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## Save The Date

April 22—Crawfish Boil,  
3:30 p.m., Welland Stud-  
ies and Solutions

April 28— Real Estate  
Outlook Conference,  
8:30 a.m.  
Cox Communications

May 15-16—Parade of  
Homes

June 10th —Presidents/  
Membership Rally,  
4:00—7:00 p.m., Water-  
ford—Fairoaks

For more information  
contact Jon Lindgren,  
571-283-6311 or Maggie  
Massaro, 571-283-6311

# NVBIA Newsletter

VOLUME ONE, ISSUE THREE

PARADE ISSUE 2010



## 2010 Spring Parade of Homes

*A message from NVBIA President, Vince Butler*

Dear NVBIA Member,

The Spring Parade of Homes, Saturday and Sunday, May 15<sup>th</sup> and 16<sup>th</sup> will be here before you know it!

Our new and improved Parade of Homes website ([www.vaparade.com](http://www.vaparade.com)) is up and operational. It is set up to be a year-round "go to" place for prospective home buyers and remodelers to search.

If you are a builder, remodeler, supplier, or in any way involved in the home business, there is an opportunity for you to expand your business by entering in the Parade or advertising on our website.

The Parade of Homes Executive Summary included in this issue, describes this year's Parade of Homes and the numerous opportunities for you to not only capitalize on the final Spring market but to increase your sales for next year!

We had over 50 builders in

last Fall's parade, please help us make this Spring Parade even better!

Join the following builders who have already committed to this event and the yearlong virtual tour for the public!!

**Basheer & Edgemore**  
**Classic Concept Builders**  
**Craftmark Homes**  
**Craftstar Homes**  
**Creighton Enterprises**  
**Drees Homes**  
**High Ridge Custom Homes**  
**IDI Group Companies**  
**JK Development**  
**Mitchell & Best**  
**NVP**  
**Quaker Custom Homes**  
**Sekas Homes**  
**Stanley Martin**  
**Sun Design Remodeling**  
**Toll Brothers**

Virtual Entries  
**Wakefield Homes**

Associate members should sign up for the "Products and Services" drop down menu on the Parade web site. For as little as \$250 you can expose your business to hundreds of thousands of prospects over the next year, or join in one of the many other sponsorship opportunities detailed in the newsletter!

Sincerely,

Vince Butler, CGR, GMB,  
CAPS  
NVBIA President

# Parade Executive Summary

## Parade of Homes Entrants

Basheer & Edgemoore  
 Classic Concept Builders  
 Craftmark Homes  
 Craftstar Homes  
 Creighton Enterprises  
 Drees Homes  
 High Ridge Custom Homes  
 IDI Group Companies  
 JK Development  
 Mitchell & Best NVP  
 Quaker Custom Homes  
 Sekas Homes  
 Stanley Martin  
 Sun Design Remodeling  
 Toll Brothers

Virtual Entries  
 Wakefield Homes

### 2010 NVBIA Spring Parade of Homes

Date: Saturday, May 15, and Sunday, May 16, 2010

Time: 11 a.m. to 5 p.m. both days

**FREE** to the Public: Thousands are expected to attend

Products to be exhibited: New Single Family, Town homes, Condos, Multi Family, and Remodeled Homes

Entry is limited to NVBIA members only:

*Production Builders*- \$1,750 (includes \$250 donation to HomeAid), \$1,250 for each additional entry

*Custom Builders*- \$1,200 (includes \$200 donation to HomeAid), \$1,000 for each additional entry

*Remodelers*- \$1,200 (includes \$200 donation to HomeAid, \$1,000 for each additional entry (All entries must have a \$50,000 project cost minimum.)

NVBIA has carefully reviewed our Fall 2009 Parade of Homes Survey Results.

