

Showcase Your Homes in 2021!



Showcase of New & Remodeled Homes

IN-PERSON & VIRTUAL TOURS

October 15-17 Friday, Saturday & Sunday 12-6

ALL PARTICIPANTS GET:

- Full page in Showcase book (10,000+ in Ann Arbor News)
- Featured for a year on ShowcaseofHomes.net
- Targeted marketing campaign
- Opportunity to host Showcase of Homes Preview Party

CHOOSE YOUR OPTIONS:

- In-Person/open house tours
- Media package: photos, aerial video, interactive 3-D model
- Host a Zoom open-house/meeting during the event
- Professionally hosted video production (or provide a video)

Early-Bird Discount!
Enter by July 2nd

Final Deadline:
Enter by August 2nd



Contact us at 734-996-0100 or
pnowakowski@BRAGAnnArbor.com

www.ShowcaseofHomes.net

**Reach Greater Ann Arbor,
Livingston County & Beyond!**



2021 Participation Agreement

Contracts and payments must be submitted by the dates below. A separate contract is required for each home.

Early-Bird Deadline: 7/2 – Early-Bird Entry Fee: \$1,500 | Final Deadline: 8/2 - Entry Fee: \$1,750

- Homes may be open for In-Person Tours Only, Virtual Tours Only, or both.
- In-Person Tours will be open during the hours below.

Friday, October 15, 2021 *12:00pm – 6:00pm*
Saturday, October 16, 2021 *12:00pm – 6:00pm*
Sunday, October 17, 2021 *12:00pm – 6:00pm*

- If participants enter multiple homes, a **\$250 discount fee will be applied to subsequent entries.**
 - Participant may provide Virtual Tour Media: Photos, Video, & 3-D Matterport Tour for **\$250 off entry fee.**
- See page 3 for more details on what is included and to indicate your entry choices.**

BRAGAA or HBALC Builder Member Name _____
 Company Name for Billing _____
 Business Address _____
 City/State/Zip _____
 Billing Contact Person _____
 Phone _____ Email _____

1) PROVIDE HOME INFORMATION: NEW HOME REMODELED HOME

Each home will have a full page in the Showcase of Homes book. See page 7 for a publication page example. (Last year's book is also available at www.showcaseofhomes.net). The publication is a high-quality magazine with advertisements and a map showing the home locations. 10,000 copies of the book will be inserted in The Ann Arbor News. Additional copies will be handed out at all homes that will be open for in-person tours, and books will be distributed to sponsors and showrooms in advance.

Attach or email information and files to pnowakowski@bragannarbor.com. The info you provide will be used in the Showcase book, on bragannarbor.com, and hbalc.com. We will provide a digital proof by email of your page allowing for revisions and approval. All information, files & media due to BRAG Ann Arbor by Friday, August 20, 2021.

Showcase Home Address: _____
Subdivision /Neighborhood Name: (if applicable) _____
Township, City or Village: _____
Company Name(s): _____
Phone: _____ **Website:** _____
Home Summary: (10 words or less. May be used in marketing.)

Optional Information: Square feet _____ Bedrooms: _____ Baths: _____
 Directions: _____
 Parking Instructions: _____
 Notes (road work, under construction, model, etc.) _____
 Sales Price: _____ Model/ Project Name: _____



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Presented by  BUILDERS & REMODELERS ASSOCIATION OF GREATER ANN ARBOR



page 2 of 5

About the Home and About the Builder Information:

Email text that we can copy and paste into the book. Descriptions combined maximum of 275 words. Bullet points or paragraphs may be used. Room will be more limited if you include floorplans. See page 7 for a page example.

A brief synopsis may be provided here for advance promotion purposes:

• Photo(s) or Architectural Rendering:

High quality image(s) of a completed home are preferred. Our virtual tour media partner company will shoot the 3-D Matterport model, along with photos and aerial video as described on page 3. You may instead provide your own media files to us. If assistance is needed with photography, image touch-ups, or renderings, please contact Pete Nowakowski at pnowakowski@BRAGAnnArbor.com. If photographer credit is needed, you must provide that to us.

- **Floor Plans (optional):** High resolution files clearly showing the floorplans can be used as space allows.
- **Location Map for In-Person Tour:** Provide any details not available on Google Maps, include the side of the street.
- **Company Logo:** Provide your logo as a vector file or at high resolution (vector or 300 dpi raster file).

Return this form - preferably by email - and your materials to:

Pete Nowakowski, pnowakowski@bragannarbor.com | Cell: 734-635-4017 | 734-996-0100 | Fax: 734-996-1008
BRAG Ann Arbor, 179 Little Lake Dr., Ann Arbor, MI 48103

2) IN-PERSON TOURS: Tickets, Signs, & Books pick-up & return policy

- Pick up books, large yard sign, directional signs, and tickets the week of the event from BRAG Ann Arbor.
- Your company rep. will need to sign a receipt and agree to bring the signs, unsold tickets, and money from ticket sales back to BRAG Ann Arbor no later than 4:00 pm the Tuesday after the event.
- Offer the book as a free program to visitors entering your home.
- Sell tickets at \$10/each to visitors
- Keep track of the number of visitors each day.

