



PEMBROKE REALTY / PRICING PROPOSAL

AUGUST 24, 2023

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INTRODUCTION

About Us:

- Established in 1967
- Clients in 50 States/23 Countries
- Five offices – VB. RVA. DC. NYC.
- Number of full time employees – 65
- Number of coffee makers – 43
- Official snack – [Chocolate Chip Cookies](#)

Our In-House Capabilities:

- Creative & Branding Services
- Web Design and Development
- Audio Production
- Video Production
- Account Services
- Digital Services
- Print Design and Production
- Media Services
- Social Media Management
- Photography
- Public Relations
- Accounting

WEBSITE DESIGN AND DEVELOPMENT

ADA Compliant Website with FREE Hosting

Website Design

The designers will incorporate elements such as the company's logo or colors to help strengthen the identity of the company on the website. The designers will create three home and interior page mockups for the website. The client will choose one design or a combination of the three. The designers will make any and all revisions requested by the client. Once the home and interior page mockups are approved by the client, the designer will send the mock-up files and assets to the developer for the site build-out.

Design Hours: 20

Website Development:

The project developer will take all of the individual graphic elements from the mockups and use them to create the actual, functional site. This is typically done by first developing the home page, followed by a "shell" for the interior pages. The shell serves as a template for the content pages of the site, as it contains the main navigational structure for the web site. Elements such as the CMS, interactive contact forms, or ecommerce shopping carts are implemented and made functional during this phase, as well.

The developer will write valid HTML / CSS code that complies with current web standards, maximizing functionality, as well as accessibility for as large an audience as possible.

Development Hours: 20

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Content Transfer/Population:

Once the shell has been created, the designer will take the existing content and available photos and/or stock imagery and distribute it throughout the site, in the appropriate areas with the appropriate styling. If new content is to be added, it is at this point that such content will be needed from the client.

Content Population Hours: 40

Initial SEO/SEM:

To get site noticed and ranking on all major Search Engines like GOOGLE, BING, and YAHOO. The basic package includes:

- Google Analytics Integration: So you see the important visitor stats on your site
- Keyword Research & Meta Tags (Title, H1, Description) Optimization.
- Robots.txt file integration: Makes it easier for “bots” to search/cache your site.
- XML Site Map Creation: So the search engines find all your pages correctly.
- Verification of your site with Google Webmaster Tools

Initial SEO/SEM cost: No Charge

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Testing/Delivery/Training:

The site will be thoroughly tested (such as the complete functionality of forms or other scripts, as well as testing for last minute compatibility issues - viewing differences between different web browsers, ensuring that the website is optimized to be viewed properly in the most recent browser versions/mobile devices – referred to as responsive design. The digital team will check to be sure that all of the code written for the website validates. Valid code means that the sites meet the current web development standards – this is helpful when checking for issues such as cross-browser compatibility as mentioned above.

Once the client has given final approval, we will use the FTP (File Transfer Protocol) program to upload the website files to the server.

The client will receive up to 20 hours of training on the CMS virtually via GoToMeeting or Zoom (client's choice).

Training Hours: 20

Training Cost: No Charge

Ongoing Support and Site Maintenance:

Content management system updates, javascript updates, server maintenance and upgrades, secure certificate renewals, LAMP stack updates and upgrades. (*Does not include actual content additions.*)

Cost to Client: No Charge

VIDEO PRODUCTION

Shoot & Post

Deliverables:

- 1 x :90 video for website
- 1 x BTS video
- 2 x :15 video cut downs for Social Media

Studio Center will Provide:

Production:

- Director/DP & Producer
- 4K Camera & Lens Package
- Audio, Grip & Lighting Package
- Craft Services
- Media Management/Hard Drives

Post Production:

- Video Edit Hours
- Color Correction
- 2d Graphics for titles, and end card
- Audio Mix & Music Library - Web Usage
- Footage Archival
- Link to downloadable deliverables in 1080p

Client will Provide:

- Script Direction
 - Logos/art in Vector format
 - Editorial Guidance
 - On Camera Talent
 - Access to all locations for filming
 - Staging area for crew parking and lunch
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PRICING SUMMARY

Total Pricing: \$ 64,750.00

Thank you for the opportunity to submit a proposal. We look forward to working with you!

Accepted by:

Client

Date

Studio Center

Date

50% deposit is due at the time of kick-off and balance upon completion.
Estimate valid for 10 days from 8/24/2023.

THANK YOU!

Point of Contact:

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