



# CUSTOM WEBSITE PROPOSAL

## PREPARED FOR

### Nashville Painting Professionals

**Ryan Parr**

Phone: (704) 942-4673

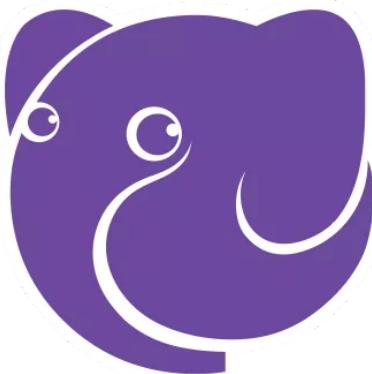
Email: [ryan.parr@nashvillepaintingprofessionals.com](mailto:ryan.parr@nashvillepaintingprofessionals.com)

Address: 5016 Centennial Blvd

City: Nashville

State: Tennessee

ZIP: 37209



**ACCOUNTABILITY** - The software, hardware, marketing & staff are all here to make sure it all works right!

All the requirements to create and support an effective online Website solution are in-house at Horton. No need to DIY some things or find different vendors for others. We can handle it at a fraction of the cost with far less headache and great RESULTS! This is a unique value to our clients.

# DO-IT-YOURSELF

- ⌚ **BRANDING SOLUTIONS**
- ⌚ **DIGITAL MARKETING**
- ⌚ **WEB DESIGN SERVICES**
- ⌚ **EMAIL / CUSTOM INTEGRATIONS**
- ⌚ **COMPLETE SUPPORT**
- ⌚ **BACKUP & SECURITY**
- ⌚ **HOSTING / WEB DOMAIN**
- ⌚ **CONTENT & SELF MANAGEMENT**

**MULTIPLE SUPPORT CALL\$**  
**MULTIPLE VENDOR\$**  
**MULTIPLE BILL\$**

**the simple HORTON solution:**

**ONE CALL**



simple & accountable.  
complete support.  
great results.

# GENERAL INFORMATION

Customer to design its website via **Horton's Custom Solution** and establish a professionally maintained infrastructure for its website and online marketing operations. Client desires a multi-level development with a dynamic, professional, and interactive solution. Website should be modern, different, and easy-to-navigate and mobile responsive. Design should advance identity and branding, while engineering should enhance Search Engine Optimization (SEO) strategies and site scalability.

Navigation for the design should be intuitive and user-friendly. Site design will include page-side coding for optimal size, load time and index-ability by Search Engines. Coding will be done with innovative PHP/CSS/HTML5 and MySQL engineering.



## Key Elements:

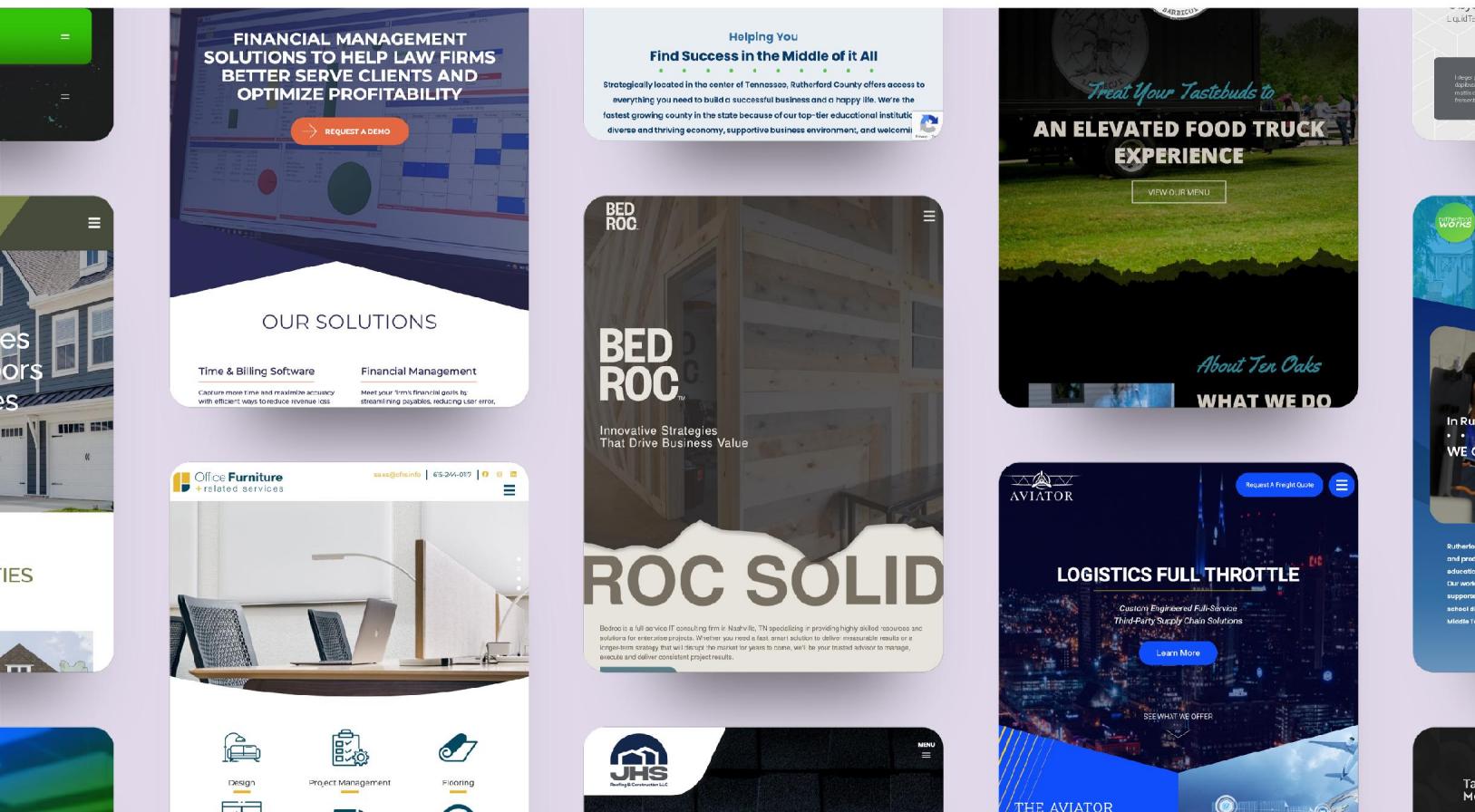
- Nashville Painting Professionals desires a professional, modern and functional website platform that serves to illustrate its premier level of experience and expertise, provides a sustainable, scalable solution that effectively supports its marketing efforts online, and attracts and engages the company's most ideal customers.
- The website design will be clean and full-width, make great use of high-quality imagery, leverage the most up-to-date best practices in content architecture, navigation, and user experience, as well as include thoughtful calls to action (CTAs) to drive engagement and inquiries in site.
- The website will include a filterable Gallery that provides a clean, consistent showcase of projects
- The website will utilize a user-friendly Content Management System (CMS) for easy, ongoing updates to on-site informational content, form entry edits, blog posting, service and/or product details, new page creation, and more.
- Horton Group has included service options for Directory Management (local listings) and Local SEO to drive quality traffic, leads and optimum Google visibility toward the long-term goal of dominating Search.
- As a client of Horton Group, the Client will enjoy ON-DEMAND services with our professional teams from graphic design needs for print and digital materials to content writing services and professional branding.
- Client seeks Horton Group for ongoing, business class managed services including, but not limited to webmaster support, troubleshooting, 24/7 disaster protection support, dedicated server infrastructure with guaranteed uptime, and more. Support services should be responsive, with same-day follow up and quick resolution turnarounds.

