

44th Annual
Parade of
HOMES

Presented by the Housing & Building Association of Western Colorado

 **ENTRY INFORMATION** 

SEPTEMBER 25-27 | OCTOBER 2-4



The Parade of Homes is produced by:



The Housing &
Building Association of
Western Colorado

569 S. Westgate Drive #3 | Grand Junction, CO 81505

ABOUT THE PARADE OF HOMES

A longstanding event hosted by the Housing & Building Association of Western Colorado, the Parade of Homes is a fall family tradition. The Parade annually showcases professionally designed model and custom homes, from luxury show homes to attainable priced homes. From innovative to elegant, all located in the neighborhoods of Mesa County. Attendees recognize the Parade of Homes not only as an entertainment event, but as “the source” of inspiration for the latest in home building and design trends.

HOME ENTRY DETAILS

>>> ENTRY FEES*

\$2,700.00 for your first home
\$2,200.00 for each additional home entered
\$4,500.00 for the Dream Home category

WHO IS ELIGIBLE

HBA of Western Colorado members in good standing as of July 31, 2026 and will remain as such through October 12, 2026. A member in good standing does not have an outstanding accounts receivable balance.

HOW TO ENTER

Early bird registration will be available starting April 1 on hbawesternco.com. Any builder who submits their application and payment of entry fees by the early bird deadline of June 5 will receive 25% off their advertising page in the Parade of Homes Magazine. This is a non transferable discount. *Final payments and standard applications are due by July 23. No refunds after August 7, 2026.



>>> HOME CATEGORIES

BUILDERS ENTERED INTO THE PARADE RECEIVE:

- Full page in Parade program (rendering, floor plan, and subcontractor list).
- Listing on Parade of Homes app with driving directions.
- Virtual Tour Package (included in entry fee):
 - 3D Matterport (up to 5,000 sq. ft.)
 - 30 professional photos
 - 5 drone photos
 - 1-minute video tour
 - Facebook Live during Parade

DREAM HOME CATEGORY:

The Parade of Homes includes the Dream Home Category, open to all homes priced at \$1.5M and above. If you choose to enter into this category, your home will be judged against other Dream Homes, and in the price category of your home. All homes in this category must be new, un-lived in, fully landscaped, and professionally decorated throughout the entire home.

In addition to the above marketing package above you will also receive:

- Digital banner on website
- Additional sneak peek videos of the home
- Extended interview with the Builder
- Special feather flags for the Dream Homes
- Special Dream Home section in the app
- Remote broadcast from your home during one of the days of the Parade of Homes
- Table for 8 at the Awards Gala (dinner included)

EVENT DETAILS

EVENT DATES & HOURS

September 25-27 & October 2-4, 2026

- Realtor Tour: September 24, 8:00 AM - 3:00 PM
- Parade Open Hours:
 - Friday/Saturday: 10:00 AM - 6:00 PM
 - Sunday: 10:00 AM - 4:00 PM



REALTOR TOUR HOUSE SPONSORSHIP

- September 24th only
- Each home requires a House Sponsor to greet Realtors.
- Sponsorship Fees:
 - HBA Members: \$500 per home
 - Non-Members: \$1,000 per home (includes HBA membership)
- House Sponsors must be confirmed by July 31, 2026.
- Sponsors MUST be present on that day.
- Builders with multiple homes need a sponsor for each home.
- Sponsor may have signage outside of the parade home

ADMISSION & TICKETING



- The Parade of Homes is a major fundraiser for the HBA of Western Colorado, a not-for-profit organization. Builders must adhere to this policy.
- Tickets: \$15 per person (children 3 & under free). Each ticket allows:
 - Two-time entry to each home.
 - Builders receive 10 free tickets at the Mandatory Builder Meeting. Volunteer/ host badges do NOT substitute as tickets for entry into other homes in the parade.
- Realtor Tour tickets valid Sept. 25-27 only.
- No private events allowed at Parade homes during the entirety of the event.

