ParadeSmart Builder Guide

Logging In, Updating Your Profile, and Entering Your Home Information

If you're a builder in an event powered by ParadeSmart, your event organizer has already set up your account, so there's nothing to register or sign up for. This guide walks through everything you'll do on your end: logging in, updating your builder profile, entering the details visitors will see in the app and on the website, and checking how your home did during the event.

1. Logging In

Your builder login is created automatically when your event organizer adds you as a builder. Your organizer sets your password and sends you your username and password.

1. Go to **https://app.paradesmart.com/manage**
2. Enter the username and password from your event organizer
3. Click **Log In**. You'll land on your Dashboard, which shows your event's status, your profile, your homes, your Home Stats, and any contact requests.

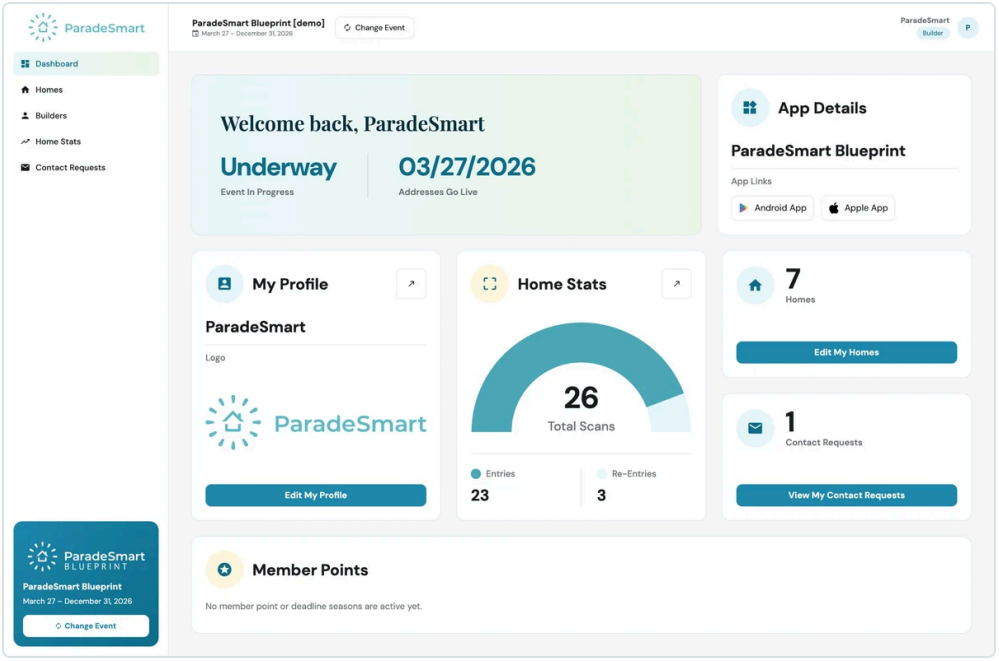
Forgot your password? For security reasons, no one, including the ParadeSmart team, can view an existing password. Your event organizer can set a new one for you at any time. Once you're logged in, you can also change your own password.

Seeing a "Forbidden (403)" or "CSRF verification failed" error? This usually happens if you have more than one login tab open, or an old browser tab was restored. Click into the address bar, press Enter to reload the page, and try again.

2. Your Dashboard

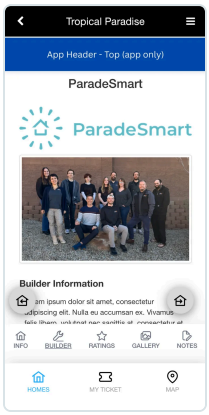
Your Dashboard only shows your own builder profile and homes. The sidebar on the left has everything you need:

- **Dashboard:** your home screen, with your event's status, your Addresses Go Live date, links to the event app, and shortcuts to edit your profile and homes.
- **Homes:** your homes. Click the pencil button next to a home to update it.
- **Builders:** your builder profile. Click the pencil button to update your logo, About section, and contact info.
- **Home Stats:** how your homes are doing: visits, visitors, ratings, and where visitors came from.
- **Contact Requests:** visitors who asked to hear from you about one of your homes.