## WORKING APPROACH

The process will start with a design kickoff meeting to capture vision and brand while outlining the site navigation concepts, ensure we are meeting branding and identity impact, and to determine layout, framing, and functional components with thoughtfulness towards online marketing needs. As indicated in each Phase, our approach to each component of the work varies according to the work required. In each instance, however, **Horton Group will communicate on a regular basis**, as needed, with client (through e-mail, telephone, and in-person meetings if necessary) to ensure that **each phase of work receives proper information**. We will seek approval in the design phase, approval is particularly important since the design lays the foundation and sets in stone the development and functionality of the website for client. Changes or additions to designs after approvals or phase additions can be accommodated but will impact budget. **Client must provide all content for the website** unless content optimized copywriting is included in the scope.

## SCHEDULE

Project work for a custom website can range based on the complexity of the requested designs and functionality. **Please refer to the custom web design schedule in Amendment A.** It will be critical, throughout the project, that Horton Group receive timely feedback and response from client in order to maintain proper pace, in keeping with this timeline. \*



*NOTE: The budget for this agreement includes the phases as specifically defined and the key elements as specifically defined. Anything requested that is not clearly indicated in this agreement within the phases or the key elements is not included in the budget of this agreement, but can be accommodated, and will be billable under time and materials of \$150 per hour. In addition, any additional functionality or designs requested by client after signature could cause the project to take additional time.*

# CUSTOM WEBSITE PROCESS OVERVIEW

The website is designed to showcase the county's business environment and opportunities. The top navigation bar includes links for 'Connect With Us', 'About Us', 'Search', 'Select language', and 'Menu'. The main content area features a large image of a modern office space with desks and computers. Overlaid on this image is the 'rutherford WORKS' logo, where 'rutherford' is in a smaller, sans-serif font and 'WORKS' is in a larger, bold, white, sans-serif font. To the right, a green section titled 'Discover Rutherford' contains text about the county's positive climate, prepared workforce, and strong partnerships with industry. At the bottom, a white footer bar includes the text 'Helping You' and 'Find Success in the Middle of It All'.

## PHASE I: DISCOVERY, CONSULTATION & PROJECT MANAGEMENT

This includes researching and reviewing details with client and its operations, as well as other relevant input. Best use and best practices, like/dislikes, needs and wants will be discussed, reviewed and outlined in an effort to establish key design and function ideas to shape the forthcoming design and development marketing components. **Your dedicated project manager assists you with:**

- Planning, organizing and detailing your project
- Internal and external oversight, content collection
- All communication and coordination of project and tasking
- Testing on all browsers, testing on mobile devices

*Unless otherwise noted, these are the meetings and communications with Client to facilitate the project's success. Standard consultation budget covers a total of up to four (4) one-hour meetings. Any additional meeting will be billed at \$150 per hour, per attending staff member.*

1. Design Kickoff - planning key website features, determine website build strategy, sitemap & critical path
2. Home Page Design Review
3. Website Administrative Training
4. Final Review

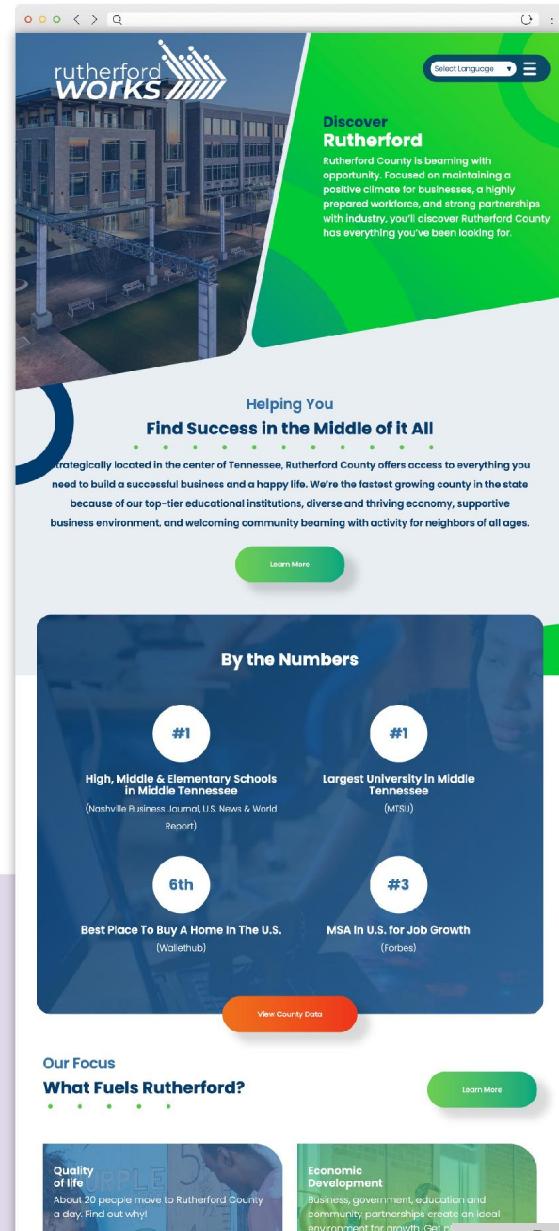
## PHASE II: WEBSITE DESIGN

**Generally:** This includes an initial design meeting to explore concepts, likes, dislikes, fonts, colors, objectives, business presentation, brand and more. Also includes brand and graphic research, web framing and workup of a professional website design concept to be reviewed, edited and approved for overall site design and construction to follow.

**Key Design Ideas:** New design should be fresh, committed colors, promotes identity and brand, while promoting sales and products, differentiate from competitors, ability to make adjustments and changes as needed, leverage open source flexibilities, full consideration for mobile users, and multi browser support.

**Horton Group uses advanced design tools and Adobe Creative Suites products for its graphics (such as Photoshop and Illustrator).**

**Home page concept:** This includes up to two (2) initial design concept(s) (home page and navigation) to be approved from a professional design mockup (graphic image) provided. That design will be reviewed with Client and approved for overall site design and construction to follow, with up to two (2) revisions of the **selected concept** to establish final approval. Additional design concepts can be created and will be billed via time and materials needed.



**Website Pages (sub-pages) Style Guide:** The web pages style guide concept will visually demonstrate how we will apply the brand concepts from the approved home page design throughout the website pages. Specifically, this will demonstrate consistent items like the navigation and header/footer of the pages, as well as buttons, fonts, colors, and a few other things that match your approved homepage design. The page style guide represents pages on your website that are not the homepage. This is not a comprehensive custom page design but a visual guide of the elements and concept that will be consistent on all pages of your website and when you add new pages. It can be considered a web page branding guide.

**Custom Website Child Pages:** Additional child page wireframes can be professionally created and styled for unique pages or concepts but that will affect budget and billed via time and materials needed.

**Note:** The approved design(s) set in stone the construction of the website. Design approval is needed to begin development. Addition revisions or design changes to the any design can be created but will affect budget.

