible for sign pick up and drop off in advance of tours. Builder is responsible for placement. All local sign ordinances must be followed.

WHAT YOU PROVIDE

Key Details of House: Builder is responsible for providing correct details pertaining to the entered house. Builder will be responsible for letting the HBA know of any updates or edits needed to be made before deadlines.

SIGN UP TODAY

Complete and sign the HBA Participant Agreement. Entry will not be considered complete until receipt of \$1,000 initial payment is received.

For questions, contact Courtne Pettigrew at 417.881.3711 or events@hbaspringfield.com