

Custom and Redevelopments Scope Work (Production)

This page describes Production's process for new custom homepages, full homepage redevelopments that may include internal page updates, and custom requests for builds currently running through the production department.

TEMPLATE SWAPS: Straight template swaps from one design (template) to another have their own process which is explained here: [Template Swaps](#)

- Straight Template Swap on a Site Builder build will be done by Support at no charge
- Straight Template Swap on a Classic build will be done by Production, \$500 charge

If the request falls outside of the above, then please submit your request through Tier 2 Support. Their process documentation is outlined [here](#)

Process Overview

Custom or Redevelopment Requests are for new or existing clients that ask for development outside of OEM Templates, Building Blocks, OR OEM/Retail template changes

- Process Overview
- Pricing & Products
- How to: Roles and Responsibilities
- Timelines
- Helpful resources

Custom Development

Is the client requesting a layout outside of what can be achieved with OEM Templates or Building Blocks?

Find your program & their templates here: [Website Designs](#)

Find Building Blocks sections here: [Building Blocks Portal](#)

Still not sure? Did you try...

[#production-custom-questions](#)

Note: If the project is deemed custom, a Custom Request will need to be submitted via Salesforce

Redevelopment

Submit a Redevelopment Request if the client is looking for a completely new homepage design that may include custom development.

Pricing & Products

Most programs (including retail) charge \$125/hour as a one-time fee with the exception of the following OEMs @ \$150/hour:

GM CA, Genesis, Hyundai, Mazda CA, Mercedes-Benz CA, Stellantis US/CA, VWCA, Volvo CA

Custom	Product

Custom Homepage or Homepage + internal page(s) with 1+ custom section	
Retail/existing client	CAD: Custom Development (Per Hour) USD: Custom Development (Per Hour)
OEM Add-on product (aka “Advanced Capabilities”) for Package 2+ required for design request outside of available program templates	CAD: Custom Development (Per Hour) USD: Custom Development (Per Hour)
GM US	NO CUSTOM WORK ALLOWED BY BRAND
FCA (Stellantis)	NO DISCOUNT ALLOWED BY BRAND


Redevelopment	Product
Redesign of existing DI Site	
Retail	CAD: Performance Website Redevelopment USD: Performance Website Redevelopment
OEM Add-on product for Package 2+ required for design request outside of available program templates, except Retail.	CAD: Performance Website Redevelopment USD: Performance Website Redevelopment

How to: Roles and Responsibilities [↗](#)

Team	Responsibilities
Sales or PFM	<ol style="list-style-type: none"> Fill out the Scope Builder with the dealer <ol style="list-style-type: none"> <i>Make sure the google document is editable to all CARS Employees</i> <i>Make sure all links are clickable</i> Submits a project request: <ol style="list-style-type: none"> Screen Recording 2020-10-13 at 09:14:34 PM <ol style="list-style-type: none"> On account level, go to “Open Activities” Click on dropdown arrow and select “New Task”, then “Default Task” Under Subject type in “Redevelopment Request” or “Custom Design Request” Under Comments, post the URL to the Scope Builder Select Save Once Saved, update the Assigned to field to <ol style="list-style-type: none"> Site Builder @Sarah Sargent Classic @Kirra Wanha And @ tag: <ol style="list-style-type: none"> @Kayla Asta @Tony Collier @Colleen Messer @Jason Heien Check that you see your submission on the Custom/Redevelopment Request Dashboard → Link Here
Development	<ol style="list-style-type: none"> Conducts Development Review based on submitted Scope Builder details <i>(and any scratch mockups/screenshots provided by client)</i> within 3-5 business days <ol style="list-style-type: none"> Please note: this timeline for quote is subject to change if we do not have all the information needed upon request

	<p>submittal.</p> <ol style="list-style-type: none"> Determines Quoted Price by hour(s) <ol style="list-style-type: none"> If the project is an existing website that is Site Builder we can reduce the *If this project is for an existing website, +6 hours will be added to the quote total to accommodate PM/QC/WebOps involvement to only 3 hours since we are working directly on the live site and eliminating WebOps Involvement and reducing PMs involvement Calculate the final price quoted at \$125/hour <ol style="list-style-type: none"> Please note: any changes after closed won opportunity during the production stage are subject to a revised quote and added charges if deemed necessary. Flips to Design
Design	<ol style="list-style-type: none"> Conducts Design Review based on submitted Scope Builder details <i>(and any scratch mockups/screenshots provided by client)</i> within 3-5 business days <ol style="list-style-type: none"> Please note: this timeline for quote is subject to change if we do not have all the information needed upon request submittal. Determines Quoted Price by hour(s) based on Scope Builder details, client mockups/screenshots Flips to Task Creator (Sales or PFM) <div style="background-color: #fff9c4; padding: 10px; border: 1px solid #ccc;"> <p>⚠ DI created mockups are not provided until the project has a closed won opportunity and is in Production with a website record, assigned to a PM and flipped "On Deck" to Design queue. Any requests for a mockup before closed won opportunity must have written approval by your supervisor included in the custom request. Approval will be based upon supervisor and project discretion. 🔗</p> </div>
Sales or PFM	<ol style="list-style-type: none"> Coordinate client feedback, approval or rejection Coordinate Docusign / closed won opportunity from Quoted Price using the appropriate product found above <ol style="list-style-type: none"> Ensure Quoted Price field on the product is filled with the number given by Production Please link to the SOW in the sales notes If client is expecting updated content or imagery, please link google drive link and google doc in Sales notes. <ol style="list-style-type: none"> Please Note: If images and content is not provided up front, Design will use either generic content/images or live site content/images. Return to task and update status to "completed" <div style="border: 1px solid #ccc; padding: 5px; margin: 10px 0;"> <p>Additional Information</p> <p>*Priority High</p> <p>*Status Open</p> <p>*Name Open</p> <p>Completed</p> <p>Cancel Save</p> </div> <div style="background-color: #e8f5e9; padding: 10px; border: 1px solid #ccc;"> <p>✔ CRITICAL: Confirm opp was closed correctly and visible by Production Project Management by checking this report OR by posting in #prod-help. If you do not have access, you will need to reach out to #help-salesforce-carscommerce to request access</p> <p>Otherwise, you can post in #prod-help!</p> </div>
Onboarding or PM	<ol style="list-style-type: none"> Confirms closed opp, product Confirms Quoted Price is correctly filled Creates WR PM assigned Include the Custom Design Request in the Website Record Onboards client

Timelines

 **Custom/Redev Request Turnaround Time: THE SCOPE (estimate): 5-business day turnaround**

Project timelines are established once WR is in Mockup Approved stage and NOT during the SOW estimate

Clients can expect to receive an email outlining the following dates, once a mockup is approved:

- Mockup sent for Review once Design can complete based on the SOW - typically 6-8 days AFTER the site enters Production, is assigned to a PM and web record is flipped to “On Deck” in the Design Queue
- Client Mockup Review Call Scheduled for 24-48 hours after Design is Due
- Mockup Approved - Development teams review to provide a first available slot for build
- Development Link Sent Date - Approximately 4-5 business days after internal build date
- Launch Approval Needed by Date
- Launch Date

Helpful resources

- [Scope Builder \(Custom Builds & Redevelopments\)](#)
- [📄 Redevelopment CS to Production Handoff](#)
- [📄 \[WIP\]Redevelopments](#)
- [📄 Redevelopment How-To for Project Managers](#)
- [📄 Tier 2 Custom Project Process | Custom Project Process](#)
- [📄 Sitebuilder Customizations](#)