



CONTACT: RO WINTHER
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MULTI-PROPERTY BRAND DESIGN

Do you want your properties to stand out from competitors in your area? Since the market is often competitive it's important to make sure your properties are stylish, well designed, clean and inviting. Whether you're a real estate investor, real estate agent or developer, creating a brand or your own signature style at your properties is a must! We have made investors millions of dollars by branding 1000s of their properties with unique design styles for over a decade. The outcome was their properties sold like hotcakes, they built a strong investment portfolio, they attracted more investors for joint ventures, and they developed a great reputation in their locale and real estate industry. If you would like to command positive attention all around, we will create a custom catalog for you with different design concepts, color schemes, styles and finish material selections you can choose from based on the property, location and your preference. What's great is you can re-use the design concepts at multiple properties which will save you a lot of money in the long run.

You get to choose **3 design concepts** in total. Whether you want the same architectural style with different color schemes and finish materials or want 3 totally different architectural styles, it's up to you! We will take care of the whole design concept inside and out. If you want the design to be in keeping with the architectural style and features of your property or want us to take a more eclectic approach, we're game for anything and can create it. Here is a list of architectural styles that might fit the type of properties you have:

Adobe Revival	Cottage	Live + Work	Shingle
Art Deco	Country	Log Home	Southern
Beach	Craftsman	Mediterranean	Southwest
Bungalow	Dutch Colonial	Midcentury	Spanish
Cabin	Eclecticism	Modern	Storybook
Cape Cod	Farmhouse	Neoclassical	Townhouse
Carriage	Federal Colonial	Prairie	Traditional
Chalet	French Provincial	Pueblo Revival	Tree house
Chateau	Georgian Colonial	Queen Anne	Tudor
Colonial	Gothic	Ranch	Tuscan
Container	Greek Revival	Round	Unconventional
Contemporary	Italianate	Rustic	Victorian

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Here is what is what is included in the bundle for all 3 design concepts:

- Interior paint color selections with finishes and specifications for your painter. (Interior includes walls, moldings, casings, interior doors and built-in cabinetry)
- Exterior paint color selections with finishes and specifications for your painter. (Exterior includes siding, fascia, window and doors trim, exterior doors, architectural decorative details, porches, railings, chimneys, gates, fences and hardscape areas if needed)
- Wall Coverings (wallpaper, mural, fabric, wood paneling, metal, 3-dimensional panels, etc.)
- Kitchen cabinet style selection, finish and cabinet hardware (cabinet vendor TBD by client)
- Bathroom vanity style selections, finishes and cabinet hardware (cabinet vendor TBD by client)
- Countertops and backsplashes for kitchen, bathroom(s) and other surfaces.
- Tile selections (floor, walls, stairs)
- Plumbing fixtures for kitchen, bathroom(s) and laundry room. (Kitchen faucet, lavatory faucets, kitchen sink, lavatory sinks, toilets, bathtubs, shower pans, etc.)
- Decorative lighting fixture selections (interior and exterior) Recessed lighting and trim are not included unless requested.
- Flooring selections (client to specify hard or soft floor surface areas)
- Door hardware for interior and exterior doors.
- Bathroom accessories (towel bars, toilet paper holders, shower doors and vanity mirrors)
- House numbers & Mailbox (wall mount or post)
- Landscape suggestions for front yard (plants, flowers, trees, sod, mulch, etc.)
- Product purchase list which includes store location (online or local to your area), website link, cost of the item, model number and SKU number. If the item is out of stock or discontinued when you are ready to purchase, please let us know so we can choose an alternative option. We will do this for free for up to 3 items.

FIXED FEE: \$39,999

- 120-hours maximum.
- Includes three design concepts (one each) for three properties up to 4000 square feet.

ADDITIONAL FEES:

- We charge a fixed fee of \$8,888 per property for each additional design concept. Example: If you want 1 additional design concept for 3 different properties it would be \$26,664.
- If you would like kitchen and bathroom layout assistance and seek finish material specifications with layouts and patterns for your installers, our fee is \$4,444 per design concept. Example: If you would like this service for all 3 properties, the fee would be \$13,332.
- Additional units (multi-unit, multi-family, mixed-use) cost \$5,555 per unit.
- We charge a fixed fee of \$2,222 for each additional landscape design concept.
- We are happy to work with you to come up with a fixed fee rather than additional fees if you have several units for your project.
- We charge an additional \$222 per 500 square foot increments. Example: If the property is 4600 square feet the fee would be \$444 which would be additional to the fixed fee. This applies to each property.
- We charge \$27.75 per quarter hour for all additional time.
- We charge for mileage and reimbursable expenses which will be invoiced separately. Please refer to the breakdown of how we charge below.

