

PAUL ANTHONY REAL ESTATE SPIRAL CATALOG

PROPOSAL

WHY WORK WITH CREATIVEMADE?

“Great Job

Working with you really paid off.”

- Justin Mason - *Smith Optics*

“Amazing work, thanks so much!”

- Autumn Haile - *Lonely Planet*

BACKGROUND.

With clients ranging from 5.11 Tactical, Hilton Group, BMW Motors, Loews Hotel, Newport Beach Film Festival & more – I’ve set out to raise the bar in design driven performance. Large design firms tend to lose capital on staff expenditures and business overhead – whereas we’re streamlined. The development of a print and web campaign is facilitated by a group of productive individuals. At big agencies, project costs must cover the overhead of an entire firm. In essence, we beat the system by only working with highly motivated, project orientated individuals, along with doing the vast majority of the work in-house, raising efficiency and lowering costs. That’s my CreativeMade™ Advantage.

EXPERIENCE.

18 years of marketing, web & design experience. From the millennial dot-com boom, to the great recession. Web design, print ad campaigns, graphic design setting catalogs to trade shows, for big business to the local board shop. I’ve designed, redesigned, and facilitated everything under the sun. 8 years designing in the Self Storage industry, 6 years in Property Management, 16 years working with apparel and lifestyle brands – I’ve seen the trends, the market shifts, and the quality of competitors. Rather than hire a huge staff, keep costs low by working with a highly motivated creative, based locally in Southern California.

PHILOSOPHY.

The best projects are lead by design. Successful projects are executed with proper planning. Great ideas win awards. The web works on all devices, and freedom to chose your browser and device means we must facilitate them all. In a world of “yesterday” deadlines, timing is critical. Our work ethic is do what you love – and we’re often up late doing just that.

PROJECT TEAM

This project will be managed by a team of professionals. The project manager will be your primary contact, relaying the information between our team and your own. Other staff members may work with you within their speciality.

▶ **AJ Haase**

Project Manager, Creative Director

16 Years of Marketing & Design Experience

Lead creative and primary project contact. Prior experience in online marketing, design, and project management ensures this creative endeavor is executed with the utmost care and professionalism.

▶ **Brian Schroeter**

Director of Web Development

13 Years in Web Development

Working for years in the web hosting industry, Brian has built a name for himself by learning most programming languages. He is both efficient and dedicated, available when we need him for any development or web advice.

▶ **Ben Wynkoop**

Digital Marketing Manager

▶ **Cormac Doyle**

Web Operations & Data Entry

▶ **Melissa Dearen**

Accounts Payable

▶ **Sara Falberg**

Administrative Assistant

CLIENT CASE STUDIES



► Newport Beach Film Festival

We've worked with the prestigious Newport Beach Film Festival for over 5 years as their print & design partner. From event displays, to table tents and brochures, promotional items to their print catalog, we've helped design and produce much of their annual event's marketing pieces. In 2016 we helped them serve over 60,000 attendees!



► Custom Products International

Expanding their brand to a national market, Custom Products Inc. had us design a full marketing & sales catalog outlining their services, products, options, and benefits of their product. The piece educated their customer, upsold the brand, and has been the primary sales motivator for 3 years. Every customer lead gets a catalog, resulting in a high conversion ratio with low cost of acquisition.

“If you're looking for the right team to change your brand, you've found it!”

– Gilbert Rossignol - *BLK / MKT GEAR*

TRADE TOOLS & PARTNERS



► The Most Advanced Ecommerce

We've been working with Magento since 2008 - shortly after it's official release out of beta. Since then it's been acquired by eBay and become the most robust eComm solution.



► Powerful Website Management

With 58.6% of all websites using Wordpress, we develop on the two most powerful platforms on the web.



► Projects On Task & On Time

Asana was created by the co-founder of Facebook to help organize projects, deliverables, and teams. We've been using it ever since.



► Completely Accurate Invoicing

Harvest helps us track our project time and expenses down to the penny, with a great customer experience for invoices too.



► Google Analytics

Quality reporting and understanding of your site traffic is crucial to our success.



► Bing Ads Accredited

Microsoft Bing & Yahoo have merged to cover the rest of SEO traffic & PPC



► Google Adwords

We're certified with Google to provide the best service in your PPC campaign.

PROJECT TIMELINE & TURN AROUND

1. SETUP & PLANNING

TIMEFRAME

To begin this project and minimize project cost, we need all photos in high resolution, and all text / copy with arrangement per page. We can source from website or client can supply.

2 hours

1 work day

2. INITIAL LAYOUT DESIGN

TIMEFRAME

We'll setup the artwork and initial page layouts for approval from client. 20 pages at approximately 9" x 12" to be set in a spiral bound catalog.

15hrs

3 work days

3. APPROVAL & CHANGES

TIMEFRAME

Finalizing the catalog, we'll apply any changes / revisions requested. Once artwork is fully approved, we'll output files to print-ready format for production.

