



PARADE OF HOMES

June 10 - 17 2023

Market your New Home or Remodeled Home in the 2023 Parade of Homes!



Most **new homes average over 2,000 people per home**. Traffic can range from 1,000 to 4,000 people depending on home and location.

Remodeled homes average over 1,000 people. Traffic can range from 800 to 2,000 people depending on project and location.



Since 1974, homeowners in the Chippewa Valley have attended the Parade of Homes to see first-hand the **latest home designs**, get ideas for their own home, and connect directly with builders.



A **virtual tour** is created of your home/remodel that is released after the event and given to each builder to use in own marketing.



Full color glossy **Parade of Homes magazine with a two-page spread** for each entry.



Discounts are available from some subcontractors and finish suppliers. The CVHBA is working on ways to compile this information for members.



Marketing exposure with expansive multi-media advertising campaign in all areas Parade Homes are located.

ENTRY FEES

Early Bird Pricing - Received by January 16, 2023

New Home \$1,095

Remodel \$795

Regular Pricing - Received January 17 - February 28, 2023

New Home \$1,395

Remodel \$995

Want to showcase a home or remodel that isn't a fit to tour in person?

Your homeowner doesn't want people in the home, the homeowner wants to move in before the Parade, or it's located too far away.

Enter the new home or a remodel as a virtual entry! (Pricing is the same.)