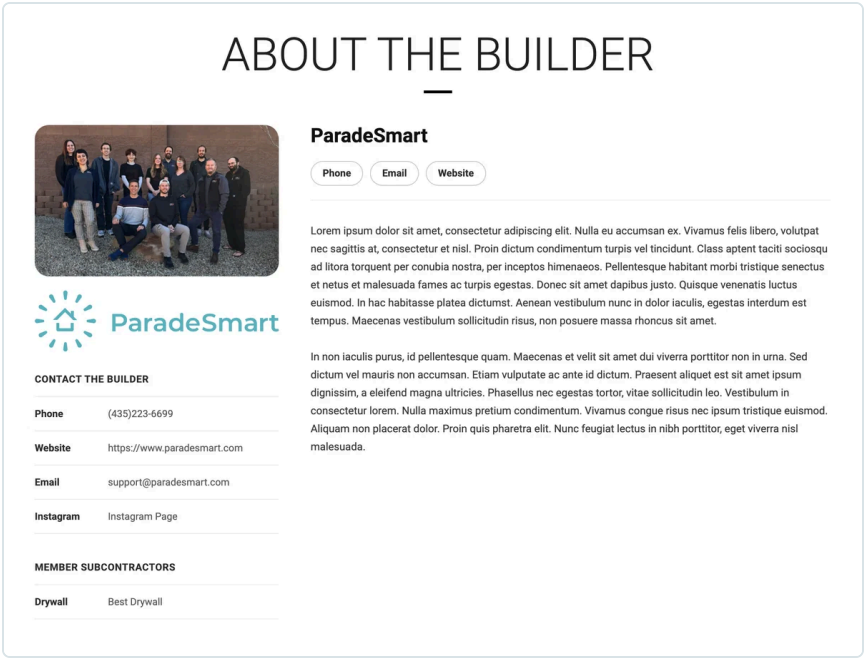


3. Updating Your Builder Profile

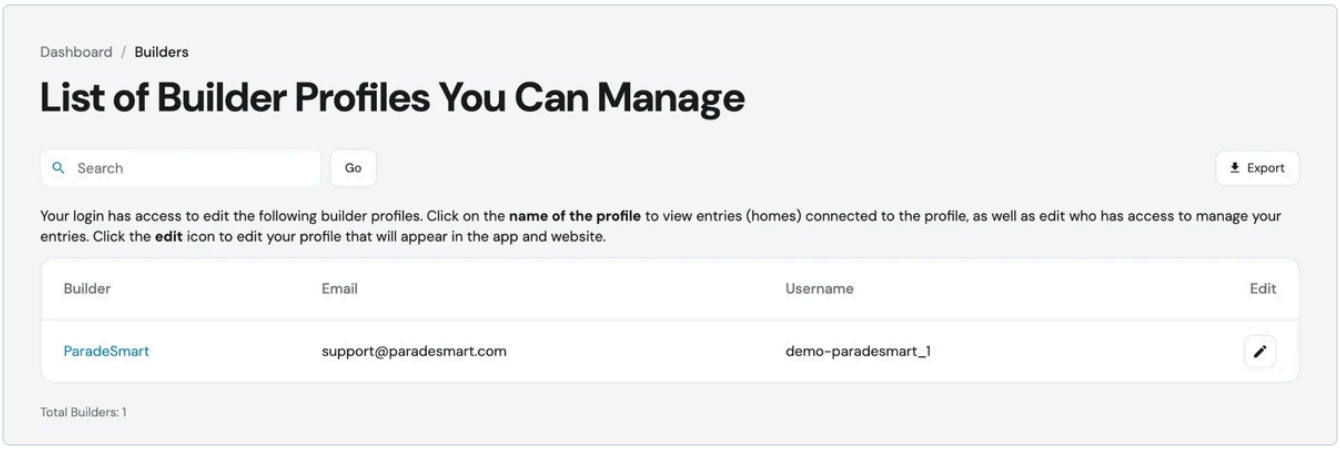
Your builder profile is what visitors see when they tap one of your homes and then tap **Builder**. It can include your logo, an About section, and your contact information.



