

OCT 11-12 | OCT 18-19 Courtesy of Del Webb
Saturday & Sunday 1-5

Showcase Your Homes in the 2025 Parade of Homes

Take part in the Charlotte region's largest open house!

Position your brand directly in front of potential home buyers and top local real estate agents. Gain visibility through our robust promotional campaign valued over \$80,000 - available exclusively to HBAGC Builder Members for a fraction of the cost.

Introducing 3 New Entry Categories:

Renewed Spaces
Kitchen, Bath & Outdoor

Repeat Entries
Homes submitted previously

Dream Homes
Priced over \$2 million

In addition to our Annual Entry Categories:

Showcase Home
Traditionally Featured

Coming Soon
Online Virtual Tours

Why Participate?

- Gain recognition for craftsmanship & innovative features with Parade of Homes Awards
- Extend your marketing efforts and reach thousands of motivated in-person and online homebuyers
- Be featured in a trusted and well known annual event in North Carolina

Expanded Realtor Engagement

- Direct invitations to Charlotte area Realtors
- On-site promotion at Canopy Expo hosted on Sept. 9, 2025 **(800-1,000 Realtor attendees anticipated)**



2025 Parade of Homes Featured Community

**Do you have a grand opening on the horizon for fall, or are you ready to show off models and available lots?
We're offering a special entry package to showcase multiple builders in one community.**

Join the Parade of Homes as our Featured Community!

Entry Fee of \$13,000 | Value of \$18,000

Package Includes:

Showcase Entries

Feature four models to tour! Homes included in Parade Magazine, website, mobile app, and robust marketing campaign valued over \$80k.

Magazine Cover

Let your community shine on the cover of this year's Parade of Homes Magazine.

Featured Video

Our media partner will create a custom video highlighting your community to share on HBAGC social media channels.

Geofencing Campaign

Stand out with a customized retargeting campaign that brings buyers to your landing page for 30 days after they visit your Parade Community.

Awards Breakfast

8 passes to the Parade of Homes Awards breakfast. Gold and Silver awards presented in each price category for quality craftsmanship and design.

**Questions about how to become our Exclusive Featured Community?
Email jean@hbacharlotte.com or call 704.343.5330.**

Builder Geofencing Campaign

Retarget Parade of Homes visitors with custom ads for 30 days after the event and turn home tours into buyers.



How It Works



We Draw a Fence

A virtual fence is drawn around your spec home.



Devices Captured

Capture a device when it enters the premise of your home through location services.



Show Ads

Custom ads specific to each builder that will send buyers to a landing page of your choice.



30-Day Retarget

Show ads to those captured devices for up to 30-days after they left the event.

What's The Benefit?

- Have your ad displayed around 30,000 times for 30 days after the event.
- Multiple touchpoints after the buyer has left your property and event.
- Reporting after your campaign has ended to show impressions and clicks.
- Customized ads specific to your brand to stand out from other builders.
- Bring buyers to your landing page so they can learn more about your brand and offerings.

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In collaboration with leading industry experts, the POH promotional plan is designed to generate buzz, drive interest, and attract the right audience by orchestrating:



Extensive publicity in the lead-up to the Parade — including features in the Charlotte Observer, top-tier local media outlets, regional community calendars, and curated coverage in lifestyle publications.



Engaging placements on the Parade of Homes mobile app, public website, and 2025 magazine edition— complete with full home descriptions, amenities, and high resolution graphics for each builder profile.



Sequence of commercials featured on several common household streaming apps like HGTV, Hulu, YouTube, Apple TV & many more!



Dynamic Ad Displays featured on over 52 Billboards – Focused in high impact arteries and secondary intersections with over 1,250 spots per day, rotating every 8 seconds.



A powerful digital campaign consisting of effective tech trends like geofencing, retargeting, and social media advertising with hyper-local outreach.



Enter Online
hbacharlotte.com

Early Bird Entries thru June 30 | \$2,250 per entry
Regular Entries July 1 – July 25 | \$2,500 per entry
Late Entries July 26 – August 11 | \$2,750 per entry