
Video AI Rent Roll Acceleration System

PREPARED FOR

Michael Bashford

Adronis Corporation

PREPARED BY

Kosta Kondratenko

2022-06-15

Michael Bashford

Adronis Corporation

123 Adronis Corp. Bigwig Ashadonia

Dear Michael Bashford,

{{email_body}}

Yours Truly, Kosta Kondratenko

EXECUTIVE SUMMARY

At Broadbeach you are having a project which is not working well. There are many problems. This executive summary is multi line so you know you're dealing with the best. At Broadbeach you are having a project which is not working well. There are many problems. This executive summary is multi line so you know you're dealing with the best. At Broadbeach you are having a project which is not working well. There are many problems. This executive summary is multi line so you know you're dealing with the best. At Broadbeach you are having a project which is not working well. There are many problems. This executive summary is multi line so you know you're dealing with the best.

Signed as accepted by client:

Michael Bashford, Shot Caller

1. Understanding the Challenge

[Company Name] wishes to accelerate its growth and increase the volume of outbound activity - however at the moment it doesn't know what those metrics are. Also - balancing outbound activity with operational activity is challenging as it's not easy to see how much availability staff has for the week.

Also staff motivation is a challenge since it's difficult to get a read of current open work orders to load balance outreach efforts with property management efforts.

2. Proposed Solution

In order to understand [Company Name]'s current situation the following 1st principle metrics will be made available in the following categories:

Product Name 1	Product Feature 1	Product Benefit 1
Product Name 2	Product Feature 2	Product Benefit 2
Product Name 3	Product Feature 3	Product Benefit 3
Brand Branch	Take a copy of your website and rebrand on new domain (e.g. yourname managements.com.au)	Quick turnaround and begin receiving leads as quickly as possible without needing to involve IT and lengthen project, also reduce risk of any critical online business data like listings being compromisedProtect main company account from falling into Spam, ruining your online reputation and being unable to follow up with clients
Personalised AI 24/7 Sales Videos x 2	Sales bot, customised video with captions - capture attention, educate client and position your company as a knowledge expertBased on my research into investor psychology (from speaking to them) as well as learning how to stay "top of mind" - this bot will blow away your future clients and will be a great talking point to set yourself up to close the deal with them when it's time.Note: script approval will be sent for approval	Great talking point, increase time on site (video statistic) which increases chance of becoming a customer (average time someone spends researching a company), positions you as a forward thinking property management company to allow you to charge a premium for your services and avoid giving up your "management fee" to close a client
Email Campaign	Send out email campaign from private server - with custom copy to engage the customer from your personalised domain	Email warm up for maximum deliverability (open rates of 40%), staggered send out to control lead flow to your company's unique requirements and grow at the pace you wish - avoid staff overwork and maintain staff retention
Video Blog Landing Page	Call to action, personalised	Call to action increases conversion by x%Pull and display reviews under the video blog from Google - increase conversions by social proof

3. Stakeholders

Below will be the direct contact details of the Stakeholders involved in the Dashboard deliverable as

well as their roles (minor and more major)

		0415932797j.smith@gmail.com	Send data list, make follow up calls, social media manager, website manager, IT person,
Kosta Kondratenko	Real Estate Accelerator/Rent Roll Growth System Guy	Mobile: 0412 826 569 Email: kosta@headstudios.com.au Skype: kostathehead	Setting up the Dashboard, obtaining and following up with stakeholders above for required information to make this happens and interfacing and getting feedback

8. Proposed Schedule

Receive data Create sub brand Warm up email list Approve script		2 weeks
Email Campaign 2 emails sent - leads delivered with hand off + follow up		6 weeks

7. Terms & Conditions

Privacy

Any and all contact data provided by the company by [Company Name] should remain its property and will be treated with utmost confidence. All ownership of customer data will remain with [Company Name].

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Video Length

Video content is charged by video length. This agreement assumed a total length of up to 30 seconds per video for 5 videos.

Termination

This Agreement may be terminated by either Party at any time for any cause deemed reasonable, provided that the terminating Party issues a termination notice to the other Party by email. Any landing pages and domains created as part of this agreement then become property of Head Studios.

Satisfaction Guarantee

As this is the first project - if at any point you feel your expectations are not met simply email through and request a refund and it will be granted - I'll even let you keep the sub brand.