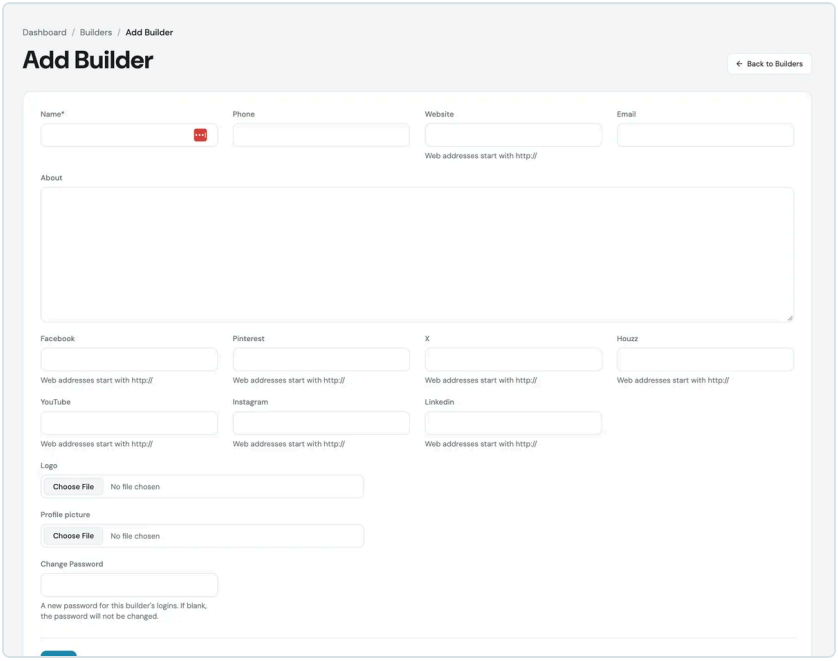
If your event has a ParadeSmart website, your builder profile also shows on each of your homes' pages under **About the Builder**, with your profile picture, logo, About section, contact information, and member subcontractors. If your event doesn't use a ParadeSmart website, this part doesn't apply to you.



1. Click **Builders** in the sidebar, or **Edit My Profile** on your Dashboard
2. Click the pencil button next to your company name



3. Upload your **Logo** and **Profile picture**
4. Write a short **About** section. A couple of friendly sentences about your company is perfect.
5. Add your **Phone**, **Website**, **Email**, and **social media links**
6. Click **Save** at the bottom of the form