**Revision Definition:** A revision is defined as minor changes, as solely defined by Service Provider, that would not require additional development or graphic design that changes the overall design concept. Any change request NOT considered minor will be billed at the Service Provider's hourly rate. Additional concepts can be provided if desired but will impact budget.

## PHASE III: ENGINEERING AND DEVELOPMENT

**Web Space/Server and Stats:** This covers the setup of web space on our private servers. This also includes the implementation all necessary software and licensing to provide appropriate site activity and functionality. *Website and Domain name(s) will be installed and maintained on Horton Group dedicated servers as assets of Horton Group. See Development Complete Phase – Business Class Managed Services for details.*

**Engineering:** This phase accounts for developing site databases, pages, integrating API interfaces, integrating and customizing proposed modules and interactions, and creating the themed style and design per the approved design(s). These pages, style, framework, functions, and other elements will be constructed based on approved website design(s). All pages will be coded with strict CSS/HTML5/PHP/JS coding (primarily PHP in this phase) and prepared with scalability and website ongoing management in mind. Site will be tested in cross-browser compatibility software to ensure proper delivery across PC/Mac platforms and multiple browsers. Older versions of browsers may not display a website correctly and effective Jan 12, 2016 Microsoft announced end of life and support of its Internet Explorer software so we cannot guarantee functionality with that browser.

Web Design construction will take into account the various screen sizes (PCs, Tablets, Smartphones) that are currently in use and should provide optimal experience for a user regardless of the device they use. *This includes designing and developing the site in a "responsive" way for ease of use and "auto-sizing" depending on the device accessing the site pages (desktop, laptop, tablet, or smartphone). Responsive setup will be the last development completed on the overall website.*

Smartphone 320px // Tablet 768px // Laptop 1024px // PC 1920px

Horton Group uses text editors to program (a "pure code" approach). And, Horton Group typically programs in HTML, CSS, JavaScript, and PHP connected to a MySQL database, all on a Horton Group secured and dedicated server.

**Image Work:** This includes graphical work of sizing and cropping of up to 10 images as provided by the client (photographs and/or stock images) to be utilized in the website design where needed. This does not include photo editing such as color changes, overlays, composite imagery or any alteration of the image other than size and shape. Client will select or provide the images to be used with Horton Group guidance. Additional images, stock or custom graphics can be used or created as needed and will be billed accordingly.

## PHASE IV: CMS INTEGRATION, SUPPORT SETUP AND TRAINING

This involves integrating system site constructed pages into an integrated Content Management System (CMS) so that Client or Horton Group Managed Support can easily manage and update website pages and sections, including the ability to add new pages, change/add text, insert links, and insert images. Standard inclusion with standard functionality in the CMS integration will be:

- **Internet Login:** This integration will allow client to log in from any web browser in the world and modify the pages accordingly. No software will be required to directly manage the website.
- **Documents/PDF Files:** This includes the ability to upload PDF files through the CMS into any pages to create clickable links for file download from any site pages.
- **Mapping Module:** This includes the ability for map integration in the website for directions or GPS mapping if needed. There is a fee from Google that will be billed accordingly for mapping.
- **Signup/Registration/Contact Forms:** This includes implementing code into site pages for web forms, intended to capture visitor information. Forms will be integrated with CMS, which will give client the ability to change existing forms and to create additional forms, as desired. **Up to two (2) custom forms with up to 10 input sections are included in the budget of the development of the website.** Forms will follow the basic function of forms. Any custom graphic forms are not included in this budget unless specifically stated otherwise.
- **Blog/News Module:** This involves the basic "News & Updates" or "Press" section that can be managed by client or Horton Group Managed Support for article/press release, general posts or event information updates. Blog will follow basic blog functionality and design. Custom graphic blog designed pages are not included in this budget.
- **Image/Video Integration:** This includes the ability to easily upload Video/image files into web pages through the CMS to create clickable links for video/image viewing or download from any site pages or posts. Video libraries can be created. This support Vimeo or YouTube imbeds only or drop in videos. Other video hosting can be done but will require additional budget.
- **Custom Modules/Plugins:** This includes integrating and customizing software modules specifically required in the custom design and/or functionality of the website. Software will be setup to provide the proper functions and easy to manage components by the client or Horton Group Managed Support.

### Content Placement:

1. Client is responsible for providing all the content for the website (text/images) and is responsible for the spelling,,grammar and quality of content.
2. Horton Group will place and style (per the approved child page theme) the content provided. Content will be styled into the home page and first five (5) primary pages of the navigation (page sizes within reason of up to 3 paragraphs of content and two (2) images).
3. Website will be coded so that any additional pages can easily be added. Page additions will be auto coded with the proper styling so client can easily add any additional content.
4. Content provided by Client before "Development Complete" will be integrated per these guidelines. However, any content received after Development is Complete can be added by the client or added by Horton Group Support at \$150 per hour.

### Staging review:

Website will be live on a staging server and may be "Development Complete" for the purposes of the Client to perform their user review and make content adjustments. Site will be published publicly on the Internet once client gives Horton Group approval to do so.



## Hands on Tutorial:

This covers a **one-hour tutorial** to show Client how to access website and manage the website pages easily. Additional training sessions can be provided at \$175 per session.

## PHASE V: FULL CONTENT PLACEMENT AND STYLING

This phase includes the placement of all content on the necessary and defined pages, up to FIFTEEN (15) pages of TOTAL content placement are included in this budget.

- If photo gallery integration is included in this project, Horton Group will port and integrate all photos, up to FIFTY (50) photos added will be included in this content budget.
- Horton Group will help move TWENTY (20) existing blogs/news articles as part of the content scope of the project.
- If custom team page integration is included in this project TEN (10) staff photos and bios will be included in this budget.
- Content for pages can be transported from an existing website or provided by the client per Horton Group content guidelines.
- Any additional page content placement and page styling can be accommodated but will be billed at \$150 per hour.
- Any content provided after the website is Development Complete can be added and will be supported at \$150 per hour.

*Note - Client understands that they provide all content (text/images) and are responsible for all spelling, grammar and quality of content unless content optimized content is included in the scope. If client does not want full content placement by Horton Group then the Client understands that they are responsible for adding all content into the website.*

The image displays three screenshots of a website template, each featuring a different page design:

- WHY WE ROCK:** This page has a large background image of a modern office space. The main title "WHY WE ROCK" is prominently displayed in white. Below the title is a paragraph of text and a small circular icon.
- OUR EXPERTISE:** This page features a large background image of an office interior. The main title "OUR EXPERTISE" is centered in large white letters. Below the title, there are four sections: "ADVISORY & STRATEGY", "SYSTEMS", "IDENTITY", and "PROGRAM & PROJECT MANAGEMENT". Each section includes a small image, a title, and a brief description.
- PAGE TITLE:** This page has a large background image of people working in an office. The main title "PAGE TITLE" is displayed in large white letters. Below the title, there is a "Section Title" and a circular diagram with text around it. There are also two smaller sections: "ADVISORY" and "PROFESSIONAL SERVICES", each with an image and a brief description.