BUILDER OBLIGATIONS

➤➤➤ FOR THE HOME

- Ensure the Parade home is built under the Builder's name and complies with all local zoning, building codes, and regulations.
- Maintain active workers' compensation insurance (if required) and proof of General Liability insurance (\$1M per occurrence, \$2M aggregate).
- Acknowledge the responsibility for any contract violations by their employees, subcontractors, suppliers, or other involved in the Parade home services or materials.
- Ensure adequate security of the Parade home and protection of every person on the home site prior to the conclusion of the Parade.
- Provide reliable Wi-Fi for ticket scanning by volunteers.

➤➤➤ HOME COMPLETION AND JUDGING

- Completion Deadline: Thursday, September 17 at 12:00 PM. All homes must be fully complete, with all work finished and "tools down." No additional changes or modifications may occur after this deadline. This includes ALL home staging and decorating. It must be show and picture ready.
- Failure to meet requirements may result in disqualification from judging and participation.
- Non-compliant homes may be marked "Closed" until resolved.
- All homes must be site-built. No modular homes.
- Marketing Access: Homes must be available for HBA photographers & videographers September 18-23.
- Certificate of Occupancy: Must be issued after October 7, 2025. The home must not have been included in any HBA-sponsored events, and all other contractual requirements must be met.
- Award Categories: Best Kitchen, Best Primary Suite, Best Interior Design, Best Architectural Design, Best Outdoor Living, Best Innovation, Best Craftsmanship, Most HBA Member Subcontractors, Realtor's Choice, and People's Choice.

➤➤➤ OCCUPANCY RESTRICTIONS

- Homes must be unoccupied during the Parade.
- If sold before the event, the owner must sign the consent form acknowledging contract terms. This must be returned to the HBA by July 31.
- ALL Personal belongings must be removed by September 17th, 12:00 PM. No room shall be locked/closed off to the public.

BUILDER OBLIGATIONS

»»» DECORATING & LANDSCAPING

- Minimum Decoration*: Three primary rooms (e.g., living room, dining area, primary bedroom). The degree of decorating is at the builder's discretion, but judging may reflect higher scores based on the degree of decoration, staging, and landscaping/outdoor living spaces. *Unless you are in the dream home category, then the entire house must be decorated and staged.
- Full landscaping must be completed in front of the home*, defined as what can be viewed from the street. (Front yard, and possibly side yard) *Unless in the dream home category, then it must be fully landscaped.
- Garages: Builders may invite subcontractors to display products & services inside the garage. Only properties built by the builder may be displayed. Real Estate agents may not display their own properties.

»»» SIGNAGE & ADVERTISING

- Interior Signage: Business card holders for subcontractors and the builder can be displayed in the home.
- Exterior Signage: Limited to one sign per business involved in the home.
- HBA Materials & Signage: All signage and materials provided by the HBA (including directional signs) must be returned after the Parade. Damaged or unreturned items will be charged at full market replacement cost.
- MLS Listings: May not reference Parade of Homes before the event start date. No staged interior photos are permitted in the MLS.
- Advertising and social media are allowed, but NO MENTION of Parade of Homes, street name, or address is permitted before opening day. Builders are responsible for ensuring all parties associated with the home are aware of these rules. Builders should avoid posting complete photography packages online until after the Parade of Homes has begun.
- No Open Houses from September 1 through the end of the Parade.
- Model Homes must be closed the week prior to the Parade.

»»» HOME HOSTING POLICY

- Builders must provide volunteers to ensure homes are open during event hours.
- Traffic Flow: Enter through the front door, exit through the garage.

IMPORTANT DATES

June 5

Early bird
registration

June 23

Early Bird
Ad Deadline

July 23rd

Registration
Deadline

July 29

Mandatory
Builder
information
meeting

July 27-31

Contract
Review

August 7

Advertising
Deadline

August 3-7

Builder team
photos

August 17-21

Sneak peek
videos

September 2

Builder Kick
Off Party

September 11

Certificate of
occupancy Due

September 14

Pre-Inspections
(new builders)

September 17

Inspections
Homes must be
show ready.

