

Company / Site name
Technical & Financial Proposal



we simplify the Internet

Saturday, March 14, 2009

1. TABLE OF CONTENT

- 1. Table of Content 2
- 2. Assumptions and Policy 4
- 3. Agents Real Estate Solution 5
 - 3.1 Solution Overview 5
 - 3.2 References 5
 - 3.3 Content Management System (WPM) 5
 - 3.4 Property Catalogue 5
 - 3.5 Property Quick Search 6
- 4. Agents Real Estate Specific Add-ons 7
 - 4.1 Advanced Search 7
 - 4.2 Flash Photo Gallery for Properties 7
 - 4.3 Registration & Login 7
 - 4.4 Printer Friendly Details for Properties 7
 - 4.5 Post Your Property 8
 - 4.6 Compare Properties 8
 - 4.7 Rating for Properties 8
 - 4.8 Visitor Comments for Properties 8
 - 4.9 Tell a Friend 8
 - 4.10 Add to Favorites 9
 - 4.11 Currency Converter 9
 - 4.12 Mortgage Calculator 9
 - 4.13 Dimension Caluclator 9
- 5. General Add-on Modules 10
 - 5.1 Standard FAQ Manager 10
 - 5.2 Advanced FAQ Manager 10
 - 5.3 News Manager 10
 - 5.4 Events Manager (Calendar) 11
 - 5.5 Banners Management System 11
 - 5.6 Poll Manager 12
 - 5.7 Employment Module 12
 - 5.8 Flash Photo Gallery 12
 - 5.9 Guest Book 13
 - 5.10 Contact Us Form 13
- 6. Our Services 14
 - 6.1 Overview 14
 - 6.2 Concept Design 14
 - 6.3 Design Inegration 14
 - 6.4 Internal Design 14
 - 6.5 Flash Intro 15
 - 6.6 Flash Banners 15
 - 6.7 Splash Pages 16
 - 6.8 Content Publishing 16

- 7. Commercial Aspects 17
 - 7.1 Project Cost 17
 - 7.2 Optional Modules & Services..... 17
 - 7.3 Payment Terms 17
 - 7.4 Estimated Time 18
 - 7.5 Terms & Conditions 18
 - 7.6 Maintenance & Support 18
- 8. Company Overview..... 20
 - 8.1 About WSI (We Simplify the Internet) 20
 - 8.2 Our Services 20
 - 8.3 WSI Strategic Alliances/Partners 20
 - 8.4 Project Methodology 20
 - 8.5 Our Commitment to Web Accessibility 21
 - 8.6 Our Team..... 21
 - 8.7 Award Winning Sites..... 22
 - 8.8 Contact Us 22

2. ASSUMPTIONS AND POLICY

This proposal is based on a number of assumptions, in case some of them are not fully accurate this should be highlighted in order to review the proposal. These assumptions are as follows:

- The web site will be developed in English. Other languages can be added on request and will be charged extra. Furthermore, our sites come with an English backend and if this is required to be translated into another language, this would be charged extra.
- The sites dynamic modules (which are all database driven and include a backend for content updating) will be implemented using Microsoft Dotnet Technologies
- From experience, we have found that successful projects start with detailed requirements definition, which is the responsibility of the customer to define. As such this proposal includes the entire scope of work for the project and anything that is not explicitly mentioned in this document is considered out of scope.
- In case the customer is not sure of what is needed, we provide pre-project consulting services to help define detailed requirements, main business processes of the site, as well as the usability design. This service is charged extra and will be quoted upon request.
- Static sections of the site are defined as those sections that are not database driven and use a content editor to update content. In such sections, it is the responsibility of the customer to ensure that these pages are formatted proficiently in order to have a professional looking site. We can also provide content publishing services to ensure that these pages look good and this is charged separately.
- Dynamic sections of the site are all database-driven and utilize forms on the backend to update content and related services. This is always coupled with a front end design that is implemented by us, which ensures that when information is retrieved from the database by the front end visitor, it will always maintain a professional layout.
- With dynamic modules, it is mandatory that the customer provide a list of all fields that will be needed during the proposal phase of the project in order to help determine the project scope. As part of the proposal, we assume that these fields are final and any changes during development will be subject to additional cost.
- For all our modules and solutions, we have developed comprehensive demos that illustrate all the functionality and capabilities that are included. In case changes are needed to these modules/solutions, it is the responsibility of the customer to identify the nature of these changes so that we can determine if any extra cost apply. All our modules and solutions can be viewed on our demo site www.ic-demos.com, which includes full list of features, demos of the front and backend as well as live reference sites that have been built using these products.
- Our concept design includes design for the homepage and we provide 2 rounds of edits on all design work. In these rounds we accept unlimited number of comments and feedback. In case further changes are required we reserve the right to charge for these changes.
- Since design is a very subjective and taste dependent activity, we request from our customer to provide design input prior to the start of the process. Design input requested includes company logo, preferred color scheme (if any), sample sites/design they like, images relevant to their business as well as any corporate branding guidelines that need to be taken into consideration
- In case of larger projects and custom work, extra design cost will be applicable to cover the design of internal pages that are not part of any standard module. All internals will be developed and approved prior to the commencement of any development work.
- All our sites are certified compatible with IE (6 & 7) and Firefox browsers on the frontend, other browser cost extra and will only be certified upon request.
- Upon completion of the build stage for the site and internal testing, the site will be put online for user acceptance testing and we will allow for 2 rounds of unlimited comments and feedback, further comments may be charged extra at our sole discretion

