



Energy Efficient Home Tour

May 2 - 4, 2025

Greater Portland, Oregon

Showcase your work in the
**HOMES OF TOMORROW
TODAY TOUR** presented by
Portland General Electric



HomesofTomorrowPDX.com



Partner in the HBA's home tour of newly constructed and remodeled homes throughout the Portland region! Showcasing the best in sustainable building practices, homes on the tour set the benchmark for how future homes will be built and remodeled to reach and exceed buyers' needs. Help advance the efforts to build top-quality energy-efficient, comfortable, durable, sustainable and cost-competitive homes in our region!

ELIGIBLE HOMES + BUILDERS

New Homes

- Homes, at a minimum, must have an Energy Trust EPS™ (Energy Performance Score) of >5% above code
- Preference will be given to homes >20% above code and zero energy or zero energy ready homes
- Homes should be solar ready or solar installed.
- Homes must have either primary space heat or primary water heat fueled by electricity
- Preference is given to homes located in the service territory of Portland General Electric and those featuring EV charging, battery storage, advanced wiring, smart thermostats and other high-performance features
- New construction home, built within the last 24 months

Remodeled Homes

- Preference given to fully-remodeled homes with an EPS
- Homes that are not fully-remodeled but include "special features" that are on the cutting-edge of performance and sustainability are eligible (e.g., solar+storage, EV bidirectional charging, advanced energy management systems), but require special consideration by the tour's entry committee

ENTRY REQUIREMENTS

- Submit a completed entry form at bit.ly/3NPok6e
- Signed Rules & Regulations, per builder
- Paid entry fee – see pricing sheet for options
- Provide artwork, specs and logo for each entry
- A Certificate of Insurance, per builder
- Staff home during the tour

DEADLINES AT A GLANCE

- **Final entry deadline**
February 14, 2025
- Marketing ads and content for the official guide, website and mobile app deadlines will vary and are due **February 28, 2025**.
(details to come via email)
- **Entry fee:** \$1,500 per home
Discounted rate for multiple homes, see HBA for details.
- **How to enter:**
Scan the QR
code or visit
bit.ly/3NPok6e



Event dates:

May 2 - 4, 2025

11 am – 5pm each day

Tickets: \$25

Purchase online –

www.HomesOfTomorrowPDX.com

**For more information on this show or
ways to engage and partner during
the show, contact Home Building
Association of Greater Portland:**

Rachel Trice, CFEE

Chief Membership & Marketing Officer/
SVP Strategic Partnerships

cell: 503-577-6400 | racheltr@hbpdx.org

Carol Eisenlohr

HBA Building Science Consultant
cell: 503.710.2910 | carole@hbpdx.org



Why Participate?

- Showcase your energy efficient features in your homes
- Inclusion in an event marketing campaign valued at approx. \$100,000+, targeting home buyers with sustainable and energy efficient interests
- Print ad and advertorial options in the Official PGE Homes of Tomorrow Today Tour Guide distributed at each home, sponsor locations and more (approx 5000+)
- Featured promotions and special events surrounding the sustainable home on the tour, including both virtual and live events
- Inclusion on the new PGE Homes of Tomorrow Today Tour website, social media channels and in an email marketing campaign targeting more than 40,000 consumers interested in home
- Opportunities for media interviews, segment inclusion and organic news coverage, to tell your story of your sustainable efforts
- Inclusion in the new tour event mobile app (opportunities for ads within app also) that proves turn-by-turn directions to each home
- Each home entry receives event-provided signage (plus directional signs)
- Builders will be included in creative partnerships, custom promotions, traffic-driving event marketing efforts by a coalition of key building science and sustainable partners



HOME BUILDING
ASSOCIATION
OF GREATER PORTLAND
OFFICIAL SHOW



HOME
PERFORMANCE
COUNCIL