

SEP 18-19 | SEP 26-27
Saturday & Sunday 1-5

Showcase Your Homes in the 2026 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.

Three 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. 2, 2026 (**800-1,000 Realtor attendees anticipated**)



2026 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

A custom video highlighting your community to share on HBAGC social media channels.

Boosted Meta Social Media Posts

4 boosted Meta social media ads - one for each week in the month leading up to the Parade.

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.



parade of homes

HOME BUILDERS ASSOCIATION OF GREATER CHARLOTTE

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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 social media campaign advertising with hyper-local outreach.



The Charlotte Observer
charlotteobserver.com



GRAPHICAL
CREATIONS INCORPORATED
VISUAL MARKETING

Enter Online
hbcharlotte.com

Early Bird Entries thru June 8 | \$2,250 per entry
Regular Entries June 9 - June 30 | \$2,500 per entry
Late Entries July 1 - July 15 | \$2,750 per entry