



TOUR of HOMES

columbia's Largest open house of new homes

saturdays & sundays • september 11 - 26

Enter your homes and neighborhoods by July 26

The 2021 **Tour of Homes** is right around the corner! The Tour will be held the 2nd, 3rd and 4th weekends of September beginning September 11th & 12th, continuing on the 18th & 19th, and wrapping up the weekend of the 25th and 26th. We are looking to make this our *biggest Tour ever* with **YOUR** participation.

The **Tour** is a great way to drive additional traffic to your homes, your website, and your communities, all while keeping in mind that selling is the ultimate goal! Again this year, we've partnered with Free Times to generate consumer awareness for the **Tour** which also includes great advertising value for you.

As a participant in the **2021 Tour of Homes**, we're giving you maximum exposure with our ongoing promotion. Below are just a few of the ways the **Tour of Homes** is being promoted:

- 1 free ½ page description featuring elevation & floor plan for each home in the Plan Book
- Participating Builders will have a Plan of the Week for each home entered in Free Times (a value of \$800)
- Directional signage to your home
- Social Media (Facebook and Twitter) Posts & Marketing Tips provided by us to help you promote your product(s)
- Billboard, Radio & TV advertising valued at more than \$35,000 (last year)
- Distribution of Plan Books: Real Estate Companies' Relocation Departments, Featured Homes and Communities, Carolina Classic Home & Garden Show and **50** High Traffic Free Times Locations
- Every Plan of the Week will be Featured on the SMC, BIA and Tour of Homes Facebook pages
- Digital plan book to be featured on BIA website (www.BIAofCentralSC.com)
- Free Times is exclusively reserving their center spread for 3 consecutive weeks to promote the Tour of Homes. Each issue will be published the Wednesday prior to each weekend tour. That's a total circulation of approximately 110k! Exposure on their high traffic website, Free-Times.com home page web button and FreeTimesRealEstate.com, e-newsletter blasts, FT Weekend and FT Update (23,000+ subscribers) and social media blasts
- Dedicated Tour of Homes App and Website

For information regarding applications, dates, and other deadlines, please call Patty Wise at the BIA Office, 256-6238.

Join us and be a part of the biggest Tour of Homes ever! Entry packets must be completed in order to ensure placement in the plan book by **July 26, 2021. NO EXCEPTIONS!**

Sincerely,

Patty Wise
BIA of Central SC, Tour of Homes Staff Liaison

2021 TOUR OF HOMES

"Columbia's Largest Open House of New Homes and Communities for Sale"

September 11, 12, 18, 19, 25 & 26

BUILDER PARTICIPATION AGREEMENT

Being a Builder member in good standing, I do hereby agree to and enter the Building Industry Association of Central SC 2021 TOUR OF HOMES.

I agree, by signing this Participation Agreement, to abide by the following rules and regulations:

1. All homes entered on the "TOUR OF HOMES" will be located within the boundaries of Kershaw, Lexington, Fairfield, Sumter and Richland counties.
2. This Participation Agreement, entry fee(s), floor plans, front elevations, liability insurance and Plan Book questionnaires shall be received **NO LATER** than July 26, 2021, to the BIA of Central SC to qualify for the plan book. **NO EXCEPTIONS!**

3. **FEATURED Home DEADLINE: July 26, 2021**
The participation fee per entry is \$900.
The participation fee for entries in a "Featured Community" is \$700 per entry.

FEATURED Community DEADLINE: July 26, 2021
The participation fee per entry is \$2,500 (includes ONE house FREE)

TOUR of HOMES Multi-Home Discount: July 26, 2021
For every three (3) homes entered at the Featured Home rate, get a fourth Featured Home entry FREE.

FEATURED Apartment or Senior Living Community DEADLINE: July 26, 2021
The participation fee is \$1350 for BIA Member / \$1850 for Non-BIA Member (includes same benefits as Featured Community)

****ALL Builders, Developers, Apartment and Senior Living Communities will have the opportunity to set-up a display table during the Sneak Peek to be held: Date TBD**

4. No home in the Tour shall have been occupied prior to or be occupied during the tour.
5. Decorating and Furnishing is encouraged but is strictly the decision and responsibility of the Participating Builder.
6. Homes must be open to the public during the following hours: 11:00 am - 6:00 p.m. Saturdays and 1:00 pm – 6:00 pm on Sundays.
7. If a home is withdrawn from the TOUR OF HOMES **prior to July 26, 2021**, a full refund will be provided unless any expenses were incurred by the BIA of Central SC prior to withdrawal. **NO REFUNDS** will be provided after that date.
8. The entry fee covers the entire marketing and advertising plan and signage for each yard and directional signage when needed. A rendering of the house, floor plan and directions to each home will be included in the TOUR OF HOMES Plan Book. **50** Plan Books will be provided for distribution at each home on the tour and each Featured Community.
9. Each participating builder agrees that there shall be no signs or advertising on his lot unless such signs or advertising are authorized by the TOUR OF HOMES Committee, which has the full right to place any signs or advertising wherever it desires and, for any consideration, either direct or indirect.
10. Each participating Builder represents that the house to be placed in the TOUR OF HOMES is the result of an original design and that he/she is the sole owner of such design and has exclusive rights, including copyright, in and to the design as represented in the structure, plans, specifications and drawings for the house. Builder further represents that he/she has not pledged, assigned or encumbered his/her rights to