3. AGENTS REAL ESTATE SOLUTION

3.1 SOLUTION OVERVIEW

The Agents Real Estate Solution is a great solution for real estate agents who are acting as a mediator to help their customer buy and sell properties. The solution enables them to harness the Internet as a medium which allows them to provide full information about real estate in their portfolio.

Furthermore, if marketed properly, it can be a great tool for selling to customers who are traditionally out of their geographic and marketing reach. The package allows agents to publish full information about each of the property types they offer and comes with a number of add-on modules that enhance the overall customer experience. We also offer a number of complementary modules that enhance the core solution including the ability to publish a variety of information about the company, latest news, frequently asked questions and much more.

3.2 REFERENCES

To get a better understanding of how the end product usually looks like after implementation following various customers' tastes and preferences, in the following is a list of some live websites built using the solution:

- <http://www.allpropertybrokers.com>
- <http://www.lucas-immobilier.com>

3.3 CONTENT MANAGEMENT SYSTEM (WPM)

The web page manager is a great tool for building static pages in your site. The module enables the site owner to create unlimited static pages using a backend, all of which will be created with a content editor. The module supports the creation of pages, editing Meta-tag info, deleting/deactivating pages and editing their content via a powerful content editor, which can be used to manage content, images, formatting, colors, tables as well as many other features. Key feature of the module include the following:

- Ability to create unlimited number of static pages
- Auto reflection on the website menu with 3 levels of sub-listing
- Choice among a number of pages layouts to choose from
- Ability to set and edit each web browser page title, menu name, description and meta tag information
- Support for 4 different menu styles and behaviors
- Creation of unlimited menu independent pages to be accessible through hyper links from any other page contents
- Ability to delete and deactivate pages that are still not ready for publishing
- Ability to easily re-order the pages from the backend
- A powerful WYSIWYG (MS Word like) content editor on all created pages that enables the site owner to edit a variety of content types through the following key features:
 - Content formatting, alignment, spell check, tables, styles and colors
 - Support for importing content directly from word (with or without formatting)
 - Using html to create more advanced page content
 - Support importing of images, flash, video and various document formats
- The default language for the backend is English
- Multi-lingual support for creating pages in several languages (at an extra cost)

3.4 PROPERTY CATALOGUE

- Ability to add new listings and categorize them
- Ability to select any fields needed for listing
- Ability to upload thumbnail and large image for each listing

- Ability to browse catalogue with paging
- Quick Search which includes property type, price range and number of bedroom
- Backend for data and price entry and update
- Support unlimited number of listings
- Ability to view real-estate details including, space, price, image (thumbnail, large), number of rooms, number of bedrooms, number of bathrooms, extras (pool, Jacuzzi, view, etc.) and free text area for description
- With a click admin can add any listing to hot deals and/or homepage
- The default language for the Backend is English
- Multi-lingual support available (at an extra cost)