September 18

Home
Photography and
Videos Begin

September 22

Material
Handouts
HBA Office

September 24

Realtor/Judging
Day

September 25-27

First Weekend

September 30

Builder Tour

October 2-4

Second Weekend

October 5th-6th

Return Builder
Materials to HBA
Office

October 13

Awards
Dinner

BUILDER CONTRACT

GENERAL TERMS (ELIGIBILITY):

- 1) In order to be eligible to participate in the 2026 Parade of Homes, builders must be a Home Builders Association of Western Colorado member in good standing (a member in good standing means that you have no accounts receivable balance and dues are current).
- 2) I understand that all builders or developers who have an active ownership interest in the Parade of Homes entry, or who share in the profits from the sale of the Parade of Homes entry, must be members in good standing of the HBA of Western Colorado and adhere to membership guidelines for participation.
- 3) The home entry is new and not occupied. Exception: A home that had an existing foundation and no standing framed walls will be allowed to enter and must be listed to reflect the current market price. Exception: Condos/ lofts and full home remodels being refurbished may retain existing load-bearing elements only. All other rules apply.
- 4) I agree to carry liability insurance, a combined single limit of \$1,000,000 each occurrence/\$1,000,000 aggregate, or its equivalent on my Parade Home from September 25, 2026 through October 5, 2026. I understand that a copy of this certificate of liability insurance is a requirement for entry and that the certificate must be on file. I understand and agree that if I do not provide a certificate of liability, I will not open my home to the public, I am in violation, and the penalty may include loss of eligibility for the Parade of Homes events.
- 5) A Certificate of Occupancy must be obtained and issued after October 7, 2025 to CO deadline (September 11, 2026). Please verify the date. If the CO is not submitted by the end of the day on September 11, 2026, the home will not be open to the public, and the home will be disqualified from ALL Parade judging, including Realtor's Choice and People's Choice Awards.
- 6) Parade Homes and Model Homes cannot participate in the Parade if they have been in the Parade the year before or participated in any other HBA sponsored events. Model homes must close the week prior to the Parade of homes. No Open Houses in the 7 days prior to the Parade. An open house is any event advertised on radio, TV, newspaper, social media, apps, or websites. This also includes private parties and events at the home's location.

DEADLINES & PROOFS:

- 7) The entry deadline for inclusion in the printed map is Friday, August 7, 2026.
- 8) I agree that the date for removing my entry from the Parade of Homes is Friday, August 7, 2026. After that date, my entry fee will not be returned. A letter to the HBA with notification of the cancellation must be received by the HBA office by August 7, 2026. Prior to this date, I will receive a refund of all but the \$200 administrative fee.
- 9) All home profile content must be emailed to the HBA by Wednesday, July 23, 2026. Early Bird restraints are due June 23rd, 2026
- 10) I agree that all information provided on the Parade Home will come from me, the builder, and that its data entry and accuracy will be my responsibility. The home photo/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 loss of participation in future Parade of Homes.

HOME COMPLETION REQUIREMENTS:

- 11) If my home is incomplete, I am in violation, and it will be closed to visitors by the HBA. A completed house is one in which all items are completed and the builder qualified for a certificate of occupancy from the municipality. A copy of the certificate of occupancy must be submitted to the HBA by Friday, September 11, 2026.
- 12) I will ensure that the grounds surrounding my entry, within my control, are neat and orderly. Additionally, a driveway or boardwalk must be in place to provide safe access to the home. I will not work on the home, inside or outside, during Parade of Homes hours.

BUILDER CONTRACT

13) My home will be inspected by a representative from HBA to ensure that the home is open during Parade hours, is the same price as listed on the website, and is complete. I understand that the representatives may have a camera, and have the right to take pictures of any suspected rule violation inside or outside of my home.

14) All builders must certify that the home is 100% complete and ready for inspections and photos by 12:00 p.m. on September 17, 2026 and that all information on the Parade of Homes website (including mapping and directions) is correct by August 7th, 2026.

SIGNAGE & HOURS:

15) I agree that my home will be staffed and open for public viewing during all Parade of Homes hours. I also agree that my home will be complete and ready for showing by 8:00 a.m. Thursday, September 24th, Realtor Day for the 2026 Parade of Homes and that my Parade of Homes yard sign will remain posted and clearly visible for the duration of the event.

16) Builder's directional signage will be picked up on Tuesday, September 22nd at the HBA office.