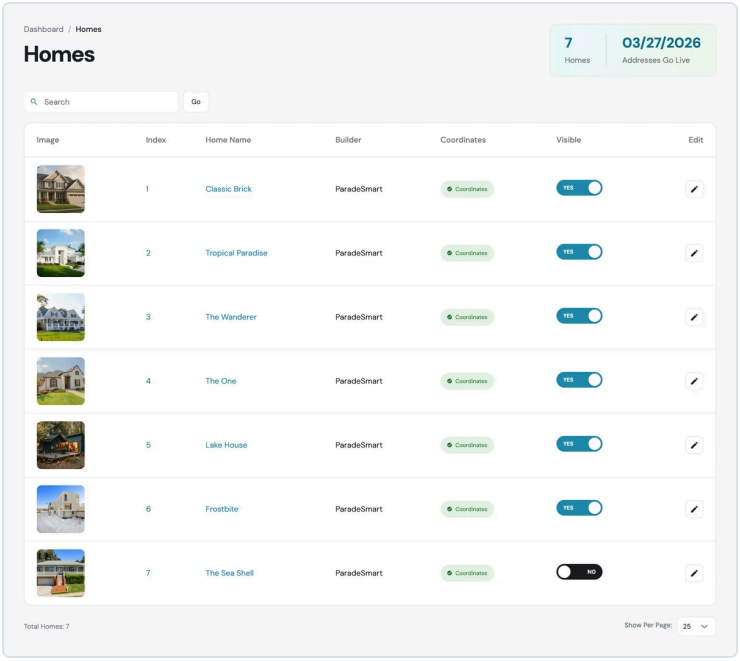


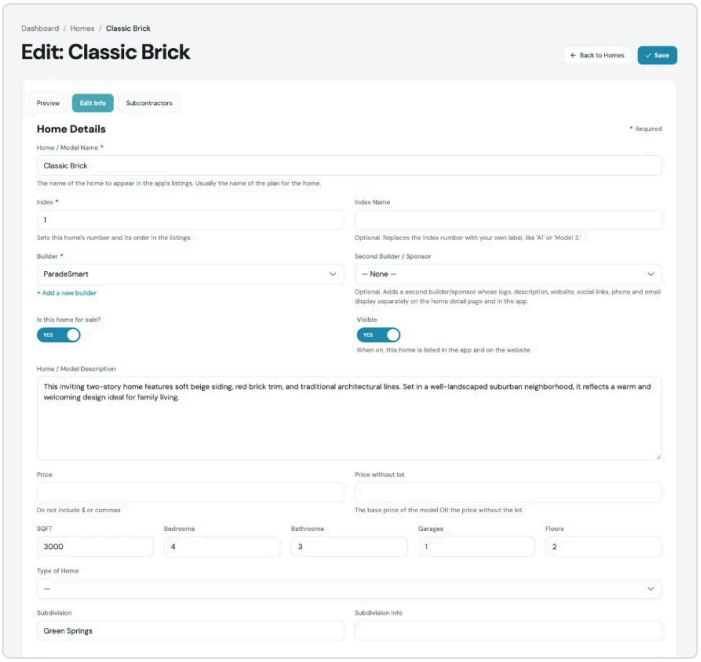
Heads up: Your builder profile needs a **Name**, usually your business name. Your logo and About section are optional, but they help your profile stand out. Your profile shows in the app once a home linked to you is visible.

4. Entering Your Home Information

This is the information visitors see when they browse the homes in your event. Complete, accurate details make your home easier to find and more appealing in the listings.

To open your home, click **Homes** in the sidebar (or **Edit My Homes** on your Dashboard), then click the pencil button next to the home. Your home has three tabs at the top: **Preview**, **Edit Info**, and **Subcontractors**. Your home's details are on the **Edit Info** tab. Below is every field, what it means, and what to enter. Your event may have its own extra fields too, listed under **Home Traits**. When you're done, click **Save**.





Home Details

Field	What to enter
Home / Model Name	The name that appears in the app's listings, usually your plan or model name (for example, "The Aspen").
Is this home for sale?	Yes or No.
Home / Model Description	A description of the home. Highlight what makes it special: design features, finishes, the story behind it. This is your chance to sell the experience.
Price	The price of the home. Don't include $ or commas.
Price without lot	The base price of the model, or the price without the lot.

Field	What to enter
SQFT	Total square footage. Numbers only.
Bedrooms, Bathrooms, Garages, Floors	The number of each.
Type of Home	Choose from the dropdown.
Subdivision	The name of the subdivision or community.
Subdivision Info	Any extra details about the community: amenities, HOA info, nearby attractions.