3.5 PROPERTY QUICK SEARCH

- Property quick search access including country, city/district, property type, price range, and number of bedrooms, other search fields are part of the advanced search function or can be added as custom work
- Search component can be placed on the site template so it can accompany the user on all paged

Price:
▪ Agents Real Estate Solution → US\$

4. AGENTS REAL ESTATE SPECIFIC ADD-ONS

4.1 ADVANCED SEARCH

- Allows site owners to develop more advanced property search capabilities that help visitors to narrow their search based on any field that is used in the property catalogue

Price:

- Advanced Search → US\$

4.2 FLASH PHOTO GALLERY FOR PROPERTIES

- Each property will contain its own photo gallery
- Elegant and interactive flash interface to browse photos for properties
- Ability to view enlarged images as pop ups for large photo views
- Administrator can add, delete and view images and assign them to properties
- Support for all known image types
- Ability to add comments and titles for photos on gallery from the backend
- Support for thumbnail and large image view upload per photo

Price:

- Flash Photo Gallery for Properties → US\$

4.3 REGISTRATION & LOGIN

The registration and login module allows customers to restrict part of the sites to users only after they have logged in. It is useful for this solution when coupled with a “submit your property” module, to allow site visitors to submit their own properties to the site and enable them to subsequently edit them via their account. Key feature of the module include the following:

- Registration form for new members containing both mandatory and optional fields
- Forgot your password link
- Welcome message after successfully logging in
- My account page containing links to my profile, change password, my properties and other personalized services that are contained within the site
- Standard fields included are name, country, state, city, PO Box, address, e-mail, phone, mobile, gender, username, password and confirm password
- Other fields can be included to gather more demographic information about the customer upon request

Price:

- Registration & Login Module → \$

4.4 PRINTER FRIENDLY DETAILS FOR PROPERTIES

- As we all know, browser printing is not always that great, With this feature, you will always insure that your customer gets a professional printout of all properties they like, which will be branded using a template with your site’s look and feel

Price:

- Printer Friendly Details → \$

4.5 POST YOUR PROPERTY

- Ability for agents and end users to post their properties' profiles on the site
- A front end form will enable site visitors to post their own real estate to the site on the general section
- Real estate owners would fill all the details including uploading of photos of the real estate.
- All info would be sent to the site owner/admin for approval prior to being published on the site
- The visitor can edit his properties at any time via my account page, and all subsequent edits would also need to be approved

Price:
▪ Post Your Property → \$

4.6 COMPARE PROPERTIES

- Site visitors can compare multiple properties by adding them to the compare list
- Property details will be laid out side by side in a pop-up window and the page will scroll vertically to allow for multiple property listings

Price:
▪ Compare Properties/Development → \$

4.7 RATING FOR PROPERTIES

- Registered visitors will be able to rate all properties using a 5 star rating system and will also be able to view the average ratings of all other visitors. The visitor will be allowed to rate a property only once and this will be tracked via their account
- Users must be logged in to rate a property, but may view average rating without being logged in

Price:
▪ Rating for Properties → \$

4.8 VISITOR COMMENTS FOR PROPERTIES

- Registered users will also be able to submit their comments on any property and will be able to view the comments of other registered users
- Users must be logged in to submit a comment, but may view other comments without being logged in

Price:
▪ Visitor Comments for Properties → \$

4.9 TELL A FRIEND

- Allows visitors of your site to easily send a link to a page in your site to their friends, and include their own comments with it.
- The e-mail will be branded using a template with your sites look and feel

Price:
▪ Tell A Friend → \$

4.10 ADD TO FAVORITES

- Allows registered users of the site to add properties they like to a favorites list that is accessible from their account in order to have all properties they are interested in accessible from one place without the hassle of searching again

Price:
▪ Add to Favorites → \$

4.11 CURRENCY CONVERTER

- Property pricing on the site will contain a backend for exchange rates definition against all the main world currencies and pricing will be changed in accordance to the latest exchange rates, which in turn will allow site users to view property pricing in any of the main currencies
- The default currency will be US\$ and other currencies supported by default are Euro & Sterling. Furthermore, other currencies can be added as needed.

