ParadeSmart

About ParadeSmart

It's amazing how delightful and enjoyable a Parade of Homes can be when coupled with well-designed technology. Home shows bring out the best in people, the ultimate in craftsmanship, and bring communities together. See how ParadeSmart and its dedicated team can tie everything together to make your next home show a huge success.

ParadeSmart's tools include an app for your visitors, a ticketing solution, a dashboard for real-time statistics, point-of-sale solutions, advertising solutions, and much more. We're different from others in that we brand and customize the app for your parade, allowing us to offer you **the tools you want, the way you want, fit for the way you run your event.**

1. The Braeburn
Apple Homes
$399,900

3. Home Extraordinare
Arive Homes, LLC
$315,000

7. Bramblewood Place
Clive T. Roundy Construction Inc.
$975,000

8. Aspen Cove Cond…
Davies Development
$250,000

9. Morgan
Edge Homes
$330,000

10. Vintage on the Ri…
Chatwin Homes
$769,000

13. Massy Residence

Visitor App Features

Your visitors can enjoy these features:

Home & Builder Info. Get info on each home, builder, and subcontractor. Easily contact the builder at the press of a button.

Map & Navigation. Plan your route by choosing the homes you want to visit, and let your phone's GPS take you there.

Track Homes Visited. Know which homes you already visited, and which ones you need to still see

Reviews & Feedback. Visitors can rate and review the homes they visit. Builders have access to view comments they receive.

Notes & Diary. Visitors can take photos, add notes, and tag & save them to help them remember their favorite moments and inspiration.

Unlimited Photos. Include multiple photos of the home, including floorplans.

Professionals Directory. List all of your organization's building professionals in an easy-to-search section of the app

Restaurants & Entertainment. Map out restaurants and other points of interest along with homes

Unlimited Pages. Set up pages such as Contests, Sponsors, Promotions, Policies, Where to buy tickets, etc.

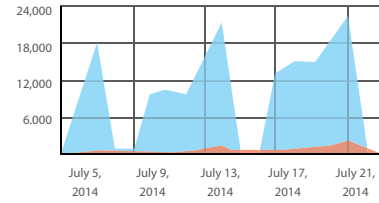**Customized & Branded.** ParadeSmart customizes the app for you. Download the app from the app store in your name.
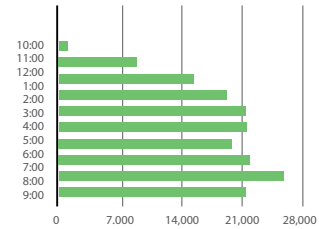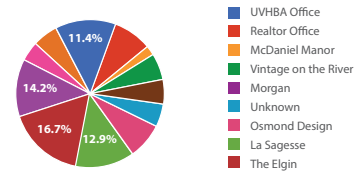
compatible

VISITORS BY DAY

All Homes
176.8k visits
7.3k reentries
1,450 current
9.8K daily

24,000				
18,000				
12,000				
6,000				

July 5, 2014 | July 9, 2014 | July 13, 2014 | July 17, 2014 | July 21, 2014

VISITORS BY HOUR

10:00
11:00
12:00
1:00
2:00
3:00
4:00
5:00
6:00
7:00
8:00
9:00

0   7,000   14,000   21,000   28,000

TICKETS SOLD BY LOCATION

11.4%
14.2%
16.7%
12.9%

- UVHBA Office
- Realtor Office
- McDaniel Manor
- Vintage on the River
- Morgan
- Unknown
- Osmond Design
- La Sagesse
- The Elgin

Ticketing, Real-time Dashboard, & Point-of-Sale

Each parade comes with a customized ticketing app.

Here are the main features:

Barcode Scanner. Scan visitor's tickets quickly and efficiently at the door.

Flexible limits. ParadeSmart lets you set how many times a ticket is admitted to each home.

Electronic tickets. Visitors can use their phone in place of a paper ticket.

Android & Apple. Use your own cell phones or use iPads, iPod Touches, with Wi-Fi or a data plan. We're flexible.

Real-time Dashboard. Parade organizers and builders see how many visits, re-entries, and busy times of day.

In-depth demographics. Know the zip code, gender, age, and other details of your visitors.

Sell At The Door. Sell and activate tickets at the door.

Sell Online. Visitors who buy their ticket online can print out their ticket or pick it up at the first home they visit.

Ticket printing services available. You design the ticket, we connect you to a quality printer & include barcodes on the ticket.

Other Features & Services

Ad Management. Control what ads and where to display them throughout your app. Keep 100% of your ad revenue.

In-home Signage Scanning. Set up signs and ads inside the home, and let the app track which ads get the most attention.

Social Media. Promote your event via Instagram, Facebook, Twitter, and other social media tools.

Best Of Show Voting. Let visitors vote for their favorite home.

Website Design. Let ParadeSmart's team create a high-quality website for your event or HBA.

Website Integration. Integrate ticket sales, home info, and other features into your website for a seamless experience.

Email Newsletter. Use our easy-to-use and affordable email newsletter service to keep in touch with your mailing list.

Custom features available. Need a specific feature we haven't listed for your event? We can custom develop them for you.

View more on our website at *www.paradesmart.com*

"The team at ParadeSmart are great to work with. They created a professional app that looks good and performs well, personalized to our Parade. We liked that we had control of our own branding and the content of the app so that it was consistent with our event. The support from their team was outstanding throughout development and during the event. I recommend ParadeSmart to everyone."

Mari Smith
Southern Utah Home
Builders Association

"When I first met the team at ParadeSmart, I was impressed by their willingness to tailor the software to accommodate how we run our Parade of Homes™. They produced a high quality product and were quick to respond to our needs before and during the event. I would recommend using ParadeSmart for your next Parade event."

Caroline Merrill
Utah Valley Home
Builders Association

Plans & Pricing

BASIC APP

Ideal for small parades

Home info, Photos, Maps & Directions

Notes, Feedback & Reviews

ParadeSmart Branding

$0 / home

BRANDED APP

All Basic App Features, plus

Your Branding & Customization

Building Pros Directory

Unlimited Pages, Restaurants

Ad Management

$99 / home

APP + TICKETING

All Basic App Features, plus

Ticketing app

Dashboard

Real-time stats & reports

Builder login

$199 / home

APP + TICKETING + POINT-OF-SALE

All App + Ticketing feat., plus

Ticket sale tracking

Sales at the door

Additional demographics stats

In-home promotions, voting

$299 / home

One-time $899 setup fee. 15 home minimum.
10% referral bonus.

Why Choose ParadeSmart?

- ✔ Beautiful & Professional App, custom built for your event
- ✔ Flexible options, excellent features
- ✔ Ticketing System & Integrated Point-of-sale Tools
- ✔ Keep 100% of your ad revenue
- ✔ Real-time Stats Dashboard & Reports
- ✔ Dedicated team, awesome support

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