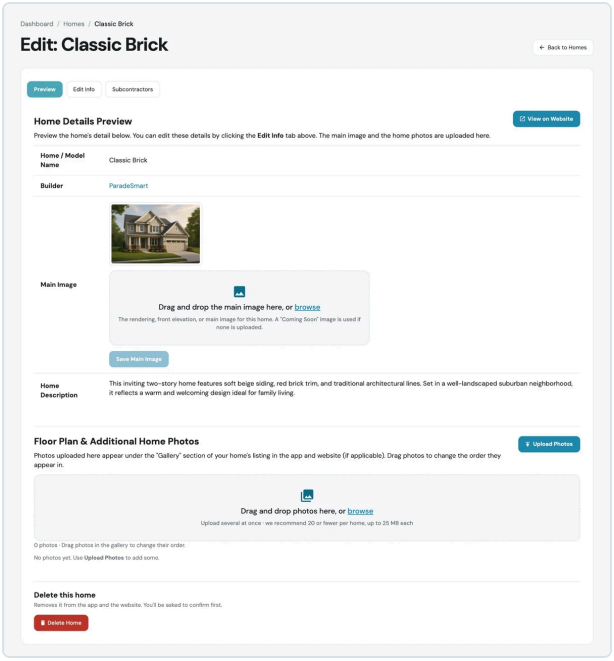
Location

Field	What to enter
Street Address	The first line of the street address only.
City	The city the home is in. You can add the state and zip code here too, for example *Mendon, UT 84325*.
Directions	Helpful turn-by-turn notes, especially for homes in new developments where GPS apps may struggle. Example: "From Main St, turn east on Canyon Rd, follow signs past the model home."
Latitude and Longitude	Required for your home to show on the map. See Finding Your Latitude and Longitude below.
Google Maps Destination and Apple Maps Destination	Optional. Only use these if directions need extra help. See below.

Photos and Media

Your main image and photos go on your home's **Preview** tab.

Field	What to enter
Main Image	Your rendering, front elevation, or main photo. It's the first thing visitors see in the listings. Drag it into the box or click **browse**, then click **Save Main Image**. If nothing is uploaded, a "Coming Soon" image shows instead.
Floor Plan & Additional Home Photos	Your floor plan and any other photos. They show in the Gallery section of your home's listing. Click **Upload Photos**. You can upload several at once. We recommend 20 or fewer per home, up to 25 MB each. Drag them to change their order.



Video and 360 Tours (If Your Event Has Them)

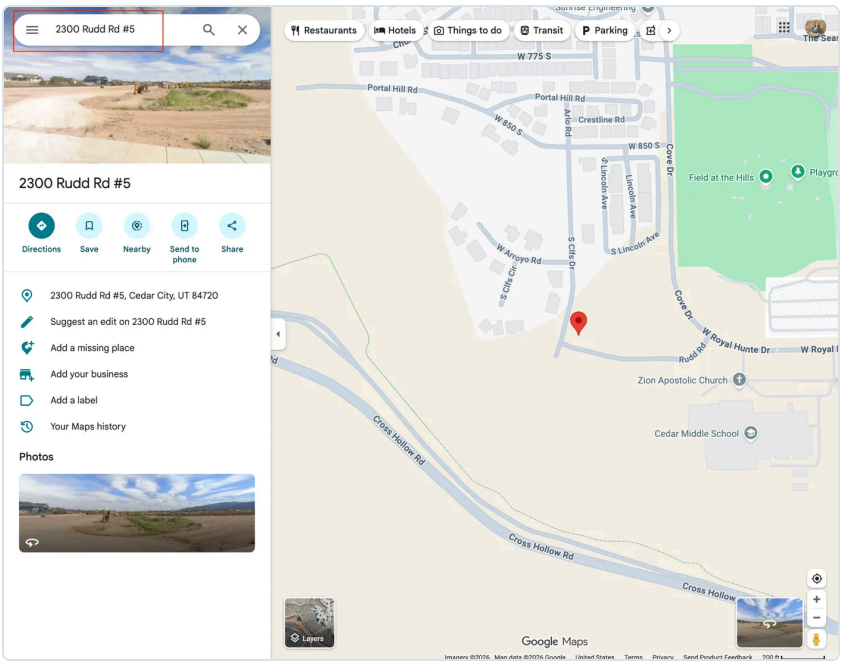
Video Tour and 360 Virtual Tour fields aren't on every event. Your event organizer adds them when the event has virtual tours. If your event has them, you'll find them on your home's **Edit Info** tab, under **Home Traits**. If you don't see them, your event isn't using virtual tours. Ask your event organizer if you're not sure.

Field	What to enter
Video Tour	A YouTube or Vimeo link to the video itself, not your company website. See below for exactly how to find the right link.
360 Virtual Tour	Your Matterport link. See below.

