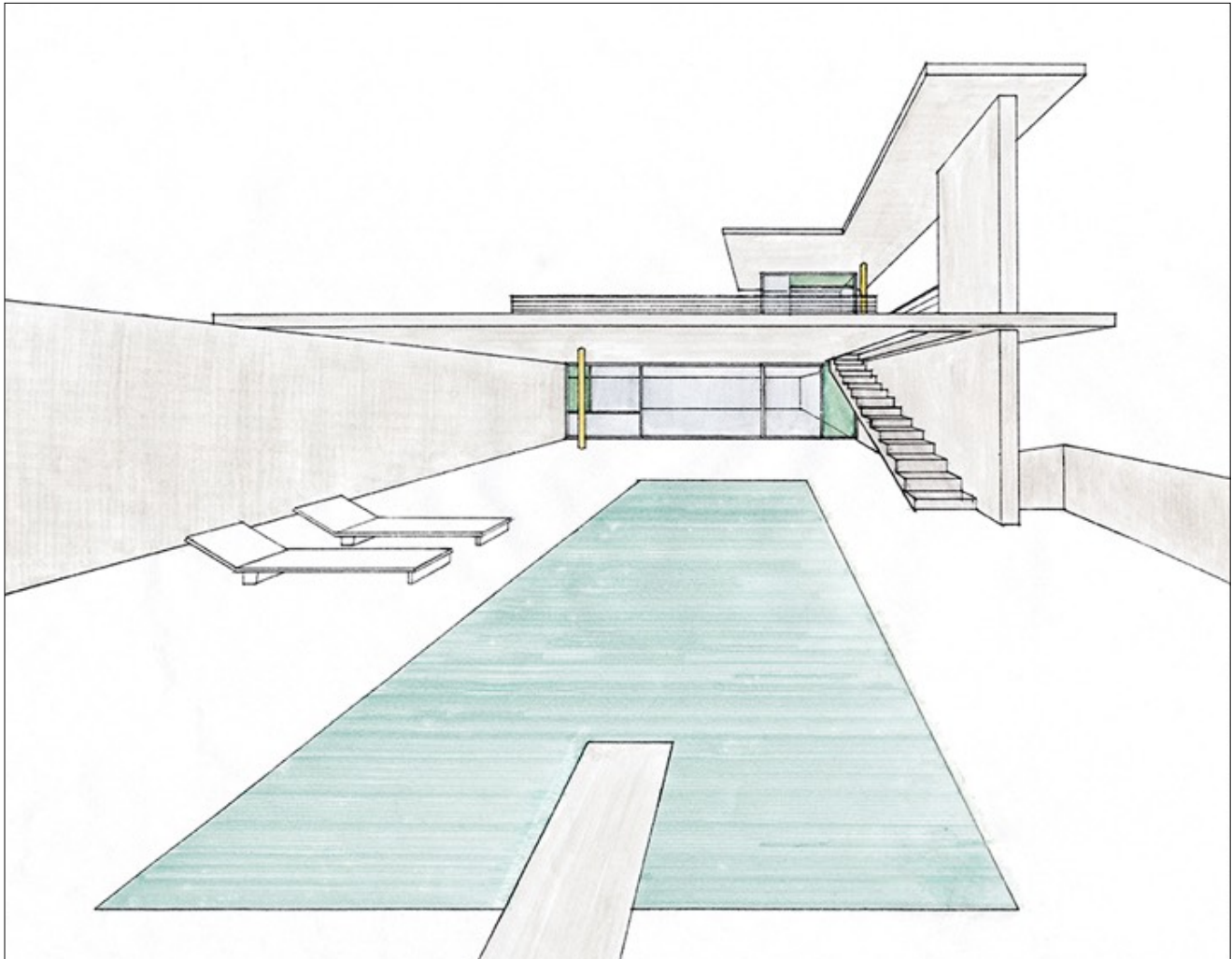

CONGRATULATIONS ON BUILDING YOUR DREAM WEBSITE WITH LUTZ MULTIMEDIA!



THE REVISION PROCESS



Prepared for: Client

Prepared by: Joshua Lutz, LM Exec Creative Dir.

THE INDUSTRY STANDARD “3 ROUNDS OF REVISIONS” STRATEGY IS THE KEY TO A SPEEDY LAUNCH

Objective

To create a FAST FUN AND EFFICIENT REVISION PROCESS and get your site live asap!

Goals

The goal is to avoid a flood of scattered and unorganized suggestions / ideas in multiple threads of texts and emails. We want you to enjoy a speedy launch, that is our goal!

So what's the key to a speedy launch? We ask that you simply take 48 hours to **CENTRALIZE YOUR NOTES INTO ONE COHESIVE EMAIL PER ROUND**. Trust us, there is method to our magic.

THE SIMPLE 3 ROUND PROCESS

ROUND 1 - BUG LIST

- * You'll see the site for the first time and get excited and have ideas, that's natural but unintuitive.
- * Please take 48 hours to go through the site and ONLY LOOK FOR BUGS. This includes broken links, spelling and grammatical errors (e're only human!)

ROUND 2 - CHANGES

- * Maybe we didn't nail a specific concept or direction. Please take 24 -48 hours minimum to now create ONE SINGLE CENTRALIZED DOCUMENT of changes and revision requests we can tackle for you.

ROUND 3 - FINAL CHANGES

- * Create a master document of final changes to be completed by our team.

At this point we would be foolish to say we are totally done but we should be in the 95% zone.

We look forward to getting you live and out there with your beautiful new site and as always *THANK YOU*.



ADDITIONAL SERVICES

BEYOND THE SCOPE OF WORK

It is not uncommon for the SOW to stretch and expand at this time. If you would like additional pages or functions built, beyond what was agreed upon in our initial agreement, please refer to the chart below for any additional work you may desire. We offer hourly and flat rate accommodations and are happy to help.

Packages are available - Discounts too. Please don't hesitate to reach out regarding any and all propositions for work. As a creative solutions provider, we know each project is very different and love working with our amazing customers to get them exactly what they want and need.

Bulk Hours - Specific packages were created to offer our clients the option to build out more pages than defined in your agreement. A typical information page takes 15 hours to build out and we like to include time there for revision so this is why we offer a discount as such. It may take more or less, depending on your needs.

Description	Quantity	Unit Price *	Cost *
Hourly fee - development and design	1	\$ 155	\$ 155
Hourly fee - standard package, bulk hours	6	\$ 125	\$ 750
Hourly fee - larger package, bulk hours	15	\$ 85	\$ 1,275
Information page, flat fee	1	\$ 1,500	\$ 1,500
Full E-commerce Section added to web site (rough pricing)	1	\$ 6,000	\$ 6,000
Full LMS Section added to web site	1	\$ 5,250	\$ 5,250
Dynamic interactive webpage	1	\$ 2,250	\$ 2,250
Annual web site maintenance (\$350 setup plus:)	12	\$ 350	\$ 4,200
Google AdWords Campaign - 3mo (\$550 setup fee plus:)	3	\$ 750	\$ 2,250
Google AdWords Campaign - 6mo (\$550 setup fee plus:)	6	\$ 675	\$ 4,050
Google AdWords Campaign - 9mo (\$550 setup fee plus:)	9	\$ 625	\$ 5,625
Google AdWords Campaign - 12mo (\$550 setup fee plus:)	12	\$ 600	\$ 7,200
We also provide social media marketing and Yelp marketing	"	"	"

** These prices are for reference and example purposes only and subject to change per project requirements.*
