

CENTRAL WASHINGTON

# TOUR of Homes™



## 2020 Event Timeline

July 31:	Registration and deposit payment deadline
July 13 – Aug 14:	Filming/photography of tour homes
Sept 1:	Final Builder Proof Approval Deadline for Tour Magazine/Event App/CHWBA Website
Sept 30 <sup>th</sup> :	Final registration and final payment deadline
Sept 30:	Builder Material Pickup
Sept 30:	Tour Judging and Builder Bus Blast
Oct 3/4:	Tour of Homes™ Weekend
Oct 4/5:	Return event materials back to CWHBA
Nov TBD:	Tour of Homes™ Builder Wrap-Up Meeting

## Kittitas Entry Fees

### Tour of Homes™ Entry Fee: \$1,000

- Completed builder registration packet and a non-refundable deposit payment of \$500 turned in by July 31<sup>st</sup>.
- A second installment of \$500 is due by September 30<sup>th</sup>.

### Additional Home Entry Fee: \$800

- You will receive all the marketing as you do with your first entry- just at a discounted rate!

Completed builder registrations and deposit payments must be submitted with payment no later than July 31<sup>st</sup>.

*Presented by*

**SOLARITY**  
CREDIT UNION

# Builder Entry Package

Upon receipt of deposit, builders are guaranteed the **Media, Print, and Website Features**. Upon receipt of final payment and final event determination, builder participants will also receive the **On-Site Event Support** items.

## Print & Media Ownership

### Full-page Builder Feature

- Tour project featured in a 2-page feature in the Tour Magazine/Membership Directory
- Distributed to all tour attendees, CWHBA membership and local storefronts

### Photos

- 25 digital professional images provided for your use

## Website Page Feature

### CWHBA Website Feature Page

- Complete builder profile
- Company description
- Home highlight narrative
- Featured home photo
- Gallery includes 25 professional high-resolution images
- 360° virtual tour with interactive navigation
- Directional mapping
- Full floor plan layout
- Builder-direct contact form
- Listing of subcontractor, suppliers, staging, and support companies directly included in the project

## Digital Media & Advertising

### Extensive Event Promotion

- Radio, local TV, & targeted digital advertising
- Press releases sent to local media outlets
- Highlights of unique features of projects/trends included in press for special feature articles

### Social Media

- Extensive social media ads promoting online event and each builder/project
- Mass media campaign and targeted online advertising driving web traffic to your project
- Photos included in social media event and to the in-person efforts (in progress photos are great too!)

## On-Site Event Support

### Builder Bus Blast Tour

- An organized trip for all tour builders to visit each of the homes with lunch provided

### Complimentary Tickets

- 20 Passes to the Tour of Homes™

### Builder Buddy

- CWHBA will assign an Associate member to manage ticketing, greet attendees, and promote safety efforts
- Builder buddies will serve as direct support to the builder – keeping CWHBA staff informed of any concerns or needs
- Builder Buddies are allowed to set-up a table promoting their company while working the event support

### Sign Package

- Directional signs to guide attendees to your project

### Sanitation & Safety Precautions

- Disposable shoe covers to be worn by attendees at all tour locations
- Hand sanitizer at the front of the home and other precautionary safety guidelines will be promoted.
- Other safety equipment may be made available as deemed necessary at the time of tour events

### Mobile Tour App

- Complete Builder Profile
- Company Description
- Home Features
- Main Home Photo
- Gallery with 5 photos
- Directional Mapping

# Tour Home Entry - Important Information

Please read this information and the details on your Participation Agreement carefully. CWHBA imposes these rules and regulations to ensure visitors have a satisfying experience and Builders have a successful marketing event. Penalties for violations range from probation to loss of Tour of Homes™ privileges.

**CURRENT CONTRACTOR REGISTRATION** You must carry a current general contractor registration to participate in the tour event.

**ELIGIBLE HOMES** New or Remodeled Home within 18 months of Tour dates.

**INSURANCE** You must carry/produce proof of liability insurance on the entry (\$1,000,000) and list CWHBA as an additional insured.

**PRICING** Published home price must be accurate and identical to any prices shown on sales literature and shared with sales agents.