Price:
▪ Currency Converter → \$

4.12 MORTGAGE CALCULATOR

- From the front end visitors will fill in the purchase price, deposit they are willing to pay, loan amount required and number of years for re-payment and the calculator will provide him with his monthly installments
- From the backend the site admin can configure the interest rate, minimum down payment and max number of years for payment

Price:
▪ Mortgage Calculator → \$

4.13 DIMENSION CALUCLATOR

- Allows visitors to easily convert from meters to feet and vice versa

Price:
▪ Dimension Converter → \$

5. GENERAL ADD-ON MODULES

5.1 STANDARD FAQ MANAGER

The module enables customer to build a help & frequently asked questions section for their site through a dynamic database driven module. It comes with a backend that allows site owners to create and edit their frequently asked questions, thereby making it possible to answer customers' common queries without the overheads typically associated with have customer serve staff:

- Create, edit and delete unlimited number of Q&A's
- Professional front end display for the Q&A's collection
- Site visitors can also search by keyword
- The default language for the backend is English
- Multi-language support is also available (at an extra cost)

Price:

- Standard FAQ Manager → \$

5.2 ADVANCED FAQ MANAGER

The module enables customer to build a help & frequently asked questions section for their site through a dynamic database driven module. It comes with a backend that allows site owners to create, edit and categorize their frequently asked questions, thereby making it possible to answer customer queries without the overheads typically associated with have customer serve staff. Key feature of the module include the following:

- Create, edit and delete unlimited number of Q&A's
- Creating, edit and delete unlimited number of categories
- Assigning Q&A's to categories
- Approval of Q&A's prior to being published
- Sorting Q&A's by status
- Site visitors can filter Q&A's by category for easy access
- Site visitors can also search by keyword
- The website front end will also accept entries from users for questions that they were not able to find in the FAQ collection
- Questions sent will be reviewed and answered by the administrator and then be posted back to the FAQ collection under the appropriate category
- Ability to switch on and off features upon request example (enable and disable categorization, enable and disable search)
- The default language for the backend is English
- Multi-language support is also available (at an extra cost)

Price:

- Advanced FAQ Manager → \$

5.3 NEWS MANAGER

The news manager will allow site owners to build a news section for their site through a dynamic database driven module. Using the backend, site owners can create, delete and edit news including title, brief, full text and upload a related photo. The news module also support a clickable news ticker that can be placed anywhere on the site. Key feature of the module include the following:

- Create, edit and delete news
- Prioritize news in order to determine the order in which it will appear
- Set an expiry date for news
- Each news has a title, brief, photo's and details
- Post news to the homepage (if needed)
- Comes with a vertical or horizontal scrolling marquee

- Ability to archive old news
- News of a particular period can be viewed by selecting the month and year
- A page containing title, photo and brief of the news can all be viewed on one page with the ability to click more for viewing the entire story.
- A list containing the latest 10 news items always appears at the bottom of all news pages
- The default language for the backend is English
- Multi-language support is also available (at an extra cost)

Price:
▪ News Manager → \$

5.4 EVENTS MANAGER (CALENDAR)

The events calendar will be provided to summarize and categorize the major events of the company. It supports attaching pictures to corresponding events, categorization of events and color codes for each category and all completely manageable through the administration backend. Key feature of the module include the following:

- Ability to schedule events on an elegant calendar interface
- Small view of the calendar can be placed on the homepage showing event titles
- A larger view of the calendar is placed with its own dedicated sections
- Ability to categorize events in an unlimited number of categories
- Color coding for various events types/categories, which can be selected from a color palette
- Create, delete, edit and view event categories and related color codes
- Create, delete, edit and view events including start and end dates/time, photo, title and event details
- Events of the day are all listed below calendar, with the ability to click on each for details
- Events archiving
- The default language for the backend is English
- Multi-language support is also available (at an extra cost)

Price:
▪ Events Manager → \$

5.5 BANNERS MANAGEMENT SYSTEM

The banner system enables site owners to manage various banners on the site. Banner spots are defined during the design phase of the project and are all managed via the banner management system. A backend interface is provided that allows the customer to upload banners to pre-allocated spots within the site and create and manage complete advertising campaigns as well as individual banners. The administrator will be able to upload banners and determine where they will appear. Banners will have pre-determined sizes and will support clicking-through to a URL that is defined by the administrator. Key feature of the module include the following:

- Add and delete banners on all the site within the pre-determined spots
- Support for paging so that all sections of the site can have different banner on them
- Ability to define a banner click-through URL
- Ability to define click through quotas
- Ability to define banners impressions quota
- Ability to define impression rotation rates relative to other banners in the same location
- Support for various types of banner (ex: standard, skyscraper, flash, etc.)
- Reporting over banners performance
- The default language for the backend is English

Price:
▪ Banner Management System → \$

5.6 POLL MANAGER

The poll manger enables site owners to survey their customers quickly and efficiently without the need for expensive and long surveys. Site owners can publish questions with multiple choice answers and get quick feedback from their customers on a wide range of issues. Polls can be prepared in advance, assigned a start and end date and will get automatically published and removed. Key feature of the module include the following:

- User can vote on exiting polls by choosing the appropriate answer
- Users can view statistics for the current poll and are not able to vote more than once on any given poll
- Admin can create, view, edit and delete polls from the backend
- Admin can create future polls and give them a start and end date, and the system will automatically validates and disallow overlapping
- Admin can also view poll results from the backend
- The default language for the backend is English
- Multi- language support is also available (at an extra cost)

Price:

- Poll Manager → \$

5.7 EMPLOYMENT MODULE

The employment module enables site owners to publish career opportunities with their companies on their website. The module comes with a database driven backend allowing customer to create different positions included related details. On the front end, job seekers can search or browse through published job opportunities, view their details and apply online. Key feature of the module include the following:

- Users can browse all published job opportunities on the site by title and code
- User can also search by keyword
- Once they find an interesting job they can view its details including, job description, experience required, location, salary range as well as job type, field and major
- Job seeker can also apply online by filling a form including name, e-mail, contact number, filed and years of experience, major as well as attaching their complete CV
- The site admin can publish new openings including job description, experience required, location, salary range as well as job type, field and major
- The admin can also view all CV's and applications from job seekers and filter them by department or job code as well as close postings when they are filled
- The default language for the backend is English
- Multi- language support is also available (at an extra cost)

Price:

- Employment Module → \$

5.8 FLASH PHOTO GALLERY

The photo gallery enables site owners to publish collections of images and photos online. The database driven module supports categorization, photo thumbnails and enlarged image view, title and comments for each image and support for all image types. Key feature of the module include the following:

- The photo gallery support one level of categorization, i.e. Albums
- Elegant and interactive flash interface to browse photos for properties and developments (should be removed)
- Ability to view enlarged images as pop ups for large photo views
- Administrator can add, delete and view images and assign them to properties and developments (should be removed)
- Support for all known image types
- Ability to add comments and titles for photos on gallery from the backend
- Support for thumbnail and large image view upload per photo
- The default language for the backend is English
- Multi- language support is also available (at an extra cost)

Price:

- Flash Photo Gallery → \$

5.9 GUEST BOOK

- The guest book allows site visitors to publish customer testimonials, comments and suggestions about the site.
- The site visitor will fill a web based form containing his name, e-mail and comments.
- The input will be sent to the backend for approval/editing prior to being published on the site.
- Through the backend, the admin can view, edit, publish or delete the input and can select testimonials to be featured on the homepage.
- Once published, all customer comments will be automatically sorted by dated and will be accessible for all to view.
- The default language for the backend is English
- Multi-language support is also available (at an extra cost)

Price:

- Guest Book → \$

5.10 CONTACT US FORM

The contact form includes an auto responder and allows site visitors to inquire about various issues by writing their name, e-mail, phone and comments inside a web based form. Once sent, the content will go to a pre-determined e-mail for the site owner to follow-up on.

