

**1. SELECT PROJECT(S) FOR EVENT**

- A. Consider the following for each option:
  - Does the neighborhood show well?
  - Do you have "before" photos?
  - Is there ample room to circulate inside?
  - Is the location easy to find?
  - Are there subs and suppliers that would participate?
  - What is the condition of the exterior and premises?
  - Is there adequate lighting?
  - Is there adequate parking and room to turn around?
- B. Speak with the homeowners and get a verbal agreement.
  - Share the Homeowner FAQ sheet with your client.
- C. Send a thank-you to homeowner with dates, initial info and a specific person to contact with questions about the event.

**2. PREPARING YOUR PROJECTS FOR THE EVENT**

- A. Address any of the homeowners' concerns (punchlist items, maintenance, small repairs).
- B. Prepare the project for tour if needed:
  - Decorating if needed
  - Cleaning - provided by your company or gift certificate for cleaning service
  - Security issues - remove small valuable items from tour area
  - Take precautions to protect floors, etc., from traffic
  - Discuss with homeowners about being present during event:
    - Would they feel comfortable talking with people as they tour their home?
    - Would they prefer to be absent during the event hours?

- Would they prefer to stay elsewhere during the weekend? (Offer hotel accommodations.)
- Would TV/stereo be available during event for background/mood setting?
- How do you gain access during event? (lock box, security code etc.)
- Contact municipality to discuss parking issues, secure shuttle service, and get permission for off-site parking if needed.

**3. WHO WOULD YOU LIKE TO TELL ABOUT YOUR PROJECTS IN THE EVENT?**

- A. Past, current and potential clients
- B. Other homeowners in the area of the project
- C. General public

**4. HOW WILL YOU REACH THEM?**

- A. Personal invitations
- B. Postcards
- C. Newsletter
- D. Press Release - we can help!
- E. Advertisements - guidebook or other

**5. ARE THERE CO-OP OPPORTUNITIES FOR YOUR ADVERTISING?**

**6. WHAT DO YOU WANT PEOPLE TO KNOW ABOUT YOUR PROJECT AS THEY TOUR THE HOME?**

- A. Before/After floor plan
- B. Before/After photos
- C. Were there special or unique products used? Why?
- D. Were there certain techniques used? Why/How?
- E. What products were used in this project? (countertops, paint colors, cabinetry)

**7. WHAT WOULD YOU LIKE PEOPLE TO KNOW ABOUT YOUR COMPANY AS THEY TOUR THE HOME?**

- A. Identity brochures
- B. Photos of past projects
- C. Client testimonials
- D. Services you offer
- E. Company background
- F. Awards you have received
- G. Accreditations
- H. Contact information

**8. WHAT WILL YOU NEED DURING THE EVENT?**

- A. Directional signing and yard sign – BATC provides, you can order additional
- B. Staffing
  - Uniforms
  - Name Tags
  - Security
- C. Handouts
- D. Guest book
- E. Respect reminders (do not sit on furniture/use bathroom, please remove shoes, etc.)
- F. Ropes or effective way to block off areas of home that are not on tour

**9. PRIOR TO EVENT:**

- A. Prepare promotional materials.
- B. Create schedule and duties list for staff.
- C. Verify insurance certificates with insurance company.
- D. Define route for viewing project.
- E. Update staff about project(s) if necessary (what was done, materials used, etc.).

**10. EVENT PACKING LIST**

- Site signs
- Respect signs
- Supplier signs
- Ropes and stanchions
- Name tags
- Guest Book
- Trash cans
- Basket/rack for literature
- Reference lists
- Easels
- Ribbon for doorways and toilets
- Extra uniform shirts

- Directional signs
- Duct tape
- Pens
- Event number sign
- Corsages (homeowners)
- Copy of staffing schedule and duties
- Door stops
- Wire and wire cutters
- Copy of phone list for staffing personnel
- Handouts/Brochures
- Shoe covers or plastic bags
- Business cards
- Rugs

**11. DURING THE EVENT**

Have fun and show it off! Post to social media sites, i.e. Facebook and Twitter.

**12. EVENT FOLLOW-UP**

- A. Purchase thank-you gift and letter.
- B. Present to homeowner.
- C. Address any cleaning needs with homeowner.
- D. Verify that all signs are removed and returned.
- E. Return all rented supplies/items.
- F. Send thank you's to subs/vendors.
- G. Thank you's to employees.
- H. Begin list of project possibilities for next event.
- I. Return directional signs to BATC for refund of \$45 sign escrow.