17) Directional signs may be placed beginning Wednesday, September 23rd and must be removed by Monday, October 5th by 4:00 pm. I will not create signs in the style or colors of the Parade of Homes signage for any homes that are not entered in, open and staffed during the Parade of Homes.

18) The large Parade Home yard sign must be placed near the entrance of the Parade Home in order to better direct consumers to my entry.

EARLY SALE OF HOME:

19) If the home is sold before the Parade, the owner must acknowledge their consent to the terms of this contract by signing the Homeowner Approval page provided by the HBA. The owners must be out of the home by Wednesday, September 17th and the home left in an unoccupied state. All closets, kitchen/bathroom cabinets, countertops etc. must be cleared of all personal belongings, and no room shall be locked/closed off to the public. If the owners wish to not have their home in the Parade, or if they do not comply with the contract, the home will be closed to public viewing, and the builder will be required to withdraw from the Parade and forfeit the entry fee.

I agree to the terms and conditions and submit this entry form to the Home Builders Association of Western Colorado for the 2026 Parade of Homes.

Signed:

Printed Name:

Title:

Business:

Entry Fee Paid:

Date:



HBA RESPONSIBILITIES

- Provide all marketing, directional signage, house numbers, and exposure on the Parade website.
- Coordinate all event advertising and promotion.
- The HBA owns the rights to advertising in-house & on property during the entirety of the parade.
- **Mandatory Builder Meeting:** Monday, July 29th, 12:00 PM at HBA Office.

BUILDER CHECKLIST TO HBA

Below is a list of all items that are the responsibility of the builder to provide and return to the HBA. Once your signed contract has been submitted, the HBA will provide you with a link to digitally upload the required materials listed below.

Copy of Builder Workers Compensation Certificate (if applicable). Copy of General Liability Insurance Certificate with event rider.

Floor Plan (Consumer version only)

Rendering in full color: no photos accepted. Cost of rendering is the builder's responsibility. High Resolution file at least 300 dpi/2400 pixels or vector file.

Subs & Suppliers List: All HBA members will be listed in bold text; only HBA members will be listed on the Parade of Homes app. Category of the Sub & Supplier must be listed.

Assessor Screenshot of the home's location and driving direction to the home.

Site Plan that was issued with the building permit. All permitted improvements on the site

Permits for ALL structures

CO's verified on website for all permitted structures.

Building Department approved plan set must include all improvement on site, indoor and outdoor.

Significant discounts, donated materials, or services that would not typically be available to other builders and could impact the home's sale price

Any improvements on site must be completed by POH inspection.

HOME CHECKLIST

The Home Completion Checklist must be fully completed and your home must be show ready no later than 12:00 PM on Thursday, September 17, 2026. This checklist is critical to ensuring your home is ready for inspection and included in the final Parade of Homes lineup.

Failure to meet the completion deadline may result in removal from the judging and awards portion of the event.

Front Yard Landscaped: walkways clear of debris & trash. Exterior windows cleaned. Exterior doors painted/stained/finished. Garage doors hung and functional. Concrete curbing or staining must be finished. Unless dream home category - it must be fully landscaped.

Exterior paint, caulking, stucco, siding must be finished.

Garage must be free of trash, boxes etc.

HBA House Number Sign in Driveway.

HBA Parade Flag place in front of home

Maximum of 1 sign per business (Lender, Title Co., Subcontractor etc.) may be placed in the yard. Must look clean and presentable.

Minimum of 3 rooms decorated. (i.e. living room, primary bedroom, office, dining/kitchen) Unless a dream home which is fully furnished. Furniture must be unwrapped & staged. Beds must be made with bedding. Pictures must be hung on walls.

Light fixtures must be hung and working. All bulbs must be inserted and working in bathroom vanities, ceiling fans, etc.

All flooring must be completed and finished in all rooms of the home.

All tile work, millwork, and cabinetry must be finished, hung, and in working order.

All caulking and painting must be completed.

The home must be clean (no boxes/trash, floors must be swept/vacuumed).

Closet doors must be hung.

All light switches, electrical outlets, etc. must be installed.

Home MUST have access to WIFI.