# Business Class Managed Services

With an active website or a fairly neutral site, new website technology is complex and ever changing with updates, patches, security elements, new mobile devices and constantly evolving browser technology. Your business cannot afford to be poorly represented, down, hacked or de-listed from Google. Business websites require proper infrastructure, maintenance, security and support to protect your brand. Our company delivers that to their clients! The Business Services included come from nearly two decades of learnings to protect and accommodate the online needs of a business:



## Business Class Webmaster Support

24/7 engineering support and oversight

Up to 60 minutes a month free from our professional webmaster support team

Any moves/adds/changes needed on your active website

Troubleshoot support on enabling services tied into your website



## Business Level Protection

Dual firewalls, Integrated spam and DDOS filtering applications (Cisco ASA)

Security software and patch management

Recovery support from hacker or malicious activity

SiteLock Integrated. Protect, trap and remove scripts and malicious code

Advanced SiteLock Security Software



## Critical Software Maintenance

Software license connectivity and maintenance of licensing

Update CMS, modules and structural patches as necessary

Code management and integrity reviews as needed

SSL (Security Socket Layer) Encryption Certificate.

A Google MUST



## Business Service Stability

Supported on Privately Managed Dedicated Servers. **Our clients exclusively.**

Private multi-peered Tier 1 redundant bandwidth with unlimited scalability



## Ongoing Monitoring and Tracking of Site Activity

Monitoring software and oversight platform

Ongoing improvements as needed

Analytics management and reports



## Uptime & Operations Support

Daily full account and server side backups (server to software level)

Quick website restores in the event of a problem

Technology and infrastructure protection and redundancies (dual datacenters)



## One Vendor, One Support Team, One Bill

NO MORE multiple vendors. All services under one team support invoice

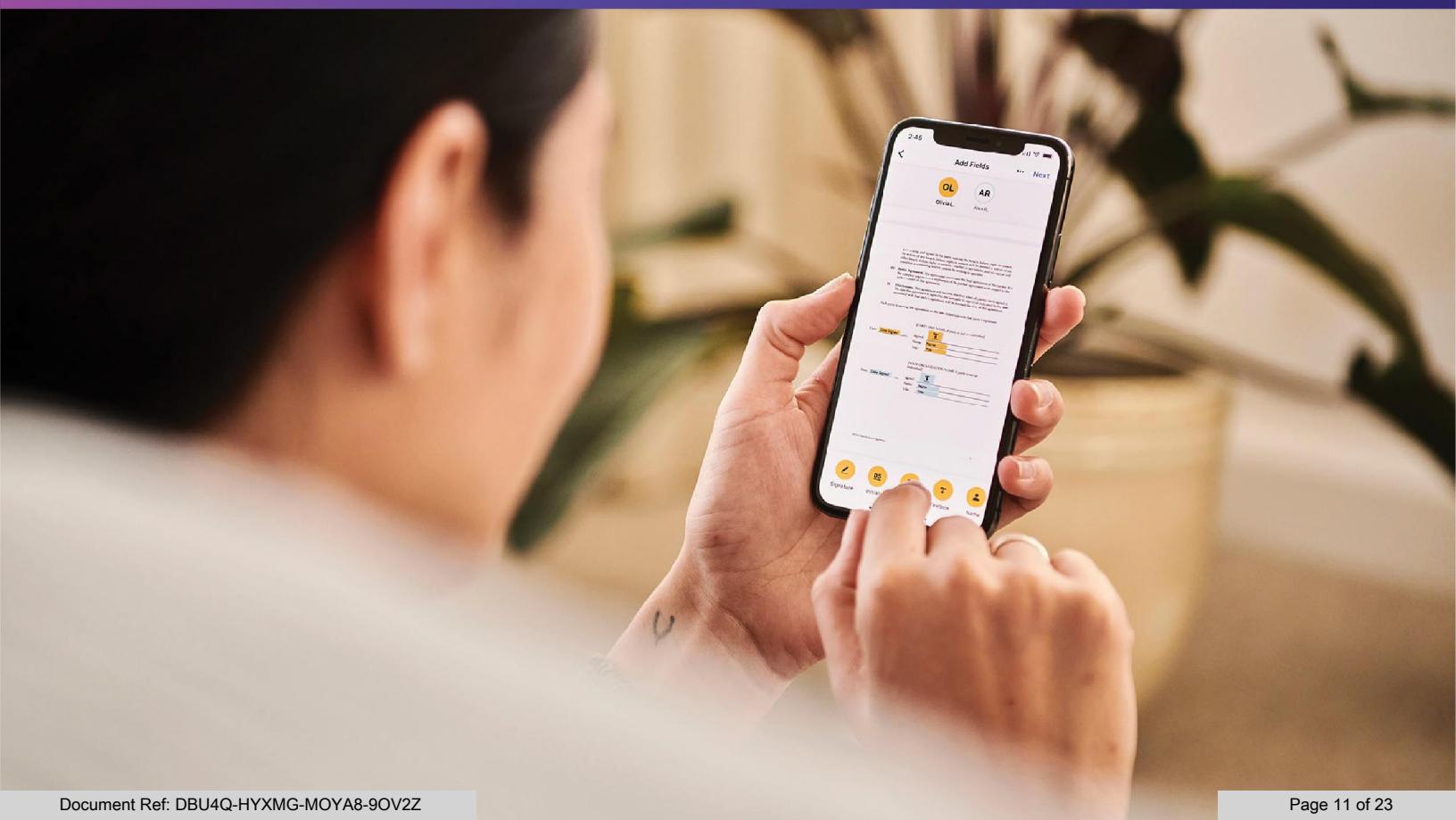
Easy electronic billing (ACH or CC)

**NOTE:** Webmaster Support is limited to 60 minutes a month of moves, adds and changes on your website. Your support begins once your site is published on the Internet. Support is any move, add or change that can be completed from the website editor dashboard. Any support requests that require work outside of the dashboard will be billed at \$150 per hour. Copywriting, graphic design work and website development are not included as support.



## RECOMMENDED MARKETING SERVICES

Establish the most fundamental elements of a proper online presence



## DIRECTORY MANAGEMENT

In the context of local search, a citation is the mention of your business name, sometimes by itself, but usually with your business telephone number and address, with or without an HTML link. A business listing is an entry of your business name and physical address on an online directory like Google, Bing, YellowPages.com, Facebook and Yelp.

Inaccurate or inconsistent data about Nashville Painting Professionals in these directories has a tremendously negative impact on your Search rankings and creates missed sales opportunities. It's a barrier to growth!

Horton Group partners with Yext to put you in control of the facts about your business. We will ensure that you are listed in the top 70+ online directories globally and manage Nashville Painting Professionals's website presence on each so that your company data remains accurate and consistent. Our cost-effective service will clean up the Internet directory errors in as little as one week.

- Setup & Optimization of directory listing
- Adding all relevant info to the company profile
- Uploading logos, photos & respective social media banners
- Create backlinks for SEO benefits
- Monitoring publishing suggestions
- Suppressing duplicate locations
- Monthly analytics reporting

### FACTS (the average business listed in the Internet Directories see the following results):

- 40 additional phone calls to your business each month
- 150 new hits to your website each month
- 6,000 additional views of your business online each month
- Also receive over 70 qualified backlinks for the website (great SEO light)

Critical to search engine rankings and overall website performance, we will create, optimize, continuously audit and maintain your listing in more than 70 online directories, ensuring accuracy and consistency.