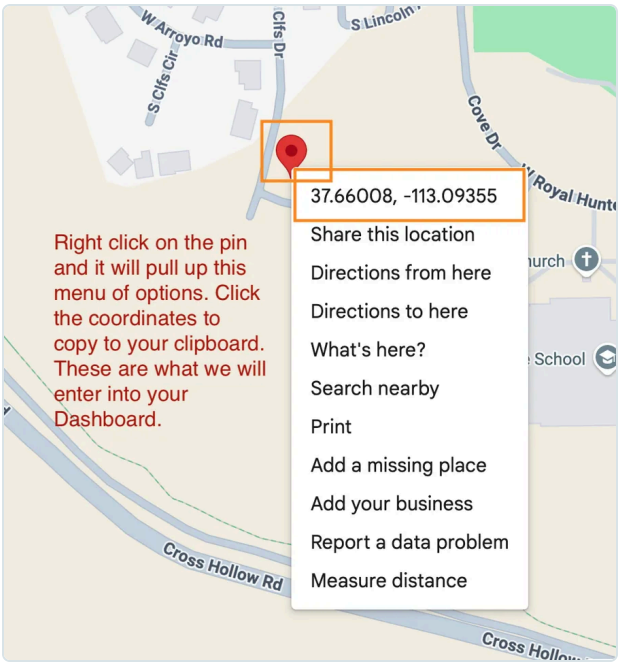
5. Finding Your Latitude and Longitude

Accurate coordinates put your home's pin in exactly the right spot on the event map. The address alone often isn't enough, especially in new developments. We've found the best results using Google Maps.

1. Open Google Maps and type in the home's address to see what location it gives you. Newer subdivisions may not be on the map yet. If that happens, right-click a well-established road next to the subdivision instead.



2. Right-click the pin. A menu pops up with the coordinates at the top. Click them to copy them to your clipboard.



3. The two numbers go in separate fields, so paste the copied line into a note or blank document first. The first number is the **Latitude**. The second number is the **Longitude**. Copy each one into its own field in the Dashboard, and leave out the comma.

> **Easy check:** In the U.S., longitude always starts with a minus sign. If your Longitude field doesn't start with a minus sign, the numbers are probably switched.

4. Want to fine-tune the pin? You can drag it on the map. The **Use My Current Location** button sets the location to wherever you are right now, so only use it on a phone while you're standing at the home. From an office, it can be miles off.
5. Scroll to the bottom of the page and click **Save**.

6. Refresh the page to make sure the coordinates saved. The numbers should still be in the Latitude and Longitude fields.



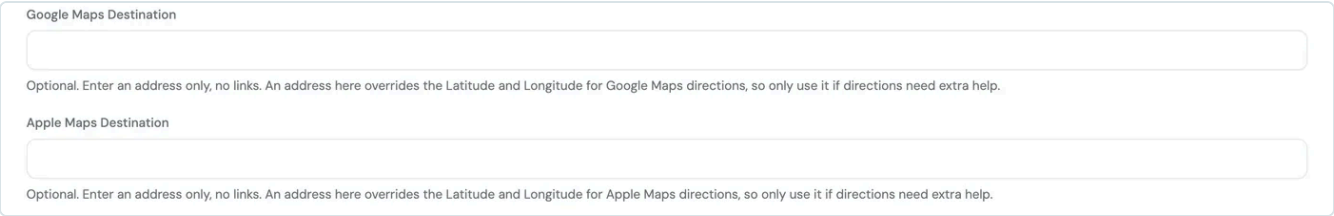
Good to know: The website map updates instantly, but the app map can take up to 24 hours to show your new pin location. Don't worry if it doesn't move right away.

6. Google Maps and Apple Maps Destination Fields (Optional)

Most homes never need these fields. They're a backup for when Apple Maps or Google Maps sends visitors to the wrong spot after they tap **Directions**, which happens most with brand-new roads and developments.

Example: You've entered your home's latitude and longitude, but the map app sends visitors to 301 Sarsen Dr when the home is actually at 293 Sarsen Dr. To fix it, look up the home in whichever map app is routing wrong (Apple Maps, Google Maps, or both), copy the correct address or coordinates straight from that app, and paste them into that app's Destination field.