### 2010 Improvements Include:

#### NEW AND IMPROVED WEBSITE- [WWW.VAPARADE.COM](http://WWW.VAPARADE.COM)

- The web Site is up and operating now – over 45 days prior to the parade date.
- The Parade of Homes web site is intended to become a “GO TO” destination for the public not only during the Parade but throughout the year.
- New Vibrant and inviting Spring Colors
- New sorting categories so the public can sort their interests by :
  - Region, including: Loudoun County, Fairfax County, Prince William County, Fauquier County, and Arlington/ Alexandria/ Mount Vernon,
  - Housing type, including single family homes, town homes, condominiums, active adult, green homes, remodeled homes, or custom home
  - Public can sort by Price- Under \$500,000, \$500,000 to \$1,000,000, and over \$1,000,000
- The site will automatically design and create driving directions for a “personal tour of homes” from one selected home to another for complete ease in finding communities entered in the tour
- Significantly improved Mapping and locating functions
- Advertising opportunities- Several Banner Advertising opportunities on the Parade of Homes website- Banners will rotate with page views throughout the viewing experience
- Improved Product and Services “Drop Down” menu on the Website to allow Builders and Associates another advertising opportunity

These listings include business descriptions and links back to each advertiser’s website.

## Recap of 2009 Fall Parade

- Over 50 Builders entered with over 68 entries of New and Remodeled Homes
- Our Parade of Homes Web site generated over 1 million web hits during the Fall Parade Period
- Parade entrants traffic averaged from 50 new visitors to their projects to as many as over 200
- Over \$12,000 raised from Builder entries and Parade Participants for HomeAid
- Over \$100,000 in advertising and promotional benefit for all Parade entrants!

# Sponsorship & Advertising Opportunities

The NVBIA Parade of Homes now offers you the opportunity to advertise on VAp parade.com, a new and comprehensive website with year-round functionality. Advertisers can trust in the fact that the Parade of Homes website personally caters to visitors ranging from real estate agents, home buyers to those looking for remodeling ideas, throughout the year. The Parade of Homes website attracts potential homebuyers, those interested in remodeling their homes, and businesses that participate in the Parade of Homes.

## **\$7,500 Parade Grand Sponsorships which includes-**

Company name listed on all printed Parade of Homes materials.

Logo to appear as Title Sponsor on all Parade of Homes Ad insertions.

Name mentioned in all media as Parade of Homes Sponsor (WTOP/WASH-FM, The Washington Post, including all local/regional newspaper advertisements. i.e. Loudoun & Fairfax County Times)

Banner ad and link at top of home page [www.vaparade.com](http://www.vaparade.com) until the next Parade.

Banner ad in the weekly E-news distributed to NVBIA members and monthly newsletter for 6 months, plus 5 tickets to 3 NVBIA events of your choice.

## **\$3,500 Washington Post Directional Ad Sponsor**

**\$5,500 High-Quality Reusable Canvas Tote Bag Sponsor-** Name or logo on every Tote Bag to be available at Parade of Homes sites and will contain sponsorship materials.

**Tote Bag insert-** You provide your company's fliers and they will be inserted in the tote bags for distribution to the public- Price \$250

**Web site Banner and Skyscraper Ads** priced with links back to your home web page or business

Leaderboard (728 x 90) - \$3,750

Skyscraper (160 x 600) - \$1,500

Tile (125 x 125) - \$250

Rectangle (300 x 250) - \$500

Maximum file size 30K

File types served (for example, 30K gif, jpg, html, swf, javascript)

Animation (for example, 3 loop maximum)

When sending creative via e-mail, please include the following:

Advertiser name

Submitter's name, number and e-mail address

Creative start/end date

Destination URL for click through for each banner

**Business card ad on website** (Detailed ad, for businesses without websites) - \$350

**Business card ad on website** - \$250 (business name with hyperlink to company website)

## Improved Parade Promotional Program

The campaign offers over a \$100,000 combined promotional value

Two page Washington Post Real Estate Section pull out spread with improved directional instructions listing all Parade of Homes entrants on Saturday May 15<sup>th</sup>.

Washington Post “lead in ads” in advance of the Parade of Homes directing the public to the Website and Saturday, May 15, pull out section

Up to \$20,000 in Promotional Radio advertising on WTOP and Wash FM directing traffic to Website, and Washington Post Advertising

Significant attention being placed on local county Publications through Press releases and editorial and print ad purchases, especially in outlying locations like Loudoun, Prince William, and Fauquier Counties.

Directional Signage to Models will be available through New Home Media.

### **Builder Special Eblast:**

Builders will be provided a customizable eblast to send to your companies own database to promote “YOUR” entry in the Parade

### **Realtor Special:**

Realtors provided with a customizable eblast to send to their own database of clients.

*(Promotional expenditures may vary based upon final entry participation Estimates above are based upon 50 builder minimum participation.)*

## Health Insurance

NVBIA is in the process of trying to create a health insurance plan for its members!

