

## **Regional Parade of Homes Web Sites Draw Tens of Thousands of Prospective Home Buyers**

- *UtahParade.com and ColoradoParade.com take Parade of Homes events online and garner more than 3 million page views during 2005 season*
- *Sites also provide a comprehensive search tool for finding local building professionals*

**OREM, Utah – Nov. 8, 2005** – Annual Parade of Homes events across Utah and Colorado aren't just about bricks and lumber anymore. Thanks to two regional Web sites – UtahParade.com and ColoradoParade.com – home builders associations across both states are banding together to take their Parades to the Web; and the effort has drawn the attention of tens of thousands of home buyers and other visitors.

The Web sites provide a one-stop shop for Parade of Homes event information, including dates and times, photos and floor plans, location maps, contact information and online ticket sales. They also serve as a comprehensive search engine for finding local building professionals throughout Utah or Colorado. That unique and valuable set of services has made both sites a top destination for home buyers and remodelers. In just its second Parade season, UtahParade.com has garnered nearly 3 million page views, while ColoradoParade.com is averaging nearly 60,000 per month in its first year.

“Part of the appeal of these Parade Web sites is the massive amount of event and home building information,” said Mitch Merrifield, chief executive officer of BuilderFusion Inc., the technology company that created the sites. “But equally important is the unique cooperation of local home builders associations, the sponsors of the individual Parades. Rather than each HBA promoting an individual Web site, associations across each state have leveraged one another’s marketing dollars to drive visitors to a single place on the Web. Throughout the 2005 Parade season, sponsoring HBAs spent more than \$350,000 advertising UtahParade.com and ColoradoParade.com.”

Ticket sales have also benefited from taking the Parade of Homes online. The Salt Lake Home Builders Association alone sold nearly 1,800 Parade tickets through UtahParade.com. These online ticket sales are not only convenient for Parade attendees, but also greatly simplify the event accounting.

“Our partnership with UtahParade.com helped turn around two years of lagging profits at the Salt Lake Parade of Homes™,” said Steven Hansen, executive officer of the Salt Lake Home Builders Association. “Along with an aggressive media campaign that drove traffic to the Web site, it generated online ticket sales beyond our expectations. It benefited Parade-goers by providing instant access to maps, floor plans and photos. And, perhaps of greatest importance, UtahParade.com helped connect prospective buyers with our builder-members.”

Both UtahParade.com and ColoradoParade.com are based on products from BuilderFusion Inc., #1 in technology for builders associations. With the success of these two regional Parade Web sites, other similar properties are in various stages of development for Oregon, Kentucky and Florida.

**About BuilderFusion Inc.**

BuilderFusion Inc. is #1 in technology for builders associations. The company’s flagship product, BuilderFusion™, is a Web-based, hosted software package offering a full suite of capabilities addressing the unique business, relationship and communication needs of builders associations. With a customer list that includes home builders associations (HBAs) and building industry associations (BIAs) around the United States, BuilderFusion is changing the way builders associations operate, communicate and grow. For more information, visit [www.builderfusion.com](http://www.builderfusion.com).

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