Never put a link in these fields. Enter a plain address or coordinates only, like *21524 Riva Ridge, Tyler TX 75704*. A website URL or a Google Maps share link here breaks directions.



How it works:

- If a Google or Apple destination is entered, the app tries it first when a visitor taps Directions.
- If it can't be found, the app falls back to the GPS coordinates.
- If these fields are left blank, the app always uses the GPS coordinates.

Test on both an iPhone and an Android phone. Apple Maps and Google Maps can behave differently with the same home.

If directions still send people the wrong way: sometimes the map apps just don't have a new road recorded yet. Move your pin to the closest established road, explain the last steps in the **Directions** field, and put out signage on event days to guide visitors the rest of the way.

7. Video Tour (YouTube or Vimeo)

Only for events with a Video Tour field. See Video and 360 Tours above.

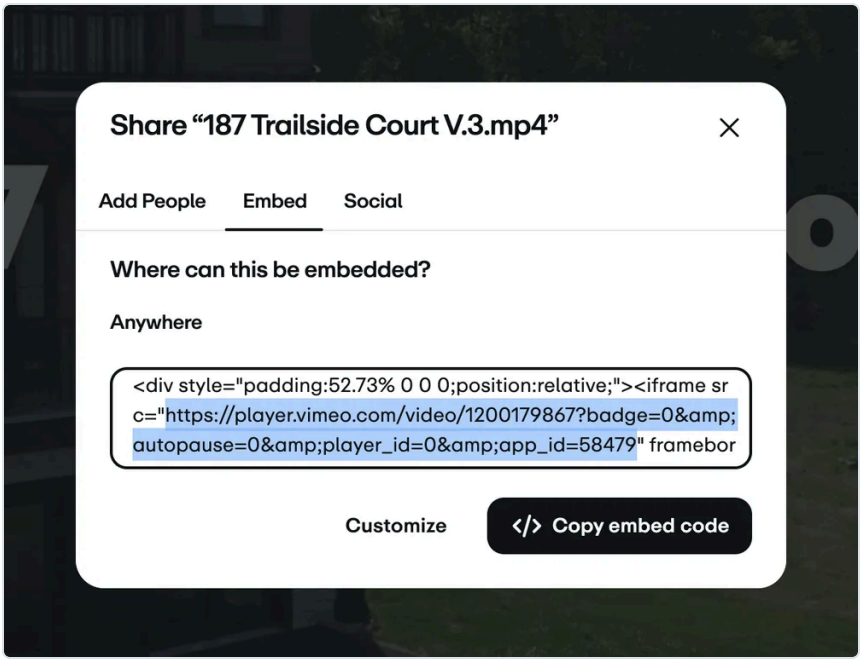
This field needs the link to your video itself, **not your company website and not the page the video lives on**. A regular website URL won't play in the app.

YouTube

1. Open your video on YouTube
2. Click **Share** below the video
3. Copy the short link that appears (it looks like *https://youtu.be/abc123*)
4. Paste it into the Video Tour field

Vimeo

1. Open your video on Vimeo and click the **Share** button
2. In the share window, look at the **Embed** section, not the regular link at the top
3. Inside the embed code, find the URL that starts with *https://player.vimeo.com/video/...* and copy just that link
4. Paste it into the Video Tour field



Working with a videographer? Make sure they set the video's share settings so it can be embedded on a website and inside an app. Private or restricted videos show up as a blank box for visitors.

8. 360 Virtual Tour (Matterport)

Only for events with a 360 Virtual Tour field.

