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BERCHMAN
U.S. Tax ID: 20-2942029

Influence Ecology
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Estimate # 13-009
Estimate Date May 21, 2014
Estimate Total \$800.00 USD

Item	Description	Unit Cost	Quantity	Line Total
Overview	Scope of the project: There are many things we can do to both measure and improve website performance. We will do a review of all plugins to determine if there are better, or more appropriate solutions that may provide improved performance. We know that you recently moved your web hosting to MediaTemple and this will help with stability of the website. We can take current measurements of website response times for specific pages and work from there to improve overall performance. We may need to work with MediaTemple to help us optimize the site to desired levels of responsiveness. This area can be somewhat "never ending," meaning that we can continue to tweak things ad nauseam. However, we will focus on the first key measurements, make what we feel are 'standard' optimizations and re-measure. Essentially we can take this as far as you want, and we will work with you to make the site as fast as we can.	800.00	1	800.00
	Duration of Website Speed and Optimization: 5-10 days	0.00	0	0.00

Estimate Total \$800.00 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 Darryl, A few things I may need other than my current admin login to WP. 1. An FTP login to the current website location on MediaTemple. 2. a login to your Media Temple account so that I can make any needed changes, and to communicate with tech support to request things I may need them to do.

Let me know if you have any questions.

Thanks,

Bert