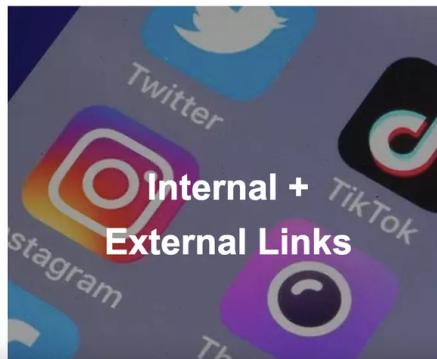
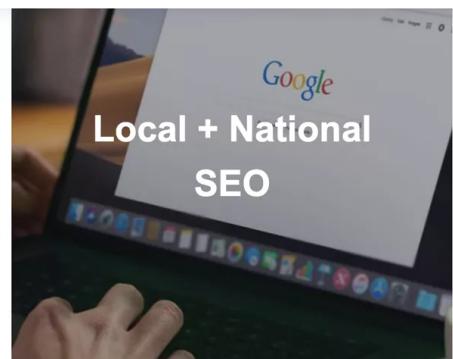
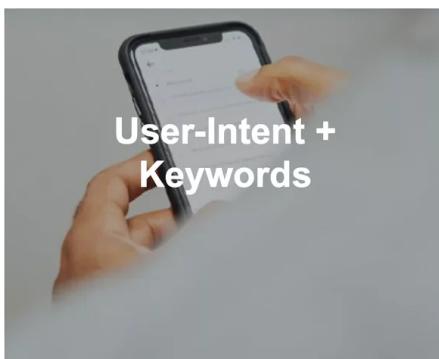
## SEO MANAGEMENT SERVICES

SEO strategy should be consistent and help drive overall relevance on the Internet and ranking within the search engine platforms. Strategy is designed to advance identity and branding. The strategy should enhance *website presence onto the first pages of Search Engine results* as related to your keyword terms.

With successful SEO Management, you:

- **Convert search to revenue:** Statistically proven to transform Internet searchers, casual or focused lookers, into buyers, donators, or supporters. If they find you, they will explore.
- **Better market reach:** Increased awareness of your message and information.
- **Inspire loyalty and advocacy:** Easy to find establishes a solid perception of relevance and authority in the marketplace.

Regular and thoughtful management of site optimization and content within the website and the related social media platforms. SEO requires three-to-six months for broader positive results.



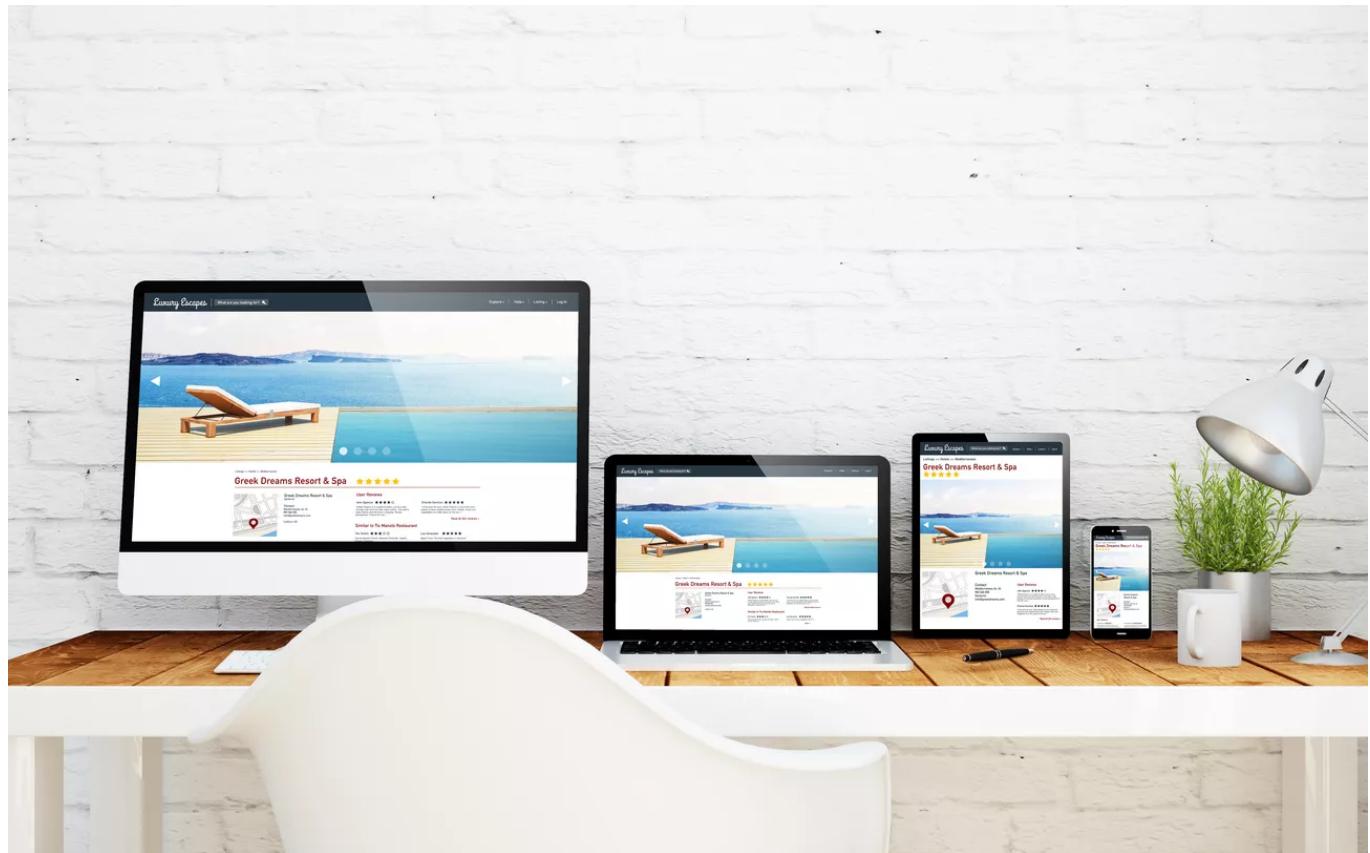
## Blogging

Horton Group will work with your team to co-create a targeted blog to attract qualified leads and traffic to your website. When you create content, you're providing free and useful information to your audience, attracting potential customers to your website, and retaining existing customers through quality engagement. At the core of our content strategy is the practice of developing strategic topics and then creating content to support those topics, all while incorporating best practices.

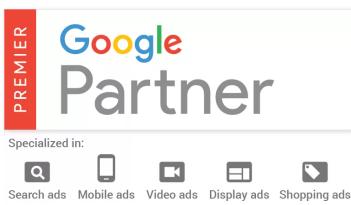
### Blog Service Includes:

- Content creation of one blog per month, up to 750 Words.
- Suggested topics will be submitted to you for review or we may pre-arrange educational topics.
- Posting to your website (posting to Social Media or other platforms can be provided for an extra cost).