NVBIA’s Health Insurance Broker (AND member) Michael Orleans of the Meltzer Group is trying to help our association create a health insurance plan that will be yet another value our members. Many of you have been inquiring about such a plan, and thanks to new legislation passed in Virginia, the Association is hopefully one step closer towards making this a reality.

This is in the planning stages at the moment, and we need your help. If you are a company with less than 50 employees and you are interested, please fill out the enclosed census form. We need the information for all full time employees who work more than 30 hours a week, regardless of if they are covered under your current health insurance or another plan. Please be assured that all information will be held in strictest confidence, and will only be used for determining the best direction for this health insurance.

If you have any questions please feel free to contact Michael Orleans at [morleans@meltzer.com](mailto:morleans@meltzer.com) or Julianna Kieffer, NVBIA Accounting Manager, at [jkieffer@nvbia.com](mailto:jkieffer@nvbia.com).

## SPIKE Club

Growing Our Strength Through Member Recruitment, Retention, and Involvement.

Recruiting new members to NVBIA is an activity recognized and rewarded through the NAHB Spike Club Program. Those who participate are called Spikes and they are among the most valued members of the association. Spikes are the membership leaders of our industry, building the voice, power, and influence on every level.

### What are the benefits of becoming a Spike?

The real benefits are intangible—you will be recognized for your contributions to the association and regarded as an accomplished and connected member. Additionally, Spikes receive:

- A coveted invitation to the biggest party of the year, the Spike Party/Directors Reception
- Increased visibility, recognition, and networking opportunities at industry events
- Unique and valuable rewards for each level of achievement, including lapel pins, plaques, trophies, wearables, jewelry, and more
- Additional VIP treatment throughout the year

### How do I become a Spike?

To become a Spike you must first be the Primary or an Affiliate member with a current Member Company, **Dependents are not eligible to participate.** Before becoming a Spike, you are a Spike candidate. That means you have earned between one and five Spike credits. Once you earn your sixth Spike credit, you become an official NAHB Spike! Spike credits are earned by recruiting and retaining NAHB and Council members.

To confirm your eligibility to be a member of The Spike Club Program contact Briggitt Rutherford at [brutherford@nvbia.com](mailto:brutherford@nvbia.com) or 571-283-6322.

## NVBIA Advertising, Rental and Employment Opportunities

NVBIA is looking for a commissioned sales person for membership retention, new member recruitment, advertising and sponsorship solicitation for events. Compensation will be commensurate with experience and will include a base plus commission opportunity. If you, or anyone you know, might be interested in this opportunity please email our Director of Operations, Jon Lindgren at [jlindgren@nvbia.com](mailto:jlindgren@nvbia.com) or call 571.283.6311.

NVBIA is offering members the ability to rent a cubicle or secured office at the Chantilly office on a month-to-month basis for anyone interested in telecommuting. Cubicles/offices have full Internet access and use of a printer/photo copier. Cubicles rent for \$300/month and offices for \$500/month. These are offered on a first come, first served basis. If you have an interest, please email our Director of Operations, Jon Lindgren at [jlindgren@nvbia.com](mailto:jlindgren@nvbia.com) or call 571.283.6311.

# April/ May 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
18	19	20	21 NVBIA Budget Committee Meeting 8:30 a.m.	22 Crawfish Boil 3:30 p.m. Wetland Studies	23	24
25	26	27	28 Real Estate Outlook Conference Cox Communications 8 a.m. Prince William Chapter Meeting 8:00 a.m. Compton and Duling CBC Meeting, NVBIA, 10 a.m.	29	30	1
2	3	4 NVBIA Executive Committee 8:30 a.m., NVBIA	5	6	7	8
9	10	11 Fauquier Chapter Mixer, 6:00 p.m., McMahon's Irish Pub	12	13	14	15 <b>PARADE of HOMES 11-5</b>
16 <b>PARADE of HOMES 11-5</b>	17	18 CBC, 2:00 p.m., NVBIA	19 NVBIA Budget Committee, 8:30 a.m., NVBIA  REFC, 11:30 a.m., M&T Bank	20 Loudoun Chapter Meeting, 8:00 a.m., Dewberry	21 Fairfax Chapter Meeting, 8:00 a.m., Paciulli Simmons	22
23	24	25	26 Prince William Chapter Meeting, 8:00 a.m., Wetland Studies	27	28	29
30	31					

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Postage



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