

ATTN BUILDERS: There's a serious shortage of homes ...



For additional marketing for our members, we are putting together a high quality magazine vs. the one-page flier we've done in the past to promote the event and provide a vehicle for our builders to get even more visibility with the consumer.

Note above graphic is representative of the magazine appearance, but the final cover design may vary somewhat from this image.

Let's Fix That!!!

The need for new housing is greater than ever and we want our members to benefit from this shortage. We constantly receive calls and web inquiries requesting information about our Parade event so here's your chance to fill your pipeline for 2027 and beyond with the 2026 Fall Parade of Homes. This year's participation of Parade builders is mind-boggling and may reach 20 models, virtual models, virtual basements and more.

As I know you are aware, consumers definitely use this event to compare builders, home styles, and are looking to upsize with private home offices and other amenities to facilitate their life style needs.

Have a house you've built but is already sold or not available? You can still feature that home as a Virtual Parade model where you have all the visibility of a regular Parade model. Just provide us with a video walk-through, or you can enter your development and include a drone video!



PARADE DATES:	Sat., Oct. 3 - Sun, October 11, 2026
PARADE HOURS:	Sat & Sun ONLY from Noon to 5pm, Closed Mon-Fri
ENTRY FEES:	\$1,500 - Physical Parade Model \$1,200 - Additional entries \$800 - virtual model, basement and/or development

Planned Promotion / Advertising:

- Fox 8 television 15 sec commercials
- New Day Cleveland segment | Foundations Magazine
- Facebook & zip code geo-targeted pre-roll (Fox8.com)
- Advance Ohio - Sun Times, The Plain Dealer, Cleveland.com & Foundations: Beyond the Blueprint
- The Post, The Gazette & Beacon Journal
- Co-marketing with Building Industry Association of Northeast Ohio (same event dates)
- & potentially more (dependent on final budget available)

Participation Deadline: August 31, 2026

Don't Miss This Opportunity!

Email your entry forms to
Susan Bloch today:

susanb@medinacountyhba.com



**MEDINA
COUNTY**
Home Builders
Association