**Builder Best Practices**

* Several of you are seasoned Parade Builders but we have a few newbies…….
* If the yard is landscaped, GREAT! If not, potted flowers can make a difference
* Avoid unsightly storage of product inside or outside the home
* Signage:
  + Make sure real-estate signs don’t obscure the parade sign – Builder Buddies will watch
  + All other signage should be tucked away in the garage
  + All signs in the home should be no more than 12”X14”
* Builder must provide a covered and dry space with a 6 ft table and 2 chairs for the non-profits
  + Treat them well. They are the first face potential customers will see
* Builder or a Representative must be at the home during all open parade hours
* Shoe covers are required at each home and supplied by the builder. Shoe covers can be purchased at Thompson Pharmacy or most pharmacies I presume
* The Parade Tour Guide will be available for your review by May 20th, at the HBA office. You’ll receive a reminder email from us however.
* We had several requests last year for handrails on stairs in the garage leading up to the house.
* C of O & C of I are due by the week of June 8th, prior to opening day
* Builders receive 20 complementary parade tickets

Unless your home is sold, I hope your participation in the Parade is a long term investment rather than to just sell this one home. Perhaps both. Your long term investment also requires a long term strategy. Plan to have marketing material with an emphasis on your company on site at the parade home in the way of a sales center for the garage or a room in the house.

Your sales center will be most effective if you route traffic through the home with the information display being at the end.

**Guest Book**

The visitors touring your showcase home are obviously an excellent source of potential buyers. As a gift, we will provide each of your homes with a guest book and a framed sign inviting guests to leave their contact information. The result...an instant mailing or contact list.

**Interacting with prospective buyers:**

The facts are indisputable: a parade of homes reaches people who will eventually buy or build a home. It is one of the most effective ways of reaching the potential market and generating leads.

Sales tip: Let the prospect do the talking. Answer questions but don't get too long winded. We've all been in the position where a sales person provides way to much information, still talking as you are backing up. Don't be that guy!

Have builders give testimonials. Begins dialogue.