

# AUSTIN NARI 15TH ANNUAL TOUR OF REMODELED HOMES



**SATURDAY ~ April 7, 2018**  
**SUNDAY ~ April 8, 2018**

Deadline to submit: December 18, 2017

For additional information contact:

***Austin NARI***

Kayvon Leath | Executive Director

P: 512-375-2601 | [kayvon@austinnari.org](mailto:kayvon@austinnari.org)

# Why Participate



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## WHY PARTICIPATE

- Your work will be among a very prestigious and select number of featured remodeled projects showcased in Austin
- Gain area-wide media exposure
- Personally speak with **300+ homeowners** interested in a remodeling project - We average around 1,000 coming thru your home
- Our Tour Guide will be inserted in Austin Home Magazine 22,000 Poly-bagged to subscriber list, 3,000 for Tour Distributions plus Member Showrooms
- Full page ad in Austin Home, Austin Monthly, Luxe Magazine, Austin-San Antonio Home Design & Décor, Home Improvement & Remodeling Magazine



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- You will receive a **digital flipbook** version of tour guide to post on your own website
- Projects will be announced on all social media venues working with a firm listing all projects in detail
- Street Banners will promote the tour for 2 weeks with a total of 82,750 views per day
- Your Company will be featured on all Press Releases, Print, & social media platforms with over 170,000 impressions



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- Promoted by using Austin American Statesman sticky notes the Friday before the event and an article about our Home Tour featuring one or two homes selected by editor
- Austin 360 Web Site take-over the week of the event
- Our Charity Wonders & Worries will be promoting the event thru social media & their customer database
- We spent over \$45k in advertising
- Every year the Remodelers receive contracts for future projects
- Opportunity for your home to win Coty Award ~ “Peoples Choice Award” and/or “Best of Show” selected by tour attendees and selected judges



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# Testimonials

“The NARI Tour of homes is a great opportunity for you to market your construction team to a captive audience that is currently actively looking for a construction professional. We are committed to getting our product out to the Austin community and this is the most cost effective form of marketing that we have found.” – **Jason Crabtree ~ Owner/ President Premier Partners**

“There is no other way you will ever get 300-400 people into your client’s home to see personally up close and personal your work. That alone is worth the time, effort and energy to be in the homes tour. It is likely, though you will get at least one project from the tour which will pay for the fee and your time! I have gotten over 2 million dollars worth of projects being on this tour. I have never missed a year!” – **Dolores Davis ~ General Manager CG&S Design-Build**

“Being on the NARI Tour of Remodeled Homes has been a great branding and marketing opportunity for our team. People look for, and expect to see us, on the tour now. The Tour has brought us many pre-qualified leads because the client has seen the consistency of our work over the years. Even just 2 qualified leads from the tour pays for the investment put forth.” **Christy M. Bowen, CKBD ~ Certified Kitchen & Bath Designer ~ Owner, Twelve Stones Designs**



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