*Note – this service allows for one revision, if necessary. Additional work will be billed at \$150 per hour.*



## SEARCH ENGINE MARKETING & PAY PER CLICK (Primarily Google Ads)

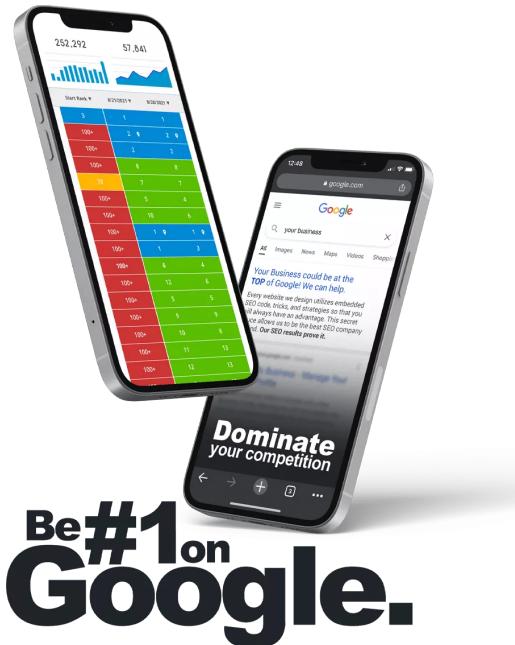


Google Ads or Pay-Per-Click (PPC) is a way to generate TRAFFIC and gets your business listed at the top of the search results and in other desirable locations on the internet quickly and effectively. Google Ads can benefit your business greatly. Money that your company may be spending on search engine optimization (SEO) campaigns should complement Google Ads to take full advantage of internet searching.

Google Ads marketing campaigns steps will include:

- Initial research – Review your business niche and target market with you to help shape your PPC campaign. We will identify search trends, competition, and your business's unique market positioning.
- Campaign Implementation - Setup, creation, and monthly management of paid search marketing advertisements targeting online searches looking for your services.
- Reporting and tracking - Premium tools for high-performance optimization and reporting of your campaigns. Tracking results and ongoing activities.

A great Google Ads campaign should lower costs, increase results, provide more refined targeting, improved ROI, and increase profits.

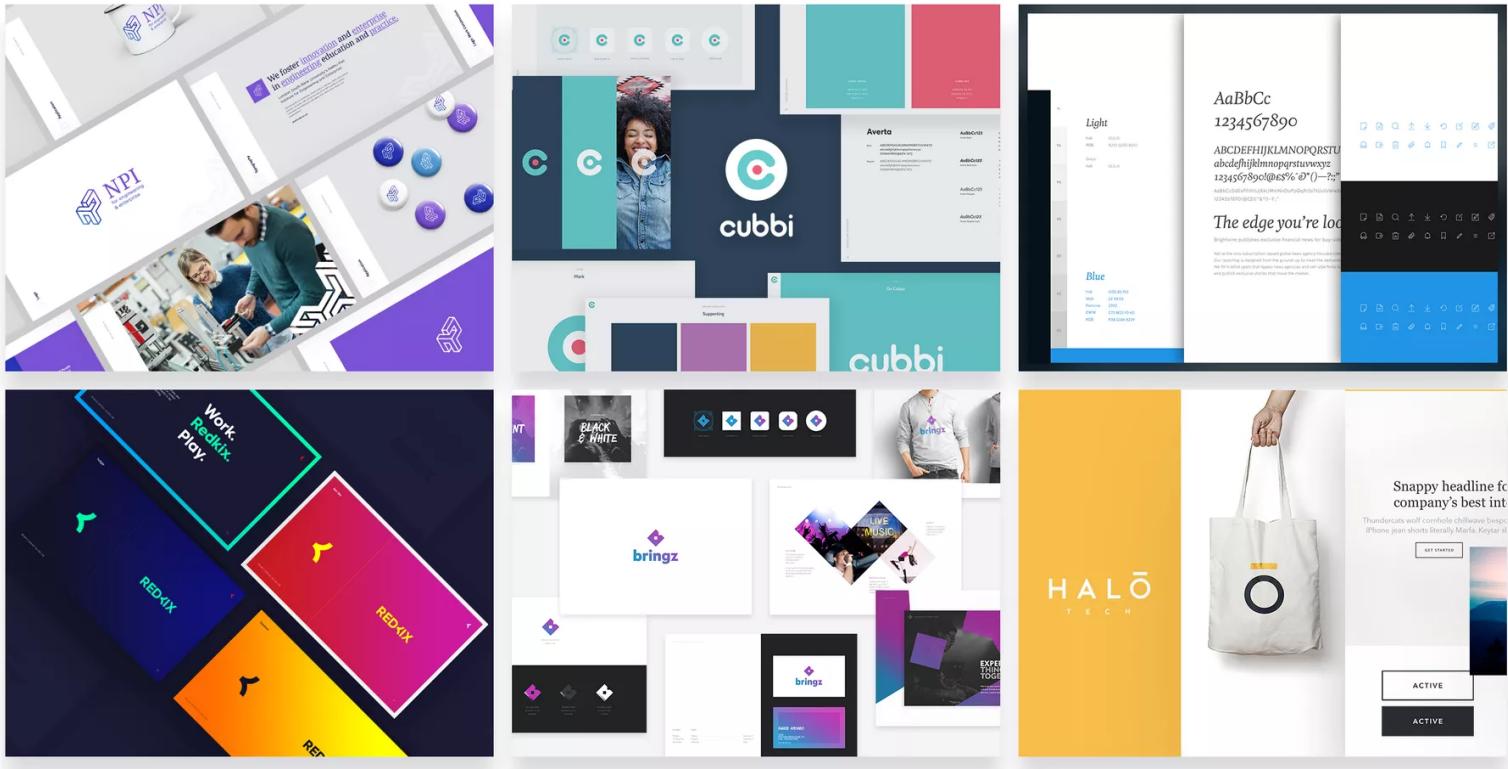


The setup fee covers: all research, software, licensing \* up to two initial campaigns \* a primary Google Ads landing page, if included \* one (1) custom graphic ad banner set of 5 standard sizes (all the same concept), if needed. Sizes would be - 336x280 large rectangle, 300x250 medium rectangle, 728x90 leaderboard, 300x600 half page, 320x100 large mobile banner.

*NOTE: additional graphic design or landing page work is billed at \$150 per hour. Additional campaigns can be created and are billed additional as needed.*

**ADDITIONAL TERMS AND LIMITATIONS:** The keywords, negative keywords and any Google Ads setup and details we implement for the Customer are proprietary to Horton Group, Customer cannot have access to the account and details cannot be shared or used except by the specific Customer during active service and within their own primary market area. You will be granting Horton Group access to setup a Google Ads account on your behalf as an approved contractor for campaign management. If Google Ads service ends for any reason then any campaigns, ad groups, ads, keyword strategies, SEO and any other details related to this service that we may have done for the Customer will not be available for the Customer and will be deleted 30 days after service ends.

# NEED BRAND AND MARKETING MATERIALS?



This includes the strategic concept, brand layout and graphic design needed elements to corporate branded materials or marketing. Creative work will require some collaboration for imagery and concepts. Content will be placed by Horton and collaborated for approvals with client.

Budgetary estimates are below but actual pricing may vary depending on time and materials. Time and materials are billed at \$150 per hours or join our Brand Support program. Printing or any material costs are not included in the pricing.

- PowerPoint templates - Sales inserts - Brochures - Letterhead - Business card design

**Ask us about advanced services, website growth and more.**

We can help.