**PARTICIPATION AGREEMENT** All participating builders must read and sign the Participation Agreement. The rules have been established to ensure a positive home buyer experience. Penalties will be imposed for violations.

**SIGNAGE** Please note, you are responsible for posting and return of all event signage.

**COMPLETION** Tour of Homes™ must be completed by 11am on opening day of the tour. If CWHBA receives a complaint about an unfinished home, Builder must produce a Certificate of Occupancy to remain open. PLEASE NOTE: NO construction can be done during open hours of Tour of Homes™ hours.

## FAQs

### Can I have my entry listed under a different name than the company name on my Builder Registration?

No, all participating builders will be listed exactly as their company is shown on their Contractor Registration. If you market under a different name, you must add that name to your Contractor Registration as a DBA.

### Can I enter a tear down with pre-existing foundation?

Tear downs are allowed if there were no standing framed walls for new construction entries.

### I discovered that I won't be able to open the home I entered by opening day, what do I do?

You have several options depending on the date. You can replace your entry with another home (if before **Sept 1**, final proof deadline) *OR* your entry will be bannered (online) "Not Available for Showing." At your cost, an insert flyer will be printed and distributed with the Home Resource Guide.

### Do I have to provide parking for visitors?

Most neighborhood parking is sufficient for Tour visitors. However, if your location has narrow streets or very little nearby street parking, you should consider having a parking plan. You may want to post "No Parking" signs on one side of the street if you have narrow roadways. In some cases, you may need to provide shuttle service from a nearby parking lot.

### How can I make sure my mapping is accurate?

Provide a Google map pin dropped in the location.

# 2020 Tour of Homes™ Registration Form

## Builder Information

Company Name \_\_\_\_\_ Contact \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_ Website \_\_\_\_\_  
Business Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
Contractor License # \_\_\_\_\_ Expires \_\_\_\_\_  
Headshot: (Circle one) Use headshot on file / Will provide new headshot Years in Industry \_\_\_\_\_ Years in Business \_\_\_\_\_  
Specializes in \_\_\_\_\_ CWHBA Member since \_\_\_\_\_  
Designations/Certifications \_\_\_\_\_

## Tour Home Information

Name of Development (if applicable) \_\_\_\_\_  
Tour House Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
Is this Entry: (Circle one) Model Home / Sold / For Sale  
Exact Home Price: \$ \_\_\_\_\_ (for placing in categories / not listed unless for sale)  
Category: (Circle one) Single Family Custom / Single Family Spec / Multi-Family / Remodel – Entire Home / Remodel – *Partial*\*  
*\*List what rooms* \_\_\_\_\_  
Number of Bedrooms \_\_\_\_\_ Number of Baths \_\_\_\_\_ Square Feet (finished) \_\_\_\_\_ Square Feet (unfinished) \_\_\_\_\_  
Is this Entry wheelchair accessible? Yes / No Level of Home: (Circle one) One-story / Two-story / Three-story  
GPS Coordinates (recommended for new areas): \_\_\_\_\_ Latitude \_\_\_\_\_ Longitude \_\_\_\_\_

Written directions: Tell guests how to get to your tour project. Approximately 140-character limit. *Coordinating with your drawn map, follow this style: Highway 99 to County Road 88; north to ABC Drive; west to XYZ Circle; right to model on left.*

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# Registration Form (continued)

## Home Build Information

Please list the names of the following companies used for design/staging. A sub/supplier list is followed on the next page for you to provide further company acknowledgement.

Architect/Drafter \_\_\_\_\_ Interior Designer \_\_\_\_\_

Staging Company \_\_\_\_\_ Landscape Company \_\_\_\_\_

List **SIX** outstanding and unique features to highlight about your tour home. Use short descriptive phrases ex: solid hickory cabinets, radiant floor heat:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Blueprints

If a copyright is held by the architect/designer and/or the builder whose name appears on the blueprints, Section 1 **MUST** be completed. If **NO** copyright is held on the plan, Section 2 **MUST** be completed. If Architect/Designer appears on the blueprints but **DOES NOT** claim a copyright, Section 3 **MUST** be completed.