Price:

- Contact Us Form → \$

6. OUR SERVICES

6.1 OVERVIEW

We offer our customer a bouquet of design services covering various aspects of website design, our design service encompass and address a wide-range of design elements that collectively make your website as attractive as can be, these are:

- Concept Design & Design skinning/slicing
- Internal Page Design/Site Mock-up
- 3rd Party Design Integration
- Flash Intros
- Flash Banners
- Splash Pages (HTML & Flash)
- Content Publishing

6.2 CONCEPT DESIGN

We offer our customers creative concept designs that are tailor-made for each customer based on their preferences, favored colors, site objectives and nature of industry they work in the industry. Since design is always subjective we request that our customers provide us with a set of input that helps us understand their needs and customize the design to their taste and preferences. We offer 2 alternatives for design:

Standard Concept Design:

This consists of one design option and 2 rounds of changes. Additional rounds of design changes are charged extra

Premium Concept Design:

This consists of 3 design options and 2 rounds of changes on the selected design. Additional rounds of design changes are charged extra.

Key input we require is as follows:

- Company Logo and preferred colors (if any)
- Short brief on the company's main activities and industry they work in
- A sitemap for the project
- Examples of sample sites the customer likes
- Any marketing material or corporate guidelines that need to be followed

Price:
<ul style="list-style-type: none"> ▪ Concept Design → \$ ▪ Premium Design → \$

6.3 DESIGN INEGRATION

3rd Party Design Integration allows our customer to purchase a ready design or develop their own design with any 3rd party and we integrate this design for them. It is assumed that the design will be provided in PSD format and will be final. For larger sites, internal design cost may apply depending on the functionality required.

Price:
<ul style="list-style-type: none"> ▪ Design Integration → \$

6.4 INTERNAL DESIGN

Internal Page Design/Site Mock-up is a service often needed in medium and large projects and is used to help the customer envisage the final product as well as ensuring the

consistency and attractiveness of the internals of a site. It also allows all parties to be sure of final scope of the project and the end desired state, thus enabling all stakeholders to begin with the end in mind.

Price:
<ul style="list-style-type: none"> Internal Page Design → \$TBD based on project size and scope

6.5 FLASH INTRO

As part of our bouquet of design services, we develop flash intros for our customer. These are usually marketing oriented and help in providing an overview for the customers prior to entering the site. Before developing any intro, we develop a storyboard to be approved by the customer; this storyboard is usually a series of images which act as a walk-through of the intro, thus allowing customers to get a good feel for the end result. Flash Intros vary in price depending on the requirements and we offer 3 different options to select from:

Standard Intro:

These are usually 15-20 second intros and use more standard animation effect

Professional Intro:

These are usually 30-35 second intros and also use more standard animation effect, but differ from our standard offering in terms of length

Custom Intro:

These are highly dependent on the concept of the intro and are sized in accordance to the need and requirements of the customer.

Key input we require is as follows:

- Company Logo and preferred colors (if any);
- Key messages that the customer wants to deliver to his target market
- High quality images relating to the customers business
- Sample intros the customer likes so we can help assess which package suits his needs
- Any marketing material or corporate guidelines that need to be followed

Price:
<ul style="list-style-type: none"> Standard Intro → \$ Professional Intro → \$ Custom Intro → TBD based on scope

6.6 FLASH BANNERS

Flash banners are nice design option to developing site headers that are more dynamic and deliver different messages as well as a changing look and feel for your site. Flash banners vary in price depending on the customer needs. The differences are difficult to quantify, however the main differences between the various levels offered, are related to the time we spend on creating it, since with flash the more time you spend, the higher the quality of the end product. We offer 3 different options to select from:

Standard Banner:

We usually spend 1-1.5 days creating the banner and allow for 1 round of changes

Professional Banner:

We usually spend 2 days creating the banner and allow for 2 rounds of changes

Key input we require is as follows:

- Company Logo and preferred colors (if any)
- Key messages that the customer wants to deliver to his target market
- High quality images relating to the customers business
- Sample intros the customer likes so we can help assess which package suits his needs

- Any marketing material or corporate guidelines that need to be followed

Price:

- Standard Flash Banner → \$
- Professional Flash Banner → \$

6.7 SPLASH PAGES

Splash pages are usually created for sites that contain multiple languages or multiple sites, to make these sites more easily accessible for the site visitors. We offer 2 types of splash pages, either html based or Flash based. In both cases they are simple in concept and the design is usually based on the company logo, 1 or more main images as well as links to the main websites that require highlighting, mainly languages as mentioned earlier.

