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Russell Buck, LLC
Rusty Howard
1290 Honey Lake Road
Greenville 32331

Estimate # 13-007
Estimate Date November 19, 2013
Estimate Total \$5,500.00 USD

Item	Description	Unit Cost	Quantity	Line Total
Overview	Scope of the project: We will be developing a custom theme on top of WordPress based on a supplied set of designed PSD (Photoshop) files to enable the HoneyLake plantation website to be a responsive website.	0.00	0	0.00
Programming	Any and all computer programming related to the development of your website. We will be developing a responsive page templating based on Foundation [foundation.zurb.com]. We will be coding to match the visual design files in PSD format that were provided. Time is also included for troubleshooting and unforeseen issues which accompany every website project.	4,500.00	1	4,500.00
Production	Any production tasks needed to complete the project. Establishing development environment for beta build. Generating final optimized images and graphics, typesetting, revisions, preparing files for final url destination, transferring final website into place on live domain server location.	1,000.00	1	1,000.00
		Estimate Total	\$5,500.00 USD	

Terms

The costs and expenses cited in this proposal are our best estimates given the information provided. If additional information is forthcoming, the project specifications change, or the scheduling changes, cost and expense estimates will change.

Estimates are good for 30 days from the date of this proposal.
Taxes, if any, are not included in cost and expense estimates.

Revisions & Alterations

We include 1 round of revisions in every project. If a project needs further revisions we can do one of two things:

- 1) We create a change order specifying all the needed or requested changes for approval and move forward;
- 2) We will bill at the rate of \$100 per hour until the client is satisfied with the design and/or functionality.

Additional Work

Work not described in this proposal, including but not limited to revisions, corrections, alterations and additional modifications, or new design or new functionality request, will be billed as an additional cost at the hourly labor rate of \$100 per hour, or at our cost plus 25% markup.

Terms

Fifty percent (50%) of the total estimate costs need to be received to start the project; we invoice monthly for twenty-five (25%) of the remaining balance until the project is paid in full, or should the project be completed sooner we then invoice in full.

Cancellation/Delay

In the event of your cancellation of this project, or any delay of more than one (1) month, we will invoice you for the greater of either:

- 1) all work completed up to the date of written notification, including expenses; or
- 2) 20% of a job's estimate, whichever is greater

All work will remain our property, but will be available if the project should be resumed at a later time.

Responsibility

We will make every reasonable effort to assure the accuracy of the material produced, but are not responsible for the correctness of copy, illustrations, photographs, trademarks, nor for obtaining clearances or approvals. We will take normal measures to safeguard any materials entrusted to us. However, we are not responsible for the loss, damage or unauthorized use of such materials, nor are we responsible for the actions of the vendors and suppliers we utilize.

Ownership

We retain ownership of all code and work we generate until all invoices are paid in full. Once invoices are paid in full, we transfer all ownership and rights to the work. You own the work, and can do with it what you like, but only after payment in full on all invoices.

Software Updates

Sometimes during a project new software updates are released for either WordPress, or any of the number of plugins that may be in use on your website. Unless explicitly stated in the estimate we are NOT responsible for updating the software, or modifying the project to meet these new software updates. Any work to modify the current project to meet new software releases will be treated as a separate project. We can provide an estimate should any work either be needed, or desired.

Agreement

If this proposal meets with your approval, please approve through FreshBooks, or please send us an email clearly stating that you want us to initiate the project. We can then invoice you for 50% of the project cost and then get underway. If you have any questions, please email berchman@berchman.com

Late Payment and Interest:

Payments not received within 30 days are subject to a 1.5% monthly interest fee on the outstanding balance. This interest will be added to your next invoice.

Sales Tax:

If any is based on tangible products generated and passed on in the process of completing your project. This

would include CD backups of data and files, etc.

Methods of Payment:

Company check, Visa, Mastercard, PayPal

Notes

Hi Rusty,

Here is the estimate. I've included some basic descriptions of the work involved. Please let me know if you would like deeper/further clarification on anything. Happy to help explain anything at all.

To get the ball rolling I work with 50% up front deposit (\$2750) and will then give you an access to Basecamp where I manage projects to centralize communication, files, etc. I'll also provide you with an estimated calendar. I say estimated because we all know things change as the project progresses, but we work hard to deliver on the dates we outline.

Look forward to hearing from you soon.

Best regards,

Bert