# PROJECT INVESTMENT (One-Time & Monthly Fee)

ONE-TIME FEES	Fee	QTY	Subtotal
Discovery and Consultation	\$1,750.00	1	\$1,750.00
Website Design	\$4,500.00	1	\$4,500.00
Engineering & Development, CMS Integration & Setup	\$6,000.00	1	\$6,000.00
Full Content Placement & Styling	\$1,125.00	1	\$1,125.00
<b>SETUP FEES - CUSTOM WEBSITE MARKETING SERVICES</b>			
<input checked="" type="checkbox"/> Setup Fee - Directory Management Monthly service plan required	\$250.00	1	\$250.00
<input checked="" type="checkbox"/> Setup Fee - SEO Local Services Local 5/10/20 - \$2,500 setup fee *WAIVED* Monthly service plan required	\$0.00	1	\$0.00
<input type="checkbox"/> SETUP FEE - Google Ads Setup (No landing or graphics) Research, software, licensing * up to two (2) initial campaigns *set of 5 standard sizes (all the same concept), if needed.	\$1,500.00	1	\$1,500.00

Subtotal	<b>\$13,625.00</b>
Managed Services Discount (30%)	<b>-\$4,087.50</b>
Horton Group Required Fees (7.5%)	<b>\$715.31</b>
<b>Total ONE-TIME Fees</b>	<b>\$10,252.81</b>

MONTHLY FEES	Fee	QTY	Service Activated Immediately (X)	Subtotal
BUSINESS-CLASS Managed Services All reports, extra web security, firewall, software, hardware, backups & <b>FREE website support</b> (up to 60 minutes per month).	\$199.95	1		\$199.95
<b>CUSTOM WEBSITE MARKETING SERVICES</b>				
<input checked="" type="checkbox"/> Directory Management Services Top local directories with over 60 strategic backlinks	\$99.95	1	X	\$99.95
<input type="checkbox"/> SEO Management Service (Local 5) One (1) local city covered. Up to five (5) keywords. Home page, top five (5) pages optimized. Reports are provided monthly. Ask us about our Blogging services starting at \$300.	\$425.00	1		\$425.00
<input checked="" type="checkbox"/> SEO Management Service (Local 10) One (1) local city covered. Up to 10 keywords. Full site optimization service. Reports are provided monthly. Ask us about our Blogging services starting at \$300.	\$850.00	1		\$850.00
<input checked="" type="checkbox"/> Blogging Service Creation of an article or blog per month for website. SEO optimized. \$500 per month w/o SEO.	\$300.00	1		\$300.00
<input type="checkbox"/> Google Ads Management Service (Google Pay per Click) \$495 or 20% of Total Ad Budget	\$495.00	1		\$495.00

Subtotal **\$1,449.90**

FCC & Service Fees (4.75%) **\$68.87**

**Total MONTHLY Fees \$1,518.77**

# KEY BUDGET CONTROL & INFORMATION SUMMARY

## Billing Schedule:

- 60% of one-time fee is collected upon signature of this agreement.
- 20% of one-time fee is collected 45 days after signature of this agreement.
- 20% of one-time fee is collected upon "Development Complete".
- Monthly fees will be charged at "Development Complete" and continue every 30 days, unless otherwise indicated in the monthly fee table as beginning immediately. First monthly fees may be prorated in between billing cycles.\*

\*A monthly fee of \$79.99 will begin immediately after signature of this agreement to cover staging services (equipment and software) and will end once the website is "Development Complete" or is published, whichever comes first.

## Additional Information:

1. Additional fees outlined will be applied to all products and services to recover a small percentage of the license, business, service and infrastructure fees we absorb to provide our discounted services. The cost of our fees will range from four percent to eight percent. However, you should not have to pay taxes unless we have a requirement to collect.
2. OWNERSHIP OF ARTWORK – Once payment in full is received by Service Provider, ownership of final artwork will become property of the Client. Due to copyright & licensing laws, all working/native files (Adobe Photoshop, InDesign, Illustrator, etc.) shall remain property of Service Provider.
3. Customer agrees that all monies paid are non-refundable. All invoices are due upon receipt.
4. Changes to a web page design after a design is approved can be accommodated but will require additional budget. Any customization to child theme pages are considered billable design changes.
5. Any development of additional functionality or features not specifically indicated in this proposal will require additional budget.
6. Website is considered "Development Complete" when the approved website design(s) are fully developed with the basic functions per this agreement or the site is published on the internet, whichever comes first. Content (copy and images) is not required on the website for the site to be "Development Complete".
7. Identified bugs are fixed at no costs for 90 days from "Development Complete". After 90 days, all issues are considered billable under time and material hourly rates.
8. Customer is required to provide all content (images and copy) unless there is a separate copywriter agreement with Horton. Content can be changed, added or deleted any time via the CMS by the Customer once the site is operational.
9. Any additions of work or services not specifically indicated in this proposal will be billed accordingly or at the Horton's hourly time and materials rate.
10. In the event the Customer does not respond to any correspondence from Horton for a period of 30 days, then a reactivation fee of \$2,000 will be required to re-engage the project. After 60 days or more, Horton will not be required to save any work completed and Horton may deem the agreement terminated.
11. Without exception, website one time outstanding fees and any additional work fees incurred previous to "Development Complete" are due once the website is "Development Complete" (as defined in item 5) with or without customer content.
12. Customer acknowledges that this contract is a total pricing solution and the deep discounts provided are in consideration of the combined financial commitment of the onetime and a monthly fees. Any changes to the monthly services or fees in this agreement will change the one time fees or terms.
13. Hourly rates for any time and materials are at a minimum of \$150/hr.

# MASTER AGREEMENT

ENTERED INTO between Horton Group on behalf of itself and its successors and assigns (collectively "Horton" or "Service Provider") and Customer as of the date reflected on the signatures below. Your activation of service and/or signature of this Master Agreement ("Agreement") signifies that you have read, understand, acknowledge and agree to be bound by this Agreement, the above Client Project Outline along with our General Terms and Conditions Agreement (<https://www.hortongroup.com/terms>) collectively referred to herein as "Order", which are all incorporated herein by this reference, and any other agreements or policies that are expressly incorporated herein. This Order supersedes all prior agreements written or verbal between Service Provider and Customer relating to Services indicated on this order.

This Agreement is between SERVICE PROVIDER and CUSTOMER and applies to SERVICE PROVIDER's provision of (i) the SERVICE PROVIDER Web Hosting and Hardware Services (includes but not limited to infrastructure, bandwidth, firewall, backup and telecommunications) (ii) the Support and Maintenance plans (includes but not limited to Copywriting, Branding, Web Development and Graphic Design), (iii) the Domain Name Registration Service; (iv) any Digital Marketing and Managed Services (includes but not limited to Search Engine Optimization or SEO, Search Engine Marketing or SEM), (v) professional website design ("Website Design Service") and (vi) Marketing Retainer Services. The SERVICE PROVIDER Web Hosting and Hardware Services, the Support Services, the Domain Name Registration Service, the Website Design Service, any Digital Marketing and Managed Services and Marketing Retainer Services will be collectively referred to herein as "Services" and each will be a "Service". Customer Agrees that all Services and website files are assigned to Service Provider as the owner until all fees for the entire term of this order and any additional services activated are paid. All parties acknowledge that files/software proprietary to SERVICE PROVIDER are non-transferable including, but not limited to, the web themes, SEO, SEM, Blogging, ADA, or software licensed exclusively to SERVICE PROVIDER.