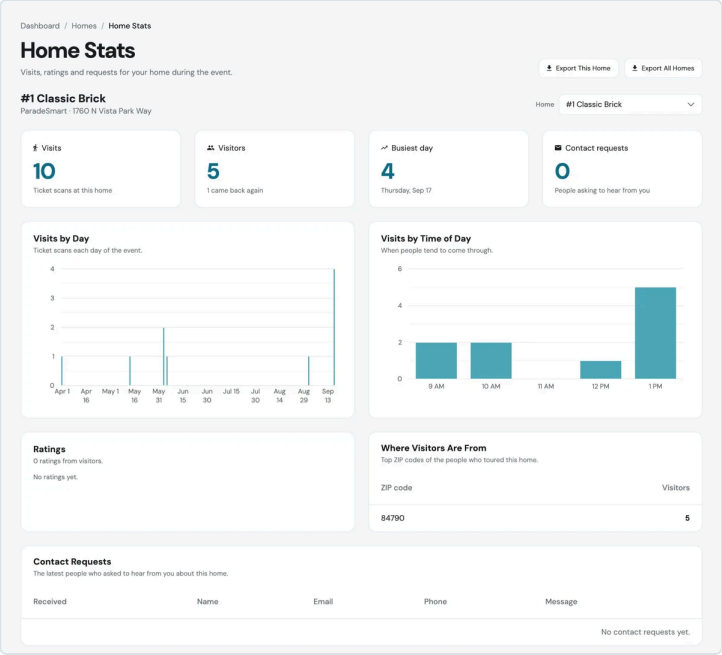
1. Open your tour on Matterport
2. Click the **Share** option for the tour
3. Copy the share link (it looks like *https://my.matterport.com/show/?m=abc123*)
4. Paste it into the 360 Virtual Tour field

Tip: Make sure the Matterport tour's privacy setting allows public link sharing. If the tour is private, visitors won't be able to view it.

9. Seeing How Your Home Did

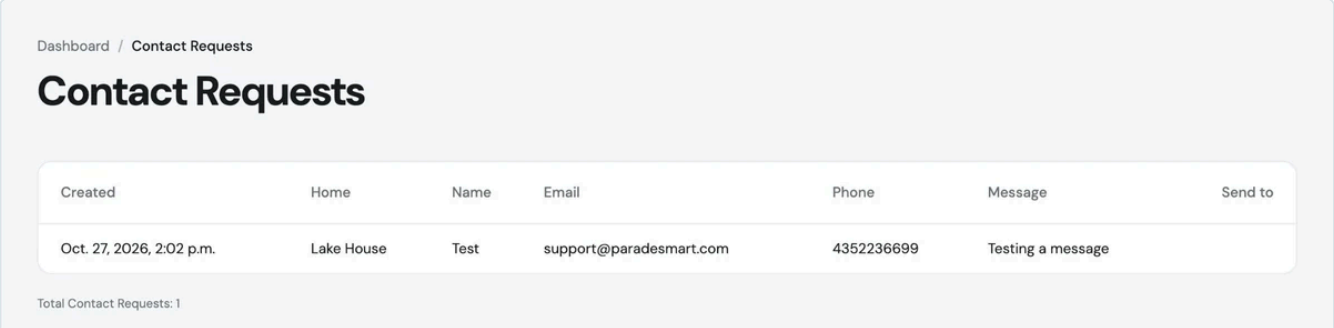
During and after the event, you can see your home's traffic in two places.

- **In the Dashboard:** click **Home Stats** in the sidebar. It shows your visits, visitors, busiest day, ratings, the ZIP codes visitors came from, and contact requests. Use **Export This Home** to download it. If you have more than one home, **Export All Homes** downloads all of them.
- **In the event app:** if you're scanning tickets at your home, log in under **Admin / Staff Login** and tap **Scan Stats**.



10. Contact Requests

When a visitor asks to hear from you about one of your homes, it shows under **Contact Requests** in the sidebar, with the date, home, their name, email, phone, and message. Your Dashboard shows how many you have. Follow up while the event is still fresh.



11. Before You Finish: Quick Checklist

- Preview your home listing to make sure everything looks right. **View on Website** on the Preview tab opens it on your event website.
- Check your home's pin on the map, and tap Directions to make sure it routes correctly
- If your event has virtual tours, play your video tour and 360 tour to make sure they load
- Double-check your main image. If you see a "Coming Soon" placeholder, your image didn't upload.
- Make sure your builder profile shows your logo and About section
- Check **Contact Requests** during and after the event

Questions? Reach out to your event organizer first, since they manage your event. For step-by-step instructions with screenshots, see **Homes & Builders** in the ParadeSmart Help Center.