1. I claim a copyright on the plan being submitted by \_\_\_\_\_ (Builder) at the Tour of Homes™ entry address \_\_\_\_\_ and I authorize CWHBA to publish this plan in their 2020 Tour of Homes™ magazine and website and other media. The correct copyright information you are to publish with this plan is as follows:

\_\_\_\_\_  
Copyright (year)      Copyright Holders Name & Company (as it should appear in the magazine)

\_\_\_\_\_  
Signature of Copyright Holder      Date      Signature of Builder      Date

\_\_\_\_\_  
Printed Name (Copyright Holder)      Date      Print Name (Builder)      Date

2. The undersigned represents and warrants that neither the undersigned nor any other party claims any copyrights on the plan submitted with this entry.

\_\_\_\_\_  
Signature of Builder      Date      Printed Name      Date

3. The undersigned represents and warrants that the Architect/Designer appears on the blueprints, but they **DO NOT** claim a copyright on the plan.

\_\_\_\_\_  
Signature of Builder      Date

# Builder Participation Agreement

## General Terms (Eligibility)

In order to be eligible to participate in the Tour of Homes™, \_\_\_\_\_ (Company Name), herein referred to as Builder, must be a Central Washington Home Builders Association (herein referred to as CWHBA) member; in the business of building/remodeling residences; the company must be actively building single/remodeling units in Yakima, Kittitas, and/or Klickitat Counties in Washington; the company must be registered with the Washington Department of Labor and Industries, Builder Registration Division and carry a current bond.

I certify that the home entry is a new or remodeled home, completed within 18 months of the Tour of Homes™ event. A new home that had a existing foundation and no standing framed walls will be allowed to enter as a new construction entry.

I agree to indemnify and hold CWHBA harmless, to the full extent permitted by law, for bodily injury, property damage, or other liability occurring, arising out of, or relating to the Tour of Homes™ entry or entries in this event. I agree to carry liability insurance, with CWHBA listed as an additional insured, containing a combined single limit of at least \$1,000,000 each occurrence/\$1,000,000 aggregate, or its equivalent on my Tour Home from **September 30 & October 10-11, 17-18, 2020**. I understand that a copy of this certificate of liability insurance is a requirement for entry and that the certificate must be submitted by final proof deadline. I understand and agree that if I do not provide a certificate of liability, I will not open the entry home to the public, I am in violation, and the penalty may include loss of eligibility for up to two years of Tour of Homes™ events and probation for up to three years.

The Builder is solely responsible for ensuring the safety and security of the home and all visitors during the Tour of Homes™ and will indemnify, defend and hold harmless CWHBA and its officers, directors, employees, members and volunteers against any claims, actions, expenses or their liabilities for personal injury, theft, or property damage sustained to any persons caused in whole or in part by any acts and/or omissions of Builder occurring at or relating to, or resulting from Builder's entry in the Tour of Homes™.

All homes will charge the Tour of Homes™ ticket admission. All efforts made by the Builder to secure advertising or sponsorship dollars are restricted to the official event promotions and the CWHBA Tour of Homes™ publication. Builder shall not charge any admission fees other than the admission fee required by CWHBA, and shall not engage in any activity that may preclude builders, suppliers, or material persons from participating in construction of other homes, whether on behalf of Builder/other Builders, without the prior written consent of CWHBA.

Entries that indicate wheelchair-accessibility must accommodate all visitors, including those in wheelchairs or other mobility devices. Failure to do so will result in a minimum loss of eligibility for one Tour of Homes™ event.

Initials \_\_\_\_\_

## Deadlines & Proofs

Proofs should be signed by the Builder or authorized representative and must be returned to CWHBA by the date noted on the proofs. If signed proofs are not returned, or not returned on time, any mistakes in the printed book will be the responsibility of the Builder; CWHBA is not liable for any mistakes. If a FINAL proof is not returned, I agree to not hold CWHBA at fault for any errors or omissions concerning the entry home(s), the maps, or my firm in the Home Resource & Buyers Guide, or in any related advertising, press releases, etc.

I agree that the last day to remove the entry project from the Home Resource & Buyer Guide would be **August 30th**. After that date, I certify that my entry fee will not be returned. There are no exceptions to this rule. Prior to the determined date, I will receive a refund of all but a \$500 administrative fee. With this, I will maintain access to the media and website features but will not receive the on-site support or materials to be included in the tour. I agree that all information on the entry form, proofs, and award forms will come from the Builder and that its accuracy will be the responsibility of the Builder. The illustration and description must accurately reflect the home as shown and not be misleading to the consumer. The penalty for violation of this rule may include probation for up to three years from the Tour of Homes™ event.