the design and that such design does not violate any copyright, property or common-law rights of others. Builder hereby indemnifies and holds harmless the BIA of Central SC from any and all claims of third parties, including, but not limited to, copyright infringement or conversion, which may be asserted as a result of the inclusion of the house in the TOUR OF HOMES or the inclusion of drawings or floor plans of the house in any publication of BIA of Central SC publicizing or in conjunction with the TOUR OF HOMES.

11. I hereby agree that neither I nor my agents shall make any representation on behalf of the Building Industry Association of Central SC or the TOUR OF HOMES Committee as to the quality or fitness of his TOUR OF HOMES entry, nor that a partnership or joint venture exists between me and the Building Industry of Central SC or the TOUR OF HOMES Committee.
12. In exchange for being allowed to participate, I agree to indemnify and hold harmless the Building Industry Association of Central SC its agents, employees, volunteers, and the TOUR OF HOMES Committee, from any claims, causes of action or judgment of any kind which may be made against any or all of them arising out of or relating to the undersigned's participation in the TOUR OF HOMES. This indemnification agreement includes without limitation claims for bodily injury, death, damage, loss of real property, or loss of personal property, breach of warranty, or breach of contract, and claims arising out of the acts of subcontractors or agents employed by builder. Upon demand of the Building Industry of Central SC or the TOUR OF HOMES Committee, I will promptly take defense of the requesting party, its agents and employees, from any losses arising out of such claims or otherwise hold the requesting party harmless from any costs resulting from such a claim including attorney's fees, and pay any final judgment for such claims.
13. Each participating builder shall maintain general liability insurance on the property upon which he is building during the construction. Each participating builder shall provide to BIA of Central SC prior to commencement of any construction a certificate of insurance evidencing general liability including contractual liability, independent contractors, personal injury, completed operations with combined single limits of liability of not less than \$1,000,000 each occurrence. Said certificates shall include Workers Compensation and Employer's liability, also automobile liability including non-owned autos and hired autos with combined single limit of \$500,000. Said certificate shall name as additional insured the Home Builders Association of Greater Columbia and the TOUR OF HOMES COMMITTEE. Said certificate shall be received and approved by the TOUR OF HOMES Committee prior to commencement of any construction. (See attached example of certificate of insurance).
14. All participating Builders in the Tour of Homes must be a member in good standing of the Building Industry Association of Central SC including all homes built in a Featured Community.
15. Failure to comply with any of the above terms subjects the builder to forfeiture of all privileges set forth by the TOUR OF HOMES Committee.

Attached hereto is my check in the amount of \$ _____

____ Home(s) at \$900/each by July 26, 2021

____ Featured Community, \$2,500 and includes 1 free house by July 26, 2021

____ Additional Home(s) at \$700/each in a Featured Community by July 26, 2021

____ Multi-Home Discount _____ Homes Total = _____ Free *Enter three homes, get a fourth entry free.*

____ Apartment Community, \$1350/Member and \$1850/Non-Member by July 26, 2021

COMPANY _____ PHONE: _____

CONTACT: _____ SIGNATURE: _____ DATE: _____

Return to: BIA of Central SC, 625 Taylor Street, Columbia, SC 29201

Questions? Please contact Patty Wise at 256-6238 or Patty@columbiabuilders.com

July 26, 2021 – Deadline for Entry Submittal - Entry Packet must be COMPLETE. No Exceptions!

BIA of Central SC TOUR OF HOMES FEATURED HOUSE FORM

Please **TYPE** or **PRINT** and return to: BIA of Central SC
625 Taylor Street, Columbia, SC 29201
OR to: Patty@columbiabuilders.com

Entry Deadline – July 26, 2021

Builder Name: _____ **Phone:** _____

*Must be current BIA Member

Company Name: _____ **Fax:** _____

Address: _____
(street) (city) (state) (zip)

E-Mail Address: _____ **Website:** _____

Sales Agent: _____ **Cell Phone:** _____

Company: _____ **Phone:** _____

Address: _____
(street) (city) (state) (zip)

Contact for weekly survey results: E-mail _____ **Ph.** _____

Sales agent E-Mail Address: _____

Name of TOUR OF HOMES House/Plan: _____

Address of Entry: _____
Development Street Number & Name City State Zip

Lot #: _____ **School District:** _____

Has this house (at this location) previously been judged in the Tour of Homes? ___ Yes ___ No

