



PARADE *of* HOMES®

October 2-3, 9-10 & 16-17

There's no better way to reach your market effectively than with Richmond's New Home Showcase!

ADVERTISING OPPORTUNITIES

This marks the Association's 59th annual scattered site new home show to help you market your products & services effectively.

HBAR's extraordinary multi-media advertising campaign will focus on promoting new homes, new architecture & all the advantages of buying a new home right now. It will direct consumers to RichmondParadeofHomes.com & the Parade of Homes Plan Book for details regarding this special event. Testimonials supported that quality traffic increased due to the tremendous exposure, some resulting in sales during the show.

◆ **PARADE OF HOMES PLAN BOOK:** This highly attractive, shelf-life magazine will include new home designs with colorized renderings, floor plans & details about the entries & show. 20,000 will be circulated to include Martin's & Kroger supermarkets. Contact your Richmond Times-Dispatch sales representative or Jene Collier at 804.649.6262 to reserve your ad space today!

◆ **PARADE OF HOMES WEBSITE:** \$500 banner ad for Associate Members. The new website, RichmondParadeofHomes.com, will include complete information about new home entries with a linked by entry number map & a detail oriented search by criteria section, plus a social media Facebook presence that will allow you to reach more of your audience. Last year, the Parade of Homes website received over 4200 unique visitors during the three week promotion, & each entry averaged 240 visits!

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