



Hoffman llc Website Dev.

CLIENT | Hoffman llc/Scott Pigeon
 CAMPAIGN | Website Development
 DATE | OCT 24, 2022

TITLE	DESCRIPTION	INVESTMENT
Website Development	BRING to design, develop and project manage a new website for Hoffman llc. Estimate includes time for meetings, research, coordination, presentation, design and programming through final launch. Estimate is based on proposed website navigation, and will include up to 7x10 project pages.	\$28,000
Expectations	Website to be visually arresting, brand-led and superior to the shared competitive site samples. Website to be clean and design-focused with process/trust driven content. UX to be a reflection of Hoffman’s process and architectural functionality. Website will be a sales tool to drive leads and promote engagement through CTAs, form funnels and SEO strategies.	
Hosting	BRING will include one year of hosting and maintenance.	

CLIENT APPROVAL _____

DATE _____

Estimate Terms – This is an agreement between you “The Client” and us, “The Studio.” Client signed approval constitutes authorization to perform work within scope of estimate and agreement to pay actual charges should scope or timeframe of project change and incur additional studio time or additional vendor costs. A pre-bill of 50% will be issued upon approval of estimates over \$1,500 and work will not be started until this payment is received. The pre-bill is due upon receipt and all other invoicing is net 30 days. All pre-bills and invoicing 15 days past due will incur a late fee. Estimate is valid for 30 days and does not include sales tax. **Usage Agreement– The client cannot re-sell, re-distribute or re-purpose any creative executions presented by the studio, without written permission of studio.** Unauthorized use of all such aforementioned intellectual property shall constitute a copyright violation of burnham richards advertising LLC- DBA bring.