

Tour of Remodeled Homes | Builder Expectations and Helpful Hints

Insurance

The builder agrees to obtain and furnish a Certificate of Insurance naming BIA of Greater Louisville as an additional insured as follows: Limits of at least \$500,000 per occurrence for bodily injury and \$500,000 for property damage.

Liability Waiver and Hold Harmless Agreements

The builder agrees to submit agreements to the BIA of Greater Louisville for both the homeowner and builder.

Parking

It is up to the builder to determine the parking area for the home – usually this is all street parking.

Staffing of home

The builder agrees that home will be staffed at all times during the Tour.

Schedule staff and volunteers to work the weekend

- Some of your vendors might want to be available, we ask that if you allow a vendor to “work the show” they be a BIA member – thanks to those that adhere to this – “doing business with a member” only works when this is intact.
- Tour hours are: 12 noon to 6 pm both days. Please make sure you have every area of your project covered. The number of people you will need depends on your project, so walk your project like the public will be walking it to determine where you need to station your people.
- We suggest you have 2 people available during busy times to greet and check people in.
- Cheat Sheet for Staff
 - Provide your TORH’s staff with a sheet outlining any needs the homeowner might have had or reasons they chose to remodel, what work was done, how long it took, any challenges faced/conquered, etc. Do not give out personal information such as names of the homeowners or the cost of the project.

Publications (subject to advertising sales)

- Attendees are only given the publication on the Tour
- They should receive this at the first house they visit
- All houses will be given publications for distribution
- If you run out of publications
 - Tell the attendee they can pick one up at the next house they visit
 - Text Katie at (502) 639-4450 – with your name and address letting me know you need more publications.

Tickets and Payment

- Bring a cash box to hold your money to make change.
- You will receive tickets when you pick up your items
 - If you run out of printed tickets
 - Tell the attendee they can pick up the ticket at the next house they visit
 - Text Katie at (502) 639-4450 – with your name and address letting me know you need more tickets
- Attendees may also pay for a ticket online and then show you their email receipt.
- Cash on hand. We suggest you start with 100.00 all in 5s to make change. If you are house 1 you will want to keep 200.00 on hand.

- Turning in your cash. When you return your items and cash to the BIA make sure to take your starting cash out first.

Make your home easily identifiable

- Utilize signage provided to you
- Put balloons on the mailbox, on front door

Set up a table at the entrance of your project

- This acts as a welcome attendees will know where to enter your project and a check-in table.
- Sell/take tickets here
- Pass out publications
- Some remodelers put promotional information on this table – it's up to you.

Admittance to House

- Attendees will either have a ticket or will need to show proof of purchase either on their phone or provide their printout.
- Ticket
 - Initial your house on the ticket.
- If they have proof of purchase
 - Hand them a ticket.
 - Initial your house on the ticket.
 - Give them the publication.

Keeping Track of Attendees

- You are responsible for keeping track of the attendees that visit your home. We do ask that you share the information with BIA after the event. Ideas on how to keep track:
 - Keep a sign in sheet at your entry table with phone and email addresses.
 - Have your greeter keep a tally as people enter.
 - Have separate forms for each person to fill out and enter them in a contest.

Identification

- Please consider name tags, logo wear, company branded shirts, etc., for any staff that might working your project so people can identify them should they have a need or question.

Homeowners

- Valuables
 - Ask your homeowner to remove or secure any valuables prior to the Tour.
- Emergency numbers
 - Make sure you have emergency numbers from your homeowners should you need to reach them quickly for situations that pertain to their home i.e. power goes out, AC stops working

Insurance

- Let your insurance company know you are participating in the Tour so a rider can be added for the weekend event if necessary. Provide COI with BIA listed as an additional insured.

Accidents/Incidents

- Make sure the house is as safe as possible.
- If someone does have an incident – i.e. trips, falls etc.
 - Follow the protocol and procedures that will be provided when you pick up your TORH items

Booties

- If you plan for your tour attendees to slip off their shoes as they enter your project, please make sure you have booties available and that you shuttle their shoes to the exit if they are not coming back to where they began their tour. Also, make sure you have a trash can available for attendees to dispose of their booties after they have used them.

No Strollers or Pets Allowed

- Please do not allow strollers into your projects.
- Babies/small children should be carried.
- Toddlers should be next to the adult they came in with.
- No pets except for qualified service animals.

Marketing

- Builder will make every effort to cross promote the Tour through their marketing efforts.

Print Flyer Listing Details on Project

- It is always a good idea to have a flyer available to Tour attendees listing the major subcontractors/suppliers, what they provided, and paint colors because this is a frequently asked question.

Neighbor Flyer

- About a month prior to the Tour, put flyers in the newspaper boxes (mailboxes are off limits) or on the doors of neighbors.
- On the project's street announce the Tour dates and invite them to bring over their flyer for free admission into your project. This flyer will not get them into any other projects on the Tour. They can purchase a ticket if they want to go to the other projects.

Past Client Flyer/Correspondence

- If you have a past client list, send them a flyer or correspondence similar to the Neighbor Letter, inviting them to come out and tour your project. Give them the Tour dates and invite them to bring their flyer for free admission into your project. This flyer will not get them into any other projects on the Tour. They can purchase a ticket if they want to go to the other projects.

Before and After Photos

- Include before and after pictures of the project. People love to see what an area looked like before any work was done. Show them where walls, doors and windows were and how you changed the look of the house.

Visuals of Your Past Projects

- If you have a "brag" type book on your company, have it available for Tour attendees to look over while they are visiting your Tour project.
- Set up a laptop/TV/iPad with a digital slide show showcasing other projects you have completed.

Areas of House NOT on the Tour

- It is always a good idea to clearly mark any areas of the home that are not a part of the Tour. If you do not want people entering a room, please get some nice rope or ribbon and stretch it across the area securing it with tape or tacks. Also, a sign simply stating "Do Not Enter. Not Part of Tour" and tape it to a closed door will work if you do not want the door opened.

Directions to Next Projects

- Please make yourself and your staff familiar with the next two projects on the Tour from your project in case you get questions about directions or how close the next project may be.

Cleaning & Supplies

- Ask your homeowner where they keep their cleaning supplies in case you need them during Tour hours or bring your own.
- Clean out garbage cans regularly.

Rain Preparation

- If we have rain during the Tour, please make sure you have towels available for attendees to dry themselves off with and also a mop to keep the floor dry so no one falls.

Refreshments

- If the weather is hot, which it normally is, maybe offer your Tour attendees a small bottle of ice-cold water as they leave.
- You may leave a bowl of hard candy.
- Cookies, muffins, coffee – etc.

First Hours Are Usually the Busiest

- Don't be surprised if you have people ready to enter your house at 11:30 before you open your doors at noon. Don't be pressured into letting people in early if you are not ready.

TORH APP**Make sure to download our TORH App from Apple or Google Store**

Familiarize yourself with the APP

- Map
- Voting
- Project information
- More

Encourage guests to download the tour app

Using the QR Code on the Attendee Sign or find it in the Apple or Google Store

Final Lookover of Checklist (that will be provided separately)

- Make sure you have given the checklist another look the week before the event.

Add Katie's Cell Phone to your mobile contact list for easy retrieval: (502) 639-4450