Price:

- HTML Splash Page → \$
- Flash Splash Page → \$

6.8 CONTENT PUBLISHING

In order to ensure that the site internal pages are professionally laid out, we recommend that the initial content publishing be done by its professional team of designers, especially of those section of the site that are updated using a content editor, since the look and feel of these pages will highly depend on the skills of the admin to format and develop consistent and professional looking pages.

We do not recommend that we do this for dynamic database driven modules and custom work, since these are usually form based and the front-end will always look the same. However for such pages like services offered, about the company, management team, board of directors, etc., from experience we believe that the overall site will look much better if we are in-charge of the initial content publishing

We provide several packages for this service, which depends on the total number of pages that need to be published to the site, regardless of the language they are in.

We assume that all content will be provided in MS Word format and will be final. A page is defined as 1 page in MS Word, single spaced, with font 12 or above. Also any images that need to go with the text should be provided by the customer.

Price:

- Content per Page → \$/page
- 10 Page Package → \$
- 20 Page Package → \$

7. COMMERCIAL ASPECTS

7.1 PROJECT COST

Module/Deliverable	Cost in US Dollar
Agents real estate solution	
Advanced search	
Flash photo gallery for properties	
Registration & login	
Printer friendly details for properties	
Post your property	
Compare properties	
Rating for properties	
Visitor comments for properties	
Tell a friend	
Add to favorites	
Currency converter	
Mortgage calculator	
Dimension calculator	
Standard FAQ	
Advanced FAQ	
News manager	
Events manager	
Banners management system	
Employment module	
Poll manager	
Flash photo gallery	
Guest book	
Contact us form	
Standard concept design	
Sub Total (English front end – English back end)	Xxx
Extra language front end (xx%)	Xxx
Total Price	Xxx

7.2 OPTIONAL MODULES & SERVICES

Module/Deliverable	Cost in US Dollar
Additional 5 criteria for pointing	150
Item # 2	Xxx
Item # 3	Xxx
Item # 4	Xxx

7.3 PAYMENT TERMS

Depending on the size of the project, different payment terms will apply in accordance to the following:

Small Projects (\$2,000 and less):

- 100% Payment upfront

Other Projects (\$2,001 to \$15,000):

- 50% Down payment
- 50% upon final acceptance and before launch

7.4 ESTIMATED TIME

The following table provides an estimated time plan for the delivery of the project. It is important to note that this plan may vary depending on actual start dates of the project and resource availability at this time. It is also important to note that while we are committed to our part of the plan, many of the activities are sequential and are dependent on customer feedback and approvals. In case delays occur from the customer, the plan will shift accordingly.

No.	Milestone/Deliverable	Dependent	Time	Responsible Party
1.	Proposal Approval & Down Payment	NA	NA	Customer
2.	Concept Design	NA	5-7 D	PC
3.	Concept Feedback & Comments	2	NA	Customer
4.	Design Changes	3	1-2 D	PC
5.	Concept Approval & Freeze	4	1 D	Customer
6.	Internal Page Development/Site Mock-up	5	5-10 D	PC
7.	Feedback, Changes & Approval	6		PC/Customer
8.	Development	7	4 W	PC
9.	Quality Assurance & Debugging	8	1 W	PC
10.	User Acceptance Testing & Feedback (2 rounds max)	9	2 W	Customer
11.	Fine-tuning & Fixes	10	2 W	PC
12.	Final Approval & Payment	11		Customer
13.	Site Launch	12		PC

7.5 TERMS & CONDITIONS

- In case a project has been ready for testing for a long period of time and no customer feedback is provided, all due payments should be settled immediate in accordance to the following schedule:
 - Small Projects (less than \$2,000) → 2 weeks
 - Medium Projects (\$2,001-\$5,000) → 3 weeks
- Large Project (\$5,000 and above) → 4 weeks
- In order to serve our customers better and ensure that we can support them while maintaining minimal disruption to other on-going projects we ask that feedback and comments are reported to us in a complete and comprehensive document. During these feedback cycles, we will accept any and all notes that are within project scope. Rounds of notes will be in accordance to the following.
 - Small & Medium Projects → 2 round of notes/feedback
 - Large Projects → 3 rounds of feedback/notes
- It is important to note that in case your site has any errors that are stopping you from continuing testing, these should be reported and fixed immediately and will not be counted as a round of notes
- Extra rounds of notes may be charged extra at our sole discretion
- Once a project is approved and launched we provide a warranty period of 3 month, during which we will fix all errors. Errors are defined as things not working, other issues will be evaluated on a case by case basis, since the customer is provided with ample opportunity to give all his feedback during the user acceptance testing stage
- Once a project is ready for testing and no feedback has been provided for a period of 1 month, the project will be automatically moved to the critical list and will be subject to a charge of 5% of the project value before any more work commences on it. Furthermore, all pending payments must be settled before work commences again.

