

TESTIMONIALS

FROM BUILDERS LIKE YOU

"Being in the Parade of Homes is the best advertising we have as builders."

- Coleman Custom Homes

"There is no substitute for having 1,000+ people step inside and look at your work. It works in everybody's favor."

- Lautz Lassig Custom Builders

"After 32 years of featuring homes in the Parade, I know there's no better way to get this kind of exposure."

- Jon Olson Construction, Inc.



WE INVITE YOU TO...

**FEATURE
YOUR HOME**

**FOR BUILDERS
& SUBCONTRACTORS**

WHERE TO BEGIN



IF INTERESTED IN FEATURING YOUR BUILD IN THE NEXT PARADE OF HOMES...

1 BECOME A LABA MEMBER

To feature your home as a builder or subcontractor, you must be a member of the La Crosse Area Builders Assoc. If you are not a member, contact the LABA team to get started.

2 CONTACT THE HOMEOWNER

Talk to the homeowner about the potential of having their home featured in the Parade of Homes. To learn about the benefits they could receive, visit www.labaonline.com/parade-of-homes

3 NOTIFY SUBCONTRACTORS

Talk to the subcontractors you're working with to receive potential benefits to having your home featured in the Parade of Homes.



QUESTIONS?
info@labaonline.com
(608) 781-5242

WHY FEATURE YOUR HOME?



**WHETHER THE HOME IS NEWLY BUILT OR
RECENTLY REMODELED, YOU ARE WELCOMED.**

PROMOTE YOUR WORK

800+ attendees will get to tour your home during this event. By attending as the builder or subcontractor, you have the chance to meet potential customers where they can see your craftsmanship.

EASY ADVERTISING

Your home will be featured on LABA's website and in our Parade of Homes magazine (21,000+ copies distributed locally). Other advertising may include newspaper articles, radio, and television ads.