Base Sales Price: _____ **Finished Square Footage:** _____

Is this a Furnished Model? ___ Yes ___ No

Number of Bedrooms: _____ **Number of Bathrooms:** _____

Facebook Link: _____

Twitter Handle: _____ **Instagram Handle:** _____

Houzz Link: _____

Other Social Media: _____

Write (**type or print**) up to 10 bulleted items describing the house, particularly any unusual or outstanding features, or attach printed copy to be used in the plan book. ***This will be printed in the Tour of Homes Plan Book exactly as submitted.***

*****Bulleted items not to exceed 60 words***

- _____
- _____
- _____
- _____
- _____

Give explicit directions to the house from Columbia and/or any Special Instructions:

House Rendering and Floor Plans should be emailed in
High Resolution (min 300 dpi – jpg. format ONLY) to Patty@columbiabuilders.com
No pickups from previous years or hard copies please.

***Free Times
Plan of the Week***

Participants in the Tour of Homes will be featured in the *Free Times* as the Plan of the Week, (**\$800 value if purchased individually**) and be featured on the BIA Facebook page for BIA (when available) and Tour of Homes page.

Builder represents that the house to be placed in the *Free Times* is the result of an original design and that he/she is the sole owner of such design and has exclusive rights, including copyright, in and to the design as represented in the structure, plans, specifications and drawings for the house. Builder further represents that he/she has not pledged, assigned or encumbered his/her rights to the design and that such design does not violate any copyright, property or common-law rights of others. Builder hereby indemnifies and holds harmless the BIA of Central SC from any and all claims of third parties, including, but not limited to, copyright infringement or conversion, which may be asserted as a result of the inclusion of drawings or floor plans of the house in any publication of the BIA of Central SC.

Builder Signature: _____ Date: _____

BIA of Central SC TOUR OF HOMES FEATURED COMMUNITY FORM

(Includes one house free)

Please **TYPE** or **PRINT** and return to: BIA of Central SC
625 Taylor Street, Columbia, SC, 29201
OR Patty@columbiabuilders.com

Entry Deadline: July 26, 2021

Contact Name: _____ Phone #: _____

*Must be Current BIA Member

Company Name: _____ Fax #: _____

Mailing Address: _____
(Street or P. O. Box) City State Zip

E-Mail Address: _____ Community Website: _____

Lot sales by: Company: _____ Phone: _____

Contact for weekly survey results: E-mail _____ Ph. _____

Agent: _____ Cell Phone: _____

Name of Community: _____

Location of Community: ___ Northeast ___ Northwest ___ Lexington ___ Southeast ___ Other: _____

Price of Range of Lots: _____

Heated Square Footage Restrictions: _____

Other Restrictions: _____

School District: _____

Write up to 10 bulleted items (***not to Exceed 60 words**) to briefly describe the outstanding features of your community. ***This will be printed in the Tour of Homes Plan Book exactly as it is written. No full page ads will be used on this page. Community pages will all be uniform. Supply information and pictures.***

- _____
- _____
- _____
- _____
- _____

Give explicit directions to the community from Columbia: _____

****Include: All Photos and Logos should be High Resolution (min. 300 dpi & jpg format) and emailed to Patty@columbiabuilders.com prior to the deadline. Please identify each photo with Home Name & area in description.***

***Artwork and Copy for Featured Community Page should be submitted with Participation Package.**

BIA of Central SC TOUR OF HOMES FEATURED APARTMENT or SENIOR LIVING COMMUNITY FORM

Please **TYPE** or **PRINT** and return to: BIA of Central SC
625 Taylor Street, Columbia, SC, 29201
OR Patty@columbiabuilders.com

Entry Deadline: July 26, 2021

Contact Name: _____ Phone #: _____

*Must be Current BIA Member

Company Name: _____ Fax #: _____

Mailing Address: _____
(Street or P. O. Box) City State Zip

E-Mail Address: _____ Apt./Community Website: _____

Apt. sales by (company): _____ Phone: _____

Contact for weekly survey results (E-mail): _____ Ph. _____

Agent: _____ Cell Phone: _____

Name of Community: _____

Location of Community: ___ Northeast ___ Northwest ___ Lexington ___ Southeast ___ Other: _____

Price of Range of Apartment Homes: _____

Heated Square Footage: _____

Other Restrictions: _____

School District: _____

Write up to 10 bulleted items (***not to Exceed 60 words**) to briefly describe the outstanding features of your community. ***This will be printed in the Tour of Homes Plan Book exactly as it is written. No full page ads will be used on this page. Community pages will all be uniform. Supply information and pictures.***

- _____
- _____
- _____
- _____
- _____

Give explicit directions to the community from Columbia: _____

***Include: All Photos and Logos should be High Resolution (min. 300 dpi & jpg format) and emailed to Patty@columbiabuilders.com prior to the deadline. Please identify each photo with Home Name & area in description.**

***Artwork and Copy for Featured Apartment Community Page should be submitted with Participation Package.**