Showcase Your Homes in 2021!



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











Reach Greater Ann Arbor,
Livingston County & Beyond!





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

www.ShowcaseofHomes.net



Presented by





page 1 of 5

2021 Participation Agreement

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

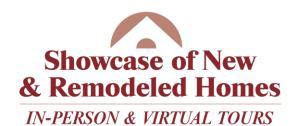
Early-Bird Deadline: 7/2 – Early-Bird Entry Fee: \$1,500 | Final Deadline: 8/2 - Entry Fee: \$1,750

- 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 Na	me
Business Address	
City/State/Zip	
Billing Contact Person	
Phone	Email
1) PROVIDE HOME INFORM	ATION: NEW HOME REMODELED HOME
(Last year's book is also available at <u>www.</u> advertisements and a map showing the hom	wcase of Homes book. See page 7 for a publication page example. showcaseofhomes.net). The publication is a high-quality magazine with ne locations. 10,000 copies of the book will be inserted in The Ann Arbor at all homes that will be open for in-person tours, and books will be advance.
Showcase book, on bragannarbor.com, and	owakowski@bragannarbor.com. The info you provide will be used in the halc.com. We will provide a digital proof by email of your page allowing files & media due to BRAG Ann Arbor by Friday, August 20, 2021.
Showcase Home Address:	
	plicable)
Phone:	Website:
Home Summary: (10 words or less. May	be used in marketing.)
Optional Information: Square feet	Bedrooms: Baths:
Directions:	
	lel, etc.)
Sales Price:	Model/ Project Name:



Presented by





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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.

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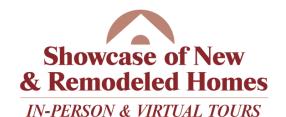
Due to COVID-19 concerns: If public home tours are inadvisable for these dates, the organizers reserve the right to cancel in-person tours. In such an event, participants agree to a virtual-only tour.

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 <u>Only</u> .
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.







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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



Address





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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 tim 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

Showcase of Homes Publication Page Example from 2020:

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



(734) 761-8403 www.planforward.net

2021 SHOWCASE OF HOMES BOOK

Advertise In Our High-Quality Event Publication







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

IN-PERSON & VIRTUAL TOURS

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 DIM	MENSIONS (INCHES)	PRICE
Full Page Premium F	Pages	
TIER 1 Inside Fr First "Rig Back Co	ont Cover ght-Hand" Page ver	\$1,895
TIER 2 Second	"Right-Hand" Page "Left-Hand" Page ack Cover	\$1,795
Non-Premium Full P	age	\$1,695
Trimmed page	8.625 x 11.125 size: 8.375 x 10.875 ea: 7.875 x 10.375	
Full page w/ ma	argins: 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 Pete Nowakowski at 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