

PARADE OF HOMES IS SET TO GO VIRTUAL! What does a virtual tour look like?

JULY 2020 - LAKES REGION — The Lakes Region Builders & Remodelers Association has announced its first-ever VIRTUAL Parade of Homes. Adjustments have been made to this popular annual event so that it can continue. To protect homeowners and the public, the event will be a virtual event only and begin Columbus Day weekend.



The virtual tour will feature new 360 technology, meet the builder sessions and sneak peeks of each building project. Visitors can also tour from the comfort of their own homes for months after the holiday weekend. “The virtual parade of homes tours are being well received across the country with other home builder associations switching to virtual parades,” said Brenda Richards, Executive Officer of Lakes Region Builders & Remodelers Association. “We’ll miss seeing everyone in person but we’re excited to showcase our members using this new platform. The technology is so interactive that we think, going forward, we may continue to have some virtual elements included in future tours.”

The Lakes Region Parade of Homes has become a popular tour for locals, potential homeowners, and visitors from all around New England. It helps bring together homeowners and builders to begin the process of building a new home or remodeling an existing home. Visitors will enjoy viewing professionally designed homes as well as meetings talented builders. Simply clicking and scrolling will allow the visitor to navigate all throughout the home, zooming in and moving around the home virtually. Visitors will see the latest in interior design trends and home technology, exceptional materials, trendy kitchens and baths and popular color choices that will be sure to inspire. Whether you want ideas for your current home, are looking for your next home or just appreciate quality craftsmanship, the Parade has something for everyone.

In addition, visitors will be able to click on each builder’s profile and see a professional video of the builder talking about their company and showcasing their projects. Consumers can connect with local builders and shop local supply and building companies with the click of a few buttons. “The connections this event provides is every bit as vital with a virtual tour as it is in person,” commented Richards.

The event will go live in October and tickets can be purchased for \$10 per household which allows full access to all of the interactive elements of the tour. We think the public will enjoy viewing the homes, voting on their favorite projects, asking builders questions and having a chance to win prizes.

As a non-profit organization, ticket sales from the tour also serve as a fundraiser. It is an income source the Association depends on to continue its ties with the Huot Tech Center and their commitment to inspire the next generation of trade professionals. The current build project is a brand

new off-site 384 SF custom-built home offering, 1 bedroom, 1 bathroom, radiant heat, fully-applianced and expansive ready. Once the students get back to school, building can resume. Students gain invaluable skills, guidance and pride, and upon its completion, this project offers low cost & high value to the ideal buyer that has land and can get the site work completed to fit the build.

At a time of great uncertainty, one thing remains certain, the home building industry will play a large role in the country's economic recovery because the industry generates jobs. The new estimates from National Association of Home Builders (NAHB) show that building an average single-family home generates 2.90 jobs (measured in full-time equivalents; enough work to keep one worker employed for a year). Home building generates jobs in a mix of industries (subcontractors, engineers, attorneys, mortgage brokers, bankers and more) and this will be crucial to boosting a healthy economy during a period of recovery.

The Lakes Region Parade of Homes will allow the public to meet premier builders and remodelers. "Our builders are currently crafting some amazing projects and we can't wait to show them to you," said Richards. Our goal is simple—produce a quality home tour experience, providing building connections to the public and aiding the associations workforce development commitment to inspire the next generation of trade professionals.

To learn more about the parade and sponsorship opportunities, please contact lakesregionparadeofhomes.com.

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