



- ▶ Individual web presence creation for agents of RE/MAX Preferred Associates
- ▶ Continued consulting and maintenance in reference to the newly created website
- ▶ Agents will be able to choose from three different pricing models (Gold includes Basic, Platinum includes Gold):

Basic	Gold	Platinum
LeadStreet website setup to include content (images and text delivered by agent), css and programming work. Basic Local Search Engine optimization (titles, descriptions and keywords) for individual pages	Local Search Engine Optimization to include setup of all necessary Google products (Youtube, Analytics, Webmaster tools etc.)	Social Media Package 5 hours Consulting & if necessary, implementation (i.e 2 hours for setup of social media accounts and 3 hours of agent training)▲
Up to 10 pages - time to complete site: 2 weeks†	Up to 20 pages & 5 videos - time to complete site: 4 weeks†	Up to 25 pages - time to complete site: 5 weeks†
If desired: Agent briefing/ training on LeadStreet usage (1 hour)	2 hours of Graphic Design work (i.e. logo, flyers, online banners)	CRM setup limited to: - Import of contacts into database - Setup and customization of a drip campaign - Email marketing including video strategies
1 hour of extra maintenance	2 hours of extra maintenance	2 hours of extra maintenance
Cost: \$259	Cost: \$599	Cost: \$1359
Maintenance work after completion of project (preferred customer rate) \$50/hour	Maintenance work after completion of project (preferred customer rate) \$50/hour	Maintenance work after completion of project (preferred customer rate) \$50/hour

* This price does not include any additional costs incurred by hosting or portal fees. Fees are payable upfront and 50% refundable if customer is not satisfied with completed work. Required minimum Agents to signup for start of program: **15**. TM will keep a record of performed work (where applicable) and will provide a complete report.



† Time will start after complete delivery of content

Δ Social Media training will be individually tailored to the client's needs and level of implementation.

Examples:

- 2 hours setup of Facebook, Twitter & Pinterest plus 3 hours one on one consulting on established accounts
- 1 hour setup of Facebook ad campaign plus 4 hours one on one social media consulting
- 3 hours setup of a personal blog site and 2 hours training thereof
- 5 hours one on one consulting on advanced social media strategies (ads, establishing and following up on goals, Facebook customizable apps, youtube and search engine optimization etc.)

“ A La Carte”	Price
<ul style="list-style-type: none">★ Reputation Marketing★ Setup of Social Media Accounts★ Management of Social Media accounts★ Blog posting★ Online ad management★ Analytics report and evaluation★ Strategy sessions	individual contracts