



biastark.com

To: BIA Builder Members
From: Paul Schumacher, Chairman & Joe Race, Executive Director
Re: 2012 Spring Circuit of New Homes & Condominiums

The 2012 Spring Circuit of New Homes & Condominiums is scheduled for March 24, 25, 31 & April 1. Traditionally the Circuit has been our kickoff to the buying/building season for a new year. We hope you will use the Circuit to showcase houses that you have for sale in any area of Stark County. Model Homes may also be entered in this year's Circuit. We will advertise heavily in the Repository, Akron Beacon Journal, The Suburbanite, billboards, radio spots, and listings on our web page.

Our Spring Circuit has a new feature this year. Unfinished homes may be entered in the event. We will accept houses under any phase of construction provided you have proper insurance and a safe path for consumers to get in the house. Our Committee feels this is a benefit that will allow you to get an early start on marketing any product you have available.

Over the years the attendance at the homes entered in the Circuit has been very good, especially in well-known developments. Our goal is to have as many homes entered as possible and use the entry fees to advertise in abundance. We'll also publish a full color program featuring all the homes in the Circuit. This program will be distributed in The Repository the Sunday before the Circuit begins.

Your participation in the Circuit allows you to join with a lot of other builder members to feature your home with blanket coverage across the county in a way no other format would allow. Times like these call for us to band together with as many resources as possible and promote as much as we can in an economic fashion. This is what makes the Spring Circuit of New Homes such a successful event every year. Please contact Joe Race if you have any questions about participation. I hope you will join us in the 2012 Spring Circuit of New Homes!

Fee requirements are as follows:

\$500.00 per home entered

Bond \$250.00 per home entered

**Deadline to enter the 2012 Circuit of New Homes
is Wednesday, February 22, 2012**