___ **Initial**



Showcase of New & Remodeled Homes

IN-PERSON & VIRTUAL TOURS



Due to COVID-19 concerns: If public home tours are inadvisable for these dates, the organizers reserve the right to cancel in-person tours. In such an event, participants agree to a virtual-only tour.

3) PARTICIPATION OPTIONS - *Please submit a separate contract for each home.*

- We are entering multiple homes. Apply a discount of **\$250 off each entry fee for our subsequent entries.**
- This home will be open for In-Person Tours *Fri., Sat. & Sun., Oct. 15, 16 & 17, 2021, 12:00pm to 6:00pm***
- Participant will provide Virtual Tour Media: Photos, Video, and/or 3-D Matterport Tour for **\$250 off entry fee.**
- In addition to In-Person Tours, we will also offer a Virtual Tour. (Virtual Tours are not required to participate.)
- This home will be showcased online as a Virtual Tour Only.**

Included with Virtual Tour Option:

- Home is featured on a full-page in the Showcase of Homes book.
- Virtual Tour Media created by Hommati #157 is included:

3-D Matterport Interactive Model hosted for 1 year | Photos | Aerial Video *(Examples shown on next page)*
Participant must coordinate photo & video shoots with Hommati and BRAG. You may submit details for the 3-D model, & other videos. 3-D models work well for new homes. For remodels, consider the Guided Tour Video option.

- Photography Upgrade: DSLR photography is an additional \$100 (standard photos are pulled from 3-D model)
- Guided Tour Video Option:** A professional host & filmer are available for added fees. Your brand & Showcase brand & will be included. *Builder/designer/agent participation on screen encouraged. Contact us for an appointment.*

Today's Date: _____ Total Due: \$ _____ Check payable to BRAG Ann Arbor

Charge my Visa Mastercard Discover AMEX

Account # _____ Exp. Date _____ CVC _____

Billing Address _____ Zip _____

Name on Card _____

Signature _____

Early-Bird Deadline: 7/2 – Early-Bird Entry Fee: \$1,500 | Final Deadline: 8/2 - Entry Fee: \$1,750

ALL INFORMATION, FILES & MEDIA ARE DUE TO BRAG ANN ARBOR BY FRIDAY, AUG. 20, 2021.

Contact us with any questions at 734-99s6-0100 or email Pete at pnowakowski@bragannarbor.com.

Showcase of New & Remodeled Homes

IN-PERSON & VIRTUAL TOURS

Presented by **BRAG** BUILDERS & REMODELERS ASSOCIATION OF GREATER ANN ARBOR

HBA HOME BUILDERS ASSOCIATION OF LIVINGSTON COUNTY

4) “VIRTUAL TOUR MEDIA” Examples: (See www.ShowcaseofHomes.net)

- **3-D Interactive Matterport Model** - [Example 1](#) (featuring in-tour “Mattertags” | [Example 2](#)



DOLLHOUSE VIEW

The virtual 3D model of the entire space can be created within 99% accuracy.



3D WALKTHROUGH WITH LABELS

The 3D Virtual Tour can be customized by tagging features, weblinks, videos or contact details.



FLOORPLAN VIEW

Space and object measurements can be generated with no extra charge.

- **Aerial Video (Aerial still photos included)** - [Sample Aerial Video](#)



- **Standard Photos (HD images taken from Matterport)** – [Sample Matterport Stills 1](#)



Virtual Staging is NOT included in Showcase of Homes packages, but may be available. Contact us.



Before



After

5) HEALTH & SAFETY PRECAUTIONS

The Participant (Builder, Remodeler, or Architect) agrees to abide by any government mandated safety and health policies in place during the Showcase of Homes. Notices of the safety measures will be outlined for both the public and Participant’s representatives. We will follow all CDC and Michigan Health Guidelines.

Today’s Date _____

Participant name (print) _____

Participant Signature _____

6) HOMEOWNER’S AGREEMENT *(Provide the entire Participant Agreement to Homeowner)*

I hereby agree to allow my home to be entered in the *2021 Showcase of New & Remodeled Homes*.

I understand that my home will be open to the general public on the following dates and hours:

Friday, October 15, 2021	12 noon - 6 p.m.
Saturday, October 16, 2021	12 noon - 6 p.m.
Sunday, October 17, 2021	12 noon - 6 p.m.

I will permit _____
to supervise my house during the above listed hours.

I entrust him/her to provide adequate staff and management for the Showcase event to ensure that at no time will any members of the general public be left unsupervised in any area of my house and/or property.

