

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 on Sept. 9, 2025
(800-1,000 Realtor attendees anticipated)

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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