

STRATEGY

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Enstone would like to launch a temporary web presence by repurposing its sister company's website until needs can be assessed to explore a more permanent solution. While more than five years old, the Prospect Property Group (now Prospect Real Estate Group, or PREG) website is accessible from mobile devices, but it is not responsive or optimized for various devices. Additionally, there are no content management system (CMS) features, and all updates will need to be performed by either Prismatic or someone of Enstone's choosing who has knowledge of html/php. The trade-off to these limitations is that Enstone will be able to launch a professional looking website for a fraction of the time and cost of a new one.

Modifications to the PREG "template" will be required to align with the requested pages and features. These are described by page in the following section. For budgetary reasons, we have removed the "learn more" feature in the portfolio. This is because without a CMS, each property's detailed page would need to be programmed individually. We have provided optional costs for this feature should you decide to add it to certain projects now or in the future.

Enstone will provide its logo in a vector format as well as any brand colors that should be used. Enstone will also be responsible for providing content for all pages of the website. We have included an optional line item for copywriting/editing services if needed.

An option for hosting services is also included. Once a domain has been secured, we will assist in updating the domain records to use Gmail for email as well as pointing the website to our host. If Enstone would prefer to host the website itself, we would need log in access to its host.

The timeline is approximately two weeks, contingent upon client's review and feedback.

SCOPE

SCOPE

HOME

This includes the initial work to duplicate the Prospect Real Estate Group website as well as updates to the content. The layout will mirror that of PREG. A dropdown would be added to the “Projects” button to allow for quick access of project categories.

ABOUT

This page would include information about Enstone. The page would mirror the layout of the PREG “Experience” page.

PROJECTS

This page would feature many of Enstone’s projects. The page would mirror the layout of the PREG “Portfolio” page, but will not include the “read more” links on individual projects. The page would be modified slightly to allow a sub-menu for four (4) categories that visitors can select. Our services include populating up to five (5) projects to each of the four categories. The final categories will be approved before development begins.

TEAM

This page would include team member bios, and will be based on the layout of the PREG “Team” page, but would need to be adapted to allow for photos and LinkedIn links.

SERVICES

This page would include a list of services offered by Enstone. The page would use a similar layout to the “Services” page on the role model Winter Park Construction website.

CONTACT

This page will include basic contact info as well as a simple contact form that mirrors the one used on the PREG website. The website will send user submissions to specified email addresses as well as storing the information in an accessible database.

INVESTMENT

SERVICE	DESCRIPTION	AMOUNT	INITIAL TO APPROVE
Website	Repurpose PREG website, with modifications as noted		
Option: Projects	Populate additional projects beyond the five per category (20 total) included in the scope		
Option: Project Detail	Set up project detail page, including photo if available		
Option: Copy editing	Expound on client-provided starter content or enhance specific text sections, (e.g., team bios), as requested		
Option: Hosting	Shared server hosting with Gmail for email, billed annually		

Return this page with the form completed in order to initiate your project: info@helloprismatic.com

Entity Name

Printed Name of Person Authorizing this Proposal

Billing Address

CityStateZip Code

Phone Number

- + A deposit of 33% is required to initiate our services.
- + Progress billings assessed every 30 days proportionate to the percentage of the project's completion, until the balance of work has been completed.
- + Shipping charges (if applicable) will be billed to the client at cost with no additional mark up.
- + All design charges include up to 3 rounds of standard revisions (unless otherwise specified) and digital proofs will be provided as PDF files.
- + These prices do not include sales tax (if applicable).
- + TERMS: Unless otherwise provided, payment in full shall be net cash (10) days from the date of invoice. Progress billings generated every 30 days until the project balance has been paid in full.
- + BREACH: In the event customer breaches any terms of this contract, customer shall pay all costs which Prismatic incurs in enforcing any terms of this contract, including a reasonable attorney's fee, which shall include all costs and attorney's fees incurred as a result of any appeal of a judgement or order relating to enforcement by Prismatic of this contract. Any action of law, suit in equity or judicial proceeding for the enforcement of this contract or any provision thereof, by either party hereto, shall be instituted only in the courts of Orange County, Florida.
- + All rates are subject to change. The proposed estimate is valid for 30 days from this document's issue date.
- + Past due accounts over 60 days will revert to payment in full upon delivery.
- + Project cancellations will result in creative charges billed to-date at our normal rate of \$140.00/hour.
- + Bounced checks will result in a NSF (Non Sufficient Funds) fee.
- + Past due invoices are subject to late fees equal to 15% of the total invoice amount.
- + Photography, text, fonts and/or any other media that we are to use based upon client direction must be supplied to us digitally.
- + This proposal and all job related communications both verbal, electronic and written are considered confidential and privileged.