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WHAT IS NOT INCLUDED

Any of our other bundle package deals we offer.

Please Note: Does not include drawing floor plans, space plans or layouts, finish material specifications with layouts and patterns and/or reviewing pre-construction documents.

Does not include buildings with multiple units or commercial properties.

OUR PROCESS | WHAT WE NEED FROM YOU

If you are interested in this bundle, please fill out our **Project Questionnaire** and be as thorough and detailed as possible. **Once we receive your questionnaire, we will contact you via email within 1-2 business days to schedule a complimentary 1-hour phone chat to go over your questionnaire.** If you decide to hire us, we require the following before we can begin:

- Sign and submit our Design & Construction Service Agreement.
- Make an online payment.

SPECIFIC INFORMATION:

- We will need the name and contact information (phone and email) of your design/construction trades that will be working on the project.
- Please provide us with instructions on how to access the property if needed.
- We will need an itemized breakdown of material allowances for each item listed above with a general range (e.g., cabinets: \$60-\$1200 per linear foot, queen palm tree: \$60). Having a general idea of your costs is important so we are productive during the planning stage.
- You are responsible for putting together a materials take-off sheet, placing the order, making the payment, tracking, shipping, receiving, deliveries and installations.
- You will need to decide how many paint colors you want for the interior and exterior of your property - the more you choose the more it costs. Depending on the style and architectural details of your property, location and what you're trying to achieve, it's important to think about how many paint colors you plan on using. We will provide our expert advice based on your property. A general "paint color quantity standard" is a good idea! Here is what is typical of interiors: 3 finishes throughout, 1 ceiling color throughout, 3-4 wall colors, 1 color for moldings and doors and 1 color for built ins. Exteriors typically use up to 3-4 colors.
- It is extremely important to choose a cabinet vendor/maker that takes measurements in person. If they don't provide that service, we strongly advise you to look elsewhere. It's a great idea to have a representative that can meet them at the property or at least place a lockbox on the door so they can gain access to the property to take their measurements. 1-inch can be a costly mistake if measurements aren't taken and verified by a cabinet designer.
- **If you have a building with multiple units, a development with multiple properties or have multiple properties in several areas and would like us to come up with unique design concepts or standards for your properties, we will work with you to come up with custom design concepts at a discount and a fair price.**

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SERVICE AGREEMENT & SCOPE OF WORK

- We require a signed service agreement for our bundle package deals and/or combinations of bundle package deals that are over \$1000 before we will begin any work. We do not require a service agreement for bundle package deals and/or bundle combinations that are under \$1000. The Scope of Work will be the only service agreement you will receive for bundle packages under \$1000.
- Our Design & Construction Service Agreement explains the roles and responsibilities of all team members, guidelines, regulations, specifications, inclusions, exclusions, limitations and deliverables. The Scope of Work is defined as the bundle package deal(s) you choose that specifies all the tasks we will do for that specific service.
- If you decide to hire us and have a bundle package deal and/or combinations of bundles over \$1000 we will email you an interactive Design & Construction Service Agreement. You will be required to fill out the designated fields, provide an E-Signature and send the completed agreement to us via email before we can start our services.
- We will also send you a price quote invoice for your review when we send the Design & Construction Service Agreement. If you have additional square footage or request additional design concepts and/or any other services that are not specific to the bundle, they will be included in the price quote invoice as a line item. If you agree to the agreement and our price quote invoice, you can make the payment directly from the invoice and it will automatically be confirmed. If your bundle package(s) are under \$1000, we will simply send you a price quote invoice and you can make the payment directly from the invoice too. Please feel free to give us a call when you have completed the service agreement and payment transaction just in case we missed it.
- Please be sure to print out the **Design & Construction Service Agreement** and/or the **Scope of Work** for your records since it is considered the service agreement for your project.
- If any changes or revisions are made to our original agreement or there are change orders during your project, we will provide a general description of the change(s) on your invoice. We charge \$222 an hour which may have minimum hourly requirements based on the task at hand. However, if a minimum is not required, we charge a quarterly rate of \$55.50.