I verify that my home/remodel project was completed within the last three years and is the work of the Participant noted above.

I have read the *2021 Showcase of New & Remodeled Homes* contract with the Builders and Remodelers Association of Greater Ann Arbor, and understand the responsibilities and obligations of the Participant.

I understand that liability insurance coverage will be provided by the Participant.

Homeowner name (print) _____

Homeowner Signature _____ Dated _____

Address _____

Forward Design Build Remodel



At Forward Design Build Remodel in Ann Arbor, our passion is to translate your needs and wishes into a beautiful, functional design, built to fit your lifestyle. From our initial conversations to our long-term warranty, we follow a tried and true process to consistently deliver the results you deserve. Our professional and experienced team ensures the entire process is smooth, transparent and enjoyable through each phase.

The homeowners came to us wanting an updated basement that they could entertain in. This space includes a recreation area, wet bar, guest suite, and powder room. Our team also gave an updated look to the first floor bathrooms.

Every element of the basement floor plan is designed to pull you down the stairs immediately to the wet bar followed by curved walls that invite you further into the main recreation area.

Features of the main recreation area include a built-in window seat, modern dimensional fireplace accented with shiplap and a large timber hearth, and a walnut drink ledge that integrates the structural columns. The powder room is for guests to use instead of walking through the guest bedroom to the guest bathroom.

Standout design elements include our custom made barn door, with the modern wood plank design being replicated in the circular soffit, dart board niche and pool cue niche. The use of walnut brings richness and a rustic element to each room. A large shower niche, custom floating walnut vanity and trough-style sink in the guest bathroom and tray ceiling with crown molding in the bedroom adds to the overall feeling of comfort and luxury.

The final result gives these homeowners a space to spend time together and with guests, and seamlessly blends with the modern contemporary style of their home!

Modern Contemporary with an Industrial Flare

Private Residence in Ann Arbor

Virtual Guided Tour Schedule

Friday, October 16
9:00 a.m.

Saturday, October 17
9:00 a.m.

Sunday, October 18
9:00 a.m.

Join the Virtual Guided Tours at showcaseofhomes.net

VIRTUAL GUIDED TOURS Fri., Sat. & Sun., October 16-18, 2020

The Forward Design Build Remodel Team invites you to join us as we explain the process of this home's transformation via the Zoom platform. Your hosts will be:



Catherine Fillmore
Project Coordinator



Miranda Frye
Project Designer



Jef Forward
President & Creative Director

 **FORWARD**
DESIGN BUILD REMODEL
(734) 761-8403
www.planforward.net

2021 SHOWCASE OF HOMES BOOK

Advertise In Our High-Quality Event Publication



Showcase of New & Remodeled Homes

IN-PERSON & VIRTUAL TOURS

Oct. 15-17
Fri- Sun.....12-6

PLACE AN AD FOR TARGETED EXPOSURE!

The Showcase of New and Remodeled Homes is a highly anticipated event, featuring beautiful homes throughout the area. The public will tour, connect with local experts, get inspired, and start planning their own homes and improvements.

Put your company in the middle of the action and capitalize on the revival of new construction and the strong remodeling market in our region. This high-quality publication will be given out at each Showcase Home that is open for in-person tours, 10,000 of copies will be distributed in The Ann Arbor News, and it will be featured on **BRAGAnnArbor.com** and **HBALC.com**.



SIZE	DIMENSIONS (INCHES)	PRICE
Full Page Premium Pages		
TIER 1	Inside Front Cover First "Right-Hand" Page Back Cover	\$1,895
TIER 2	Second "Right-Hand" Page Second "Left-Hand" Page Inside Back Cover	\$1,795
Non-Premium Full Page		\$1,695
	Full bleed size: 8.625 x 11.125	
	Trimmed page size: 8.375 x 10.875	
	Safe content area: 7.875 x 10.375	
	Full page w/ margins: 7.375 x 9.625	
1/2 Page Horizontal	7.625 x 4.825	\$895
1/2 Page Vertical	3.625 x 9.875	\$895
1/4 Page	3.625 X 4.825	\$495
1/8 Page	3.625 X 2.25	\$295

DEADLINES & SCHEDULE

ADS DUE: MONDAY, SEPTEMBER 13
PUBLICATION & INVOICING: October 7

AD DESIGN, LAYOUT & SUBMISSION

High resolution PDF is preferred. Please let us know if you need design assistance. Send ads to pnowakowski@BRAGAnnArbor.com. For other submission options, contact us.

AD SALES

Greater Ann Arbor

Phone: 734-635-4017 | Fax: 734-996-1008
Pete Nowakowski
pnowakowski@bragannarbor.com
179 Little Lake Drive, Ann Arbor, MI 48103

Livingston County

Phone: 810-227-6210 | Fax: 810-227-1840
Boyd Buchanan, info@hbalc.com
PO Box 2184, Brighton, MI 48116