



The **2007 Charleston New Homes Tour** (CNHT) Committee and the Charleston Trident Home Builders Association are excited to present to you the Charleston New Homes Tour, to be held October 13-14, October 19-21 & October 26-28. The Charleston New Homes Tour is a self-guided scattered-site "new" homes tour designed specifically to introduce new home shoppers to area builders and their new homes and neighborhoods. Plan to showcase your newest neighborhoods/homes, as you introduce your latest designs to potential new home buyers. We know you will be impressed with the traffic, the media coverage and, of course, the results!

***What is the goal of the Charleston New Homes Tour?***

CTHBA's goal is to provide you, the builder, with an excellent opportunity to market your company to potential new home buyers.

***Why should I enter a home(s) in the Charleston New Homes Tour?***

By joining the CNHT you'll receive and be a part of an all-inclusive marketing program that will feature direct mail, Internet, housing guides, newspaper and radio advertising.

Most importantly, each home you enter will be featured in the official **Charleston New Homes Tour Guide & Planbook**, with a full-page display per entry featuring the front elevation rendering or photograph, floor plan and key features of that entry.

***Why have a Charleston New Homes Tour Guide & Planbook?***

The official Charleston New Homes Tour Guide & Planbook will not only guide prospective home buyers through the CNHT, but will also be a permanent reference for them to keep. The Charleston New Homes Tour Guide & Planbook will be distributed throughout the Tri-County Area during the entire month of October.

***What type of PR and recognition will entries receive?***

The Charleston New Homes Tour will recognize excellence in workmanship and design. Each home will win a Special Feature Award that will be displayed for the general public to see as they tour your entry home. Gold and silver awards will be presented to the winners in several different price categories at the Fall General Membership Meeting. Additional coverage will be seen in area housing guides and newspapers.

***NOTE:*** *It is neither required nor necessary for your entry to be furnished. Awards are for workmanship and design, not furnishings.*

**Entry Participation Requirements**

**Deadlines & Entry Fees**

- Early Bird                      \$1250 Entries Due - 6/8/07
- Regular Entry                 \$1750 Entries Due - 6/29/07
- Gotta Be in the Tour        \$2250 Entries Due - 7/20/07

**Discounts** are available to builders, developers, or marketing groups that enter the appropriate number of homes as a group.

**# of Homes    Discount per Home**

3-4	\$100.00
5-10	\$200.00
11+	\$300.00

Non-CTHBA members are welcome! An additional fee of \$615 for the initial entry will be charged to non-members and a one-year membership to CTHBA will be granted for this entry.

**To be considered as a Charleston New Homes Tour participant your entry form must include 100% of the following:**

- Entry Fee\*
- Entry Form
- Entry's elevation(s) & floor plan(s) - preferably on CD or zip disk
- Detailed driving directions clearly specifying entry's exact location on how to visit the neighborhood

\*Partial payments not accepted

***Your entry(s) will not be considered participants of the CNHT without all of the above items.***

**Note:** I do hereby certify that: The home to be placed in the Charleston New Homes Tour is the result of an original design, that I have obtained the legal rights to the use of the design from the copyright owner and to the design as represented in the structure, plans, specifications, and drawings for the home. I hereby hold harmless the CTHBA 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 home in the CNHT or the inclusion of drawings or floor plans of the home in any publication of the CTHBA or in conjunction with the Charleston New Homes Tour.

Signature of Builder \_\_\_\_\_

### **Entry Rules and Requirements**

1. All entry materials including front elevation rendering or photo, floor plan, explicit directions, home features and entry fees, shall be received in the CTHBA office no later than the scheduled dates as outlined in this brochure. Financial penalties will be incurred if deadlines and requirements are not met.
2. All CNHT homes must be newly constructed and must **not** be occupied prior to or during the CNHT.
3. Decorating the homes in the CNHT is strictly each individual builder's decision and responsibility.
4. To be eligible for judging, entry homes must be 100% complete.
5. Homes are to be opened from 9 a.m. to 6 p.m. on Friday October 12th for judging purposes. Homes will not be judged if not open.
6. On the designated days of the CNHT, homes must be open to the public Friday: 11 a.m. to 6 p.m.; Saturday 10 a.m. to 6 p.m.; and Sunday 1 p.m. to 6 p.m.
7. Failure to comply with any of the above stated regulations will exclude the builder from privileges set forth by the CNHT committee.
8. If a home is pulled out of the CNHT prior to August 15, 2007, a partial refund of the entry fee may be returned at the committee's discretion. Any cancellations after August 15, 2007, no refunds.
9. Prices of the homes for judging purposes must be in accordance with the judging criteria. If the CNHT judging committee and/or the judges feel the home is under priced, then the entry will be penalized.

**If you have any questions regarding the Charleston New Homes Tour or are in need of assistance with materials, please contact Rachel Shaw at the CTHBA office at (843) 572-1414.**

#### **SEND OR DELIVER ALL ENTRIES TO**

**CTHBA / 2120 Noisette Blvd., Suite 106 / North Charleston, SC 29405**  
Phone (843) 572-1414 / Fax (843) 572-8227 / [www.charlestonhomebuilders.org](http://www.charlestonhomebuilders.org)