Initials \_\_\_\_\_

## Pricing & Price Discrepancies

I understand that the price in the Tour of Homes™ Home Resource Guide is the reproducible price of the house and lot entered "as shown," excluding only furniture, window treatments, interior design fees, freestanding appliances and freestanding audio, video, and visual components. All "built-ins," including built-in appliances, landscaping, and lawn sprinkler systems are included in the price as well as architectural fees, paid specials, financing, and commissions. There will be no misleading or confusing pricing.

Initials \_\_\_\_\_

# Builder Participation Agreement (continued)

## Home Completion Requirements

A complete house is one on which all items are completed, and the Builder could qualify for a Certificate of Occupancy. If the entry home is incomplete and/or unsafe and not bannered, I am in violation, and I will receive a penalty. If notified, in writing to CWHBA, of an incomplete home by noon the day before the event starts, once I provide evidence to CWHBA that I am finished and have had a final inspection and/or received a Certificate of Occupancy, I may open the entry home with the CWHBA signage.

If I do not notify the CWHBA prior to noon the day preceding the start of the event, and it is discovered that the entry home is incomplete, then I must turn in all signage and will not be allowed to be open with any CWHBA signage. In both cases, I am in violation and the final penalty will be assessed by the Tour of Homes™ Committee.

If I complete the home during the event, I will be able to open when I provide evidence, acceptable to CWHBA, that the home is complete. I also must complete and return the CWHBA Certification Form and a member of the Tour of Homes™ Committee must confirm completion of the home. A complete house is one on which all items are completed, and the Builder could qualify for a Certificate of Occupancy. A copy of the Certificate of Occupancy may be requested by CWHBA if a home is alleged to be incomplete under CWHBA rules. I understand that landscaping, including sod, is not a requirement (however CWHBA strongly encourages sodding at least the front yard). However, I will ensure that the ground surrounding the entry, within my control, are neat and orderly. I will not work on the home, inside or outside, during the Tour of Homes™ hours.

The entry home may be inspected by a representative from CWHBA to ensure that the home is open during the Tour of Homes™ hours, is the same price listed in the Home Resource Guide and is complete. I understand that the representatives have a camera and have the right to take pictures of any suspected rule violation inside or outside of the entry home(s). If I cannot complete the entry home for any reason, I will notify CWHBA in writing by noon the day preceding the event. If the inside and outside of the entry home is finished, but does not have final hook-ups to electric, sewer, water, or gas, the house may still be shown if no safety hazards are present and CWHBA has been notified in writing. Temporary heat and electric must still be provided to the home.

Initials \_\_\_\_\_

## Awards

Judging for any awards will take place on Wednesday, September 30, 2020. CWHBA will secure judges from out of the area to evaluate the homes and place in the appropriate categories. To be eligible for awards, your entry home must be entirely complete (See above for Home Completion Requirements). Judged awards will be announced & handed out TBD, pending Kittitas Phase guidelines. People's choice awards will be voted on during the Tour of Homes™ event.

Initials \_\_\_\_\_

## Signage & Hours

I agree that the entry home will be staffed and open for public viewing during all the Tour of Homes™ hours. I also agree that the entry home will be complete and ready for showing by 11am, the opening day of the Tour of Homes™ event. Home yard signs will remain posted and clearly visible for the duration of the event.

Directional signs can be placed beginning on the morning of October 3<sup>rd</sup> and must be removed by Sunday at close, October 4<sup>th</sup>. I will not create signs in the style or colors of the Tour of Homes™ signage for any homes that are not entered in, open and staffed during the Tour of Homes™. I will return the provided signs the week of Monday, October 5<sup>th</sup>. Any supplied signs remain the property of CWHBA and can be removed for any cause.

