



New this year...Two Ways to View— In-Person & Virtually

Help us promote the 2021 Parade of Homes by taking advantage of the Builder Digital Toolkit. Let all your prospects know that homes are available to view in-person and virtually. Items in this toolkit include:

1

Eblast Template

Send to your in-house database



Social Media Templated Posts

Receive 4 design templates for you to use on your social media channels

2

3

Digital Banner Ads

These will be customized to click back to your page on the LeeParade.com website



Parade Event Web Banner

Place this on your homepage to announce your participation in the Parade of Homes

4

5

Iconography for email signature

Add our "Livin' fine in the 239" logo



Sell sheet templates to be filled out and placed in the homes

8.5" x 11" templates to promote your model's specs & features

6

7

Access to QR codes to be used inside and outside of the homes

- Place inside & outside your model
- Load them with model home specifics
- Track number of visitors, click through rates, high interest areas
- Gather information about the prospect