2 hours

1 work day

OPTIONAL - CONVERT TO POWERPOINT

TIMEFRAME

Convert and set the 20 page catalog for web format and setting up each page to a powerpoint slide for web presentation.

4 hours

1 work day

OPTIONAL - CONVERT TO MAILER

TIMEFRAME

We'll create a postcard matching the design of catalog for direct mail and outreach marketing.

1 hours

1 work day

PROJECT ESTIMATE & EXPENSES

DELIVERABLES AND SERVICES		COSTS		
Project		Qty	Turnaround	Total
DESIGN FULL CATALOG PRINT-READY		19hr	5w days	\$950
Full layout and creation of catalog, each page designed into a well thought-out and cutting edge design matching current website and existing branding materials				
CONVERT TO POWERPOINT SLIDESHOW optional		2hr	1w days	\$100
Convert the catalog to an interactive sales tool via powerpoint slideshow with individual pages into slides				
CONVERT TO POSTCARD DESIGN optional		1hr	1w days	\$50
Large direct mail piece designed matching the catalog, with front and back artwork, ready for mailing and meeting USPS requirements.				

PROJECT SCOPE & DELIVERABLES:

Laying out the design of product catalog for 20pgs, formatting for catalog to accommodate products/services on all pages and requirements as set by client. Artistic design based on insight from client to develop the brand and encourage purchase behavior, educating the customer for optimal experience with company. Layout design elements to match website brand artwork, with logos, copy, and photography provided print-ready by client.

HOURLY RATE EXPLAINED

We bill our work at a simplified hourly rate based on the task, calculated down to 0.25 increments for accuracy.

CATALOG DESIGN \$950

POWERPOINT AND POSTCARD \$150

TOTAL FOR ALL MARKETING/SALES PIECES \$1100

THE PROJECT PRICE EXPLAINED

Estimates are based on extensive previous experience – while we track the actual time spent on your project, we rely on the Project Scope & Deliverables to keep within estimate price. Additions to the project will modify the Project Scope & Deliverable. We want to focus on deliverables for an accurate and reliable outcome – page additions, content additions, additional requests, and large changes such as “revamping”, etc. that increase our project time allotted, will increase project price.

This figure is an estimate, and is based on the information provided, and may be inappropriate if any additional information is forthcoming, or specifications change. Estimate is valid for 30 days.

TERMS & CONDITIONS

TERMS.

NOTICE: THE FOLLOWING TERMS AND CONDITIONS APPLY TO YOUR USE OF OUR PRODUCTS & SERVICES

Updated June 2nd, 2016

1. ESTIMATES. Price estimates ("Estimate") are based on the accuracy of specifications provided. Estimates expire after (30) days. CreativeMade™ (hereinafter "CM") retains the right to re-quote a project following submission of materials that deviate from information on which the original quote was based. Estimates are a guideline for project cost; true project cost will be reflected in the final invoice after completion of project based on billable hours and the hourly rate. Project cost will not deviate more than Estimate without notification and approval from client prior to surpassing Estimate amount. Changes to project Scope will constitute changes to project and estimate price will be increased and client notified.

2. PRICING. Additional labor is billed by the hour, in a break down of 1/10th hour increments. Hourly rate is determined upon price estimate, and the hourly charge will remain unchanged for the duration of project. All other prices are stated in invoices, with applicable tax applied to taxable products to customers in California and wherever else required by law.

3. PAYMENT. Projects begin once we receive Estimate approval and retainer. For services, an initial deposit of 30% of the Estimate is required to start a project in net cash. After project is more than 50% complete, additional 40% is due, with final balance of remaining 30% due at project completion prior to releasing files for printing. For product deliverable orders, full payment and artwork approval is required before projects will be submitted to printing / production. At completion of the service order, an invoice will be generated for any remaining amount due, to be paid via credit card immediately upon receipt unless otherwise agreed upon. Claims for defects, damages, or errors must be made in writing by client no later than (10) calendar days after delivery of product. Client acknowledges that its late payment of any invoice will cause CM to incur certain costs and expenses not contemplated under this Agreement, the exact amount of which is extremely difficult or impractical to fix. Such costs and expenses include, without limitation, loss of use of money, administrative and collection costs, and processing and accounting expenses. Therefore, if any payment is not received within (14) days of invoice date it will be considered a late payment, and subject to a \$25.00 late fee. Additionally, any invoice unpaid after (30) days is subject to a \$75.00 late fee OR 10% of invoice amount to be added per month, whichever is greater, compounded monthly, beginning immediately until payment is received. Client and CM agree that the late charges provided for herein represent a reasonable estimate of costs and expenses incurred by CM for its loss suffered by such nonpayment of Client.

4. CANCELLATION. In the event of cancellation of a project, ownership of all materials and artwork created by CM shall be retained by CM unless otherwise released by CM. The client agrees to pay for all time expended by CM including charges for work completed as well as any expenses incurred, for work performed on the project, prior to notice of cancellation. In exchange for payment of expenditures, CM may deliver project materials completed til point of cancellation.

5. OWNERSHIP & USAGE. CM retains copyright on all original artwork it creates, whether preliminary or final, until copyright is explicitly transferred to client. CM reserves the right to use any artwork created by CM, no matter the copyright ownership, in personal promotion (such as displayed in portfolio, shown as example artwork, etc.). Client agrees not to use any concepts, sketches, ideas, and any derivation of them that CM proposes to client in the production process, except with prior written permission of CM and its representatives, and Client understands that CM which may be withheld in CM's sole discretion.

TERMS & CONDITIONS

6. NON-DISCLOSURE. At all times while this Agreement is in effect, and after the termination or expiration of this Agreement, Client & CM shall refrain from disclosing to anyone outside of either's business any of Client's customer lists, trade secrets, and other proprietary or confidential information.

7. OUTSIDE PURCHASES. Unless otherwise agreed in writing, all outside purchases and expenses as requested or authorized by the client must be reimbursed.

8. COLOR REPRODUCTION. The exact color replication of artwork cannot be guaranteed for all work which is shown on individual computers (such as web design work), or in print work without a certified SWOP proof.

9. INDEMNIFICATION. The client agrees to hold CM harmless and save, indemnify, and otherwise defend him/her against any and all economic loss or any other harmful consequences including but not limited to claims, demands, actions, and proceedings on any and all grounds arising in connection with a project.

Copyrights: The client warrants that the subject matter to be printed, displayed, or distributed is not copyrighted by a third party, unless they are given written consent to use said subject matter. The client also recognizes that because subject matter does not have to bear a copyright notice in order to be protected by copyright law, absence of such notice does not necessarily assure a right to reproduce. The client further warrants that no copyright notice has been removed from any material used in preparing the subject matter for reproduction. To support these warranties, the client agrees to indemnify and hold CM harmless for any liability, damages, and attorney fees that may be incurred in any legal action connected with copyright infringement involving the work produced or provided.

Personal or economic rights: The client also warrants that the work does not contain anything that is libelous or scandalous, or anything that threatens anyone's right to privacy or other personal or economic rights. The client will, at the client's sole expense, promptly and thoroughly defend CM in all legal actions on these grounds. Should the client not promptly undertake defense to select counsel to defend any action and the client agrees to be solely responsible for all legal fees and costs incurred by CM in any such defense. CM reserves the right to refuse to prepare anything illegal, libelous, scandalous, improper, or infringing upon the law.

10. Liability: Disclaimer of Express Warranties: CM warrants that the work is as described in the quote. The client understands that all sketches, copy, dummies, and preparatory work shown to the client are intended only to illustrate the general type and quality of work. They are not intended to represent the final work performed.

11. Disclaimer of Implied Warranties: CM warrants that the work will conform to the general description described in the quote. CM's maximum liability, whether by negligence, contract, or otherwise, will not exceed the amount specified in the quote. Under no circumstances will CM be liable for specific, individual, punitive or consequential damages.

ACCEPTANCE OF TERMS & CONDITIONS

Client: Omni Survey..... **Project:** OmniSurvey Catalog Design.....

Contact: Giovanni Carrillo..... **Project #:** 1786.....

1591 S. Sinclair St..... **Estd. Project Start:** June 6th, 2015.....

Anaheim, Ca 92806

DESCRIPTION OF SERVICES & PAYMENTS:

CreativeMade will be contracted by Paul Anthony RE to create a Print Catalog per client specifications. To begin work, a 50% deposit of estimated design cost is due to begin project. After project is complete, remaining 50% due. The following signature confirms acceptance of terms & conditions on previous pages of this proposal.

METHOD OF PAYMENT

☐ Check ☐ Credit Card (+2.9%) ☐ Money Order ☐ Cash

TERMS & CONDITIONS ACCEPTED BY CLIENT

.....
Client Signature

.....
Print Name/Title

.....
Date

SIGN INSTANTLY ONLINE AT TERMS.CREATIVEMADE.COM

This proposal constitutes an offer by CreativeMade which may be accepted for a period of 30 days from the date of this proposal. If not accepted prior to the expiration of the 30-day period, this proposal shall be subject to revision, and shall not become binding upon CreativeMade in its present form. This offer may be accepted by signing a copy of this proposal and returning it to CreativeMade.

THANK YOU

PROPOSAL GUARANTEE.

We work hard to ensure that all needs and expectations are covered so that, based on our conversations and meetings, we're able to deliver a competitive price while completing your project to your exact qualifications. If anything in this proposal seems that we missed something or misrepresented a feature or function you wanted, please let us know! A lot of thought and work goes into our work, and we'd hate to miss a critical piece of the puzzle - our pricing is estimated as accurately as possible to complete the work with complete satisfaction, however work outside our project scope or not within reasonable expectations will come with an additional cost if project exceeds budget. We will give you ample notification if project deviates from budget. Thanks for your understanding.

NEED ANYTHING MORE?

Please let us know! We're always happy to help.

CALL US: (855) 213-6233

EMAIL: hello@creativemade.com

THANK YOU FOR YOUR BUSINESS