Initials \_\_\_\_\_

**By signing this form, I acknowledge I have read and understand the rules of participation in the Tour of Homes™ event and the violation of these rules may lead to loss of eligibility for future Tour of Homes™ events, loss of eligibility for award participation, and imposition of a period of probation.**

Company Name \_\_\_\_\_ Contractor License Number \_\_\_\_\_

Print Name \_\_\_\_\_ Signature \_\_\_\_\_

Tour Home Address \_\_\_\_\_

# 2020 Tour of Homes™

## Homeowner Agreement



The Central Washington Home Builders Association would like to thank you for agreeing to display your home in the **2020 Tour of Homes™**. The Tour of Homes™ represents a tremendous investment of time and talent by the CWHBA and its members to publish the Tour of Homes™ program and advertise this quality event. It also requires a great deal of financial investment by the Builders, not just for the entry fee, but also for the planning, staffing, and merchandising of your home during the event. For most Builders, it is their largest marketing effort for the year. The end result is to present your custom home, and your Builder, at their very best throughout the week of the tour. **Thank you for being a part of this very special event.**

### By signature of this document, Homeowner agrees to:

- Ensure the entry home will be available during entire event, allowing proper time for set-up and clean up.
- Make every effort to present the project at its best throughout the event.
- Allow photographs of the home to be used for publicity by the CWHBA and or the Builder.
- Allow for the display of additional signage in and around your home during the event.

In consideration of Homeowner's receipt of any supplier or subcontractor discounts for agreeing to allow the home to be shown in the year 2020 Tour of Homes™, the Homeowner agrees to reimburse Builder any costs including, but not limited to, such supplier/subcontractor discounts, and builder's Tour of Homes™ entry fee of \$ \_\_\_\_\_, in the event the home cannot be shown for any reason.

### By signature of this document, Builder agrees to:

- Maintain adequate staffing throughout the event to assist with Homeowner's security and safety.
- Make efforts to protect Homeowner's property by sectioning off areas not shown, protecting carpet, landscape, etc.
- Maintain liability insurance on the property during the entire tour. A Certificate of Insurance to the prescribed limits will be kept on file at the office of the CWHBA in Yakima, Washington.

Entry Home Address: \_\_\_\_\_

Homeowner's Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Homeowner's Signature(s) \_\_\_\_\_ Date: \_\_\_\_\_

Builder's Name: \_\_\_\_\_

Builder's Signature(s) \_\_\_\_\_ Date: \_\_\_\_\_

This agreement becomes part of the Tour of Homes™ entry documents and should be attached to the contract for a completed entry kept on file at the Central Washington Home Builder Associations Office in Yakima, Washington.





# Marketing Materials

The following items are needed from the builder to create marketing and promotional materials for the event. The information provided will be used to create the pages of the tour magazine, Builder Page on the CWHBA website and tour event app.

## Images:

- \_\_\_ Company Logo (Format: jpeg /png)
- \_\_\_ Builder Headshot (Format: jpeg)
- \_\_\_ High Resolution Exterior Photo or Rendering (Format: jpeg)
- \_\_\_ Floor Plans (optional) - (Provide both formats: jpeg / PDF)
- \_\_\_ Additional Professional Photos of Tour Home (if available) - Upon receipt of entry registration & deposit, CWHBA will be scheduling with a local photographer to provide photos (at no additional cost) and a 360 virtual interactive tour sometime in the weeks leading up to the tour. If you have had someone else take photos, we welcome you to provide those, with proper ownership rights, to include in our tour magazine and marketing materials.

## On a Word Document, please submit the following:

- \_\_\_ Builder or Company Bio (Paragraph format, 200 words or less)
- \_\_\_ Home Description: (Paragraph format, 300 words or less)
- \_\_\_ Social Media Links (Go to each of *your* company social media sites and copy & paste the URL after the following sites: Facebook, Pinterest, Twitter, Instagram, LinkedIn, Houzz, Google+, YouTube)

## Other documents:

- \_\_\_ Proof of Liability Insurance at \$1,000,000  
CWHBA listed as additional insured at entry home location October 7, 10-11, 17-18, 2020  
(includes builder viewing & judging day)
- \_\_\_ Registration Form including all completed sections and signed contracts.

## SEND ALL EVENT DOCUMENTS TO:

Lindsay Brown, Communications & Events Director

[lbrown@cwhba.org](mailto:lbrown@cwhba.org)

3301 W. Nob Hill Blvd., Yakima, WA 98902

F: 509.454.4008