Services of this agreement for any Service that has a monthly fee will carry a minimum term of twenty four months (24) from the point of the last monthly Service activated or the date of any executed written Service(s) Order or Change Order for any Service, whichever date is later (each referred to as "Initial Term"), unless otherwise indicated in a written document executed by both CUSTOMER and SERVICE PROVIDER. Further details of the terms and conditions can be found at <https://hortongroup.com/terms>.

NOW, THEREFORE, in consideration of the premises, and for other good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, the Service Provider and Customer agree as follows:

**1. Compensation.** Customer shall pay to Service Provider payments per the payment plan agreed in the Order. Customer shall pay Service Provider electronically for all Services (Credit Card or ACH) to be auto-drafted by the Service Provider. There may be infrequent exceptions where no notice of payment is given. Withdrawals may vary due to adjustments in Services or Service utilization. Cancellation of a service does not cancel the recurring payment authorization. I recognize that Service Provider may, at its sole discretion, terminate the plan and Services immediately if any transactions are not honored when presented for payment.

**2. Remedies.** The Service Provider shall be entitled to termination fees in the event of a termination or breach of agreement (<https://www.hortongroup.com/terms>). The Service Provider shall be entitled to recover reasonable attorney fees incurred in connection with the enforcement of this Agreement.

**3. Governing Law and Venue.** This Agreement shall be governed by the laws of the State of Tennessee and venue for any disputes involving or arising from this matter shall be the state trial courts of Williamson County Tennessee. Both parties waive their rights to a trial by jury in connection with this Agreement.

**4. Confidentiality.** Customer agrees that this Agreement shall remain strictly confidential and that there will be no statements (public or private) made with respect to this Agreement. Both parties also agree that they will not solicit each other's staff in any form and will not make, cause, encourage, or assist to be made, any statements, comments or remarks, whether verbal, written or in electronic form, which are derogatory, defamatory, slanderous, or libelous to the other or about their respective business, principals, employees, directors, customers or agents. Parties agree to a minimum \$25,000 penalty paid to the other if this clause is violated.

**5. Assignment.** Service Provider may assign its duties and obligations to provide the Services to another person or entity.

**6. Payment Information.** Service Provider is authorized to transact recurring and one-time electronic payment transactions to the account designated below for all Services, including subsequent payments or changes for Services. Transactions will be processed at the time payment is due. This preauthorized payment agreement will remain in effect through the term of this agreement. Customer waives all rights to any charge-back/reversal of any past paid invoices and further agrees to return all charged-back monies with additional fees immediately, plus agrees to pay a penalty of \$10,000 in liquidated damages to the Service Provider.

**Horton Group requires billing on file for either ACH or credit card payment methods.**

**This section must be completed before providing your digital signature:**

**Automated Clearing House (ACH) account – NO fee:**  Checking  Savings

Account Holder Name \_\_\_\_\_

Account # \_\_\_\_\_ Routing # \_\_\_\_\_

**Credit Card – 3.5% service fee will be added for credit cards:**

Account Type:  Visa  MasterCard  Amex  Discover

Account Holder Name Ryan Parr Account # \_\_\_\_\_

Expiration Date \_\_\_\_\_ (Credit Card) CVV \_\_\_\_\_

This Agreement constitutes the entire agreement of the parties relating to Services in this Order.

Signature Ryan Parr Date 05 / 22 / 2023

Ryan Parr, Nashville Painting Professionals

Address: 5016 Centennial Blvd City: Nashville State: Tennessee Zip: 37209

Contact Phone: (704) 942-4673 Contact Email: ryan.parr@nashvillepaintingprofessionals.com

Signature \_\_\_\_\_ Date \_\_\_\_\_

Horton Group, Authorized Representative

## WEBSITE - TYPICAL PROJECT TIMELINE

<b>Design Kick-Off Meeting</b> – review desired look and feel for your website, including examples of website design influences. <b>(Approval Document Required)</b>	1 - 2 hours: Expected Time Frame
<b>Design Phase</b>	
<b>Website Design Process</b> (Branding, Framing Overarching online presence) First design concept will be presented within 2 to 3 weeks. (The 2nd design concept will be provided if the first design concept is unacceptable.)  <ul style="list-style-type: none"> <li>● Design concept presentation meeting</li> <li>● Adjustments and feedback (2 rounds of revisions)</li> <li>● Finals for approval (all graphic page concepts)</li> </ul> <b>(Design approval is required before the development phase can begin)</b>	4 - 8 Weeks: Expected Time Frame
<b>Homepage Concept</b>	2 Weeks: Deliverable Turnaround Time
<b>Custom Pages in Sets of 3</b>	1 Weeks: Deliverable Turnaround Time
<b>Design Revisions</b>	1 Weeks: Deliverable Turnaround Time
<b>Development Phase (Events Below are Simultaneous)</b>	
<b>Sitemap Development &amp; Content Planning Kick-Off Meeting</b> Establish core website structure and page count	1 - 2 Weeks: Expected Time Frame
<b>Website Engineering &amp; CMS Installation (Functionality Development, Customization, and Administrative System)</b>  <i>A quiet period while the team works, tests, and carefully builds the approved designs into a functioning website in both mobile and desktop environments.</i>  1. Approx. 4 - 8 weeks of database, structure, and backend work 2. Approx. 4 - 8 weeks for testing, browser compatibility, styling all the graphics for Development Complete – website review completed <ul style="list-style-type: none"> <li>○ Site will match the approved designs.</li> <li>○ The customer provides content. Content, as per the proposal, provided within 30 days of agreement signature will be added at no cost.</li> <li>○ Final styling, punch list items, or bugs</li> </ul> <b>IF FOR A RESTAURANT-</b> menu application on the website will need to be discussed.	8 -16 Weeks: Expected Time Frame
<b>Website Development</b>	8 - 16 Weeks: Deliverable Turnaround Time
<b>Content Migration</b> - move all existing content, as is, to the new website.  <b>NOTE: Additional content, new development changes, or support requests are subject to a “change order” and are billable at \$150/hour</b>	2 - 4 Weeks: Deliverable Turnaround Time
<b>Content Migration</b>	2 - 4 Weeks: Deliverable Turnaround Time
<b>Optional - Additional content integration or change requests.</b>	1 - 4 Weeks: Expected Time Frame
<b>Go Live when Ready!</b>	Launch Date
<b>Training</b> - (1hr session) and ongoing support	Pre or Post Launch
<b>Typical project delays are:</b> <ul style="list-style-type: none"> <li>● Delays in design feedback and approvals. We budget 1 to 2 days turnarounds from clients. Any longer will add time to project completion.</li> <li>● Customer does not have all the content ready or may have content changes.</li> <li>● Unknown project complexities in functionality or client functionality change requests.</li> </ul>	

## TESTIMONIALS



# Signature Certificate

Reference number: DBU4Q-HYXMG-MOYA8-9OV2Z

## Signer

## Timestamp

## Signature

### Ryan Parr

Email: ryan.parr@nashvillepaintingprofessionals.com

Sent: 22 May 2023 20:39:22 UTC  
Viewed: 22 May 2023 20:39:53 UTC  
Signed: 22 May 2023 20:44:19 UTC

### Recipient Verification:

✓ Email verified 22 May 2023 20:39:53 UTC



IP address: 75.181.75.52  
Location: Waxhaw, United States

Document completed by all parties on:

22 May 2023 20:44:19 UTC

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