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PAYMENT OPTIONS & PAYMENT POLICY

- For all our bundle package deals we require an online payment upfront before any work begins. You have the option of paying the bundle package deal(s) in full or in installments which are explained below.
 - For bundle package deal(s) separate or combined that are over \$1000 we offer weekly recurring payment options via invoice only. Depending on how much you spend, we offer a maximum of 6 recurring payments for bundles up to \$10,000 that are set up to be paid automatically on a weekly basis. For bundles over \$10,000, we offer a maximum of 12 recurring weekly payments. You will receive an invoice that is marked as paid for each payment we receive for your records.
 - For bundles under \$1000 we do not offer recurring invoice payment options currently. We require payment in full.
- We accept the following payment methods for our bundle package deals:
 - **Credit/debit cards:** American Express, Cartes Bancaires, Diners, Discover, Electron, JCB, Maestro, MasterCard, UnionPay and Visa.
 - **Mobile payment systems:** Apple Pay and Google Pay
 - **Payment platforms:** PayPal
 - PayPal does not offer their "Pay Later" program for invoices and why we offer our recurring invoice option as an alternative for your convenience. We do this so you can break up payments while we work on your project and to keep your mind at ease.
- We do not accept personal checks; company checks or cash payments.
- For all our digital document downloads in our Digital Store we require payment in full.
- We accept the following payment methods for digital document downloads from our Digital Store:
 - **Credit/debit cards:** American Express, Cartes Bancaires, Diners, Discover, Electron, JCB, Maestro, MasterCard, UnionPay and Visa.
 - **Mobile payment systems:** Apple Pay and Google Pay
 - **Payment platforms:** PayPal
 - If you choose PayPal, you can see if you qualify for their "Pay Later" program which allows you to make 4 interest-free payments with a down payment due at time of purchase. This is only offered for purchases between \$30 to \$1,500.
 - Pay Monthly is a longer-term offer and allows you to pay for purchases in predictable monthly installments. Pay Monthly is available on purchases between \$199 to \$10,000, with terms up to 24 months.
- We do not accept personal checks, company checks or cash payments.
- Once we have received an online payment whether it be a one-time payment or from a recurring invoice, you will be sent an automatic payment invoice via email for your records.
- We will send you an invoice for all reimbursable expenses which are due within 7 business days upon receipt.
- We will send you an invoice for contract revisions and/or change orders which are due within 7 business days upon receipt.
- If the invoice has not been paid within 7 business days, we will send a reminder for the payment two more times. If the payment has not been received by the 21st day, we will charge an additional 1% interest per month until that invoice has been paid in full.

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MILEAGE & REIMBURSABLES

We charge for the following reimbursable expenses:

- Mileage Rate: \$.70 cents per mile
- Parking (meters, garage, valet, etc.) and Toll Roads
- Phone Calls (outside of the United States)
- Expenses are based on 2024-2025 U.S. GSA per diem rate averages in Alabama, Florida, Mississippi and Tennessee
 - Airfare: First Class/TBD
 - Car Rental: Economy/TBD
 - Meal Per Diem: \$60-80
 - Lodging Per Diem: \$130-\$200
- Messenger Service
- Postage and Shipping
- Blueprints
- Office Supplies (paper, printer ink, jobsite supplies, etc.)
- Samples (paint, finish materials, cabinet doors, etc.)

REFUND POLICY

- We go through a secure payment verification process so you have time to make sure you want to purchase our service(s) and/or digital product(s). If you have any questions, please be sure to contact us via email or phone before you make your payment.
- Please verify your quantities are correct if you purchase any of our digital documents and/or make sure the information on your price quote invoice is correct. If there are any mistakes on the invoice we sent you, please contact us immediately so we can correct it and resend it.
- Please verify all information is correct in your cart or invoice before you submit your payment.
- All sales are final. We do not offer refunds for any of our digital products, bundle packages, custom services, contractual changes/revisions, change orders or reimbursable expenses.

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