7.6 MAINTENANCE & SUPPORT

- After the 1 month warranty period, the customer may engage in maintenance and support contract to ensure that any issues arising are promptly dealt with and fixed. In absence of

such an agreement any work requested will be billed on a time and material basis, after the warranty expires. Our support agreement covers the following:

- An e-mail error reporting system will be put onto your site, this will automatically notify us when an application error occurs and in accordance to its priority it will be fixed within the SLA period (see matrix below)
- All error messages that appear will always be caused either because of an application issue or a hosting problem. Our error handling system is able to differentiate between the 2 different causes and we will only be responsible for those errors that are application related and will fix them as we receive them based on our SLA.
- Minor changes requested by the customer including cosmetic design changes, bugs and other small changes will all be included within the scope of the support contract
- Any changes to your site requiring less than 1 hours of work will be covered by your support contract, with a maximum of 3 changes per month, even if these are new requirements
- A service level agreement for fixing issues will be used in accordance to the following matrix:

Severity Level	Description	Response Time	Fix Time
Critical	An error that is not allowing the site visitor to access part of or the entire site.	24 hours	Immediately
High	An error that is causing the site admin not to be able to update the site	24 hours	48 hours
Medium	An inconvenience or something that is not working exactly as it should be. This could be a design issue or a minor coding issue that is not effecting the main parts of the site	48 hours	1 week
Low/Cosmetic	A look and feel issue, or a minor new requirement in the site	72 hours	1-2 weeks

- Response time is defined as the amount of time it takes us to acknowledge a problem and start fixing it
- Fix time, is defined as the time it takes for us to start working on an issue and foxing it, we can't guarantee actual fix time, since issues may vary, however what we can guarantee is when we can start solving an issue

8. COMPANY OVERVIEW

8.1 ABOUT WSI (WE SIMPLIFY THE INTERNET)

Headquartered in Toronto, Canada, WSI Internet Consulting & Education has been developing profitable Internet Solutions since the mid 1990s. Our network of certified "Internet Consultants" is the largest of its kind and we're ranked the #1 Internet Marketing Company in the world by industry-leading "Entrepreneur" magazine.

WSI is committed to improving the profitability of its customers through the use of leading-edge internet technologies, delivered by knowledgeable and service-oriented Internet Consultants. As more businesses realize the importance of the Internet to their continued success and growth, WSI is ready to serve their needs with real e-business solutions.

WSI's years of experience in this industry have shown that an effective, profitable Internet Solution is the result of careful planning, informed development and ongoing support. There are countless companies in the marketplace that are capable of building you a website, but if you're truly serious about online success for your business then you deserve WSI's total-service approach.

8.2 OUR SERVICES

WSI adopts a modular approach to its development and has a number of readymade modules, solutions and packages that are sold off-the-shelf. The company also develops custom made solutions for its customers and provides a wide range of creative services including concept design, flash banners and sites, logos and corporate identity as well as multimedia and print. Core services we provide are as follows:

- Internet Consulting Services
- Project Definition & Requirements Analysis
- Concept Design & Site Mock-up
- Graphic, Flash & Usability Design
- System Architecture & Database Design
- Internet Solutions Development
- Project Management
- Product Development
- Internet Marketing

8.3 WSI STRATEGIC ALLIANCES/PARTNERS

As a leading provider of Internet Solutions to small, medium and large businesses worldwide, WSI employs highly certified technical staff and benefits from critical support agreements with the leading suppliers in the industry. These strategic partnerships mean our clients receive the highest standards of service quality and reliability. It's an advantage we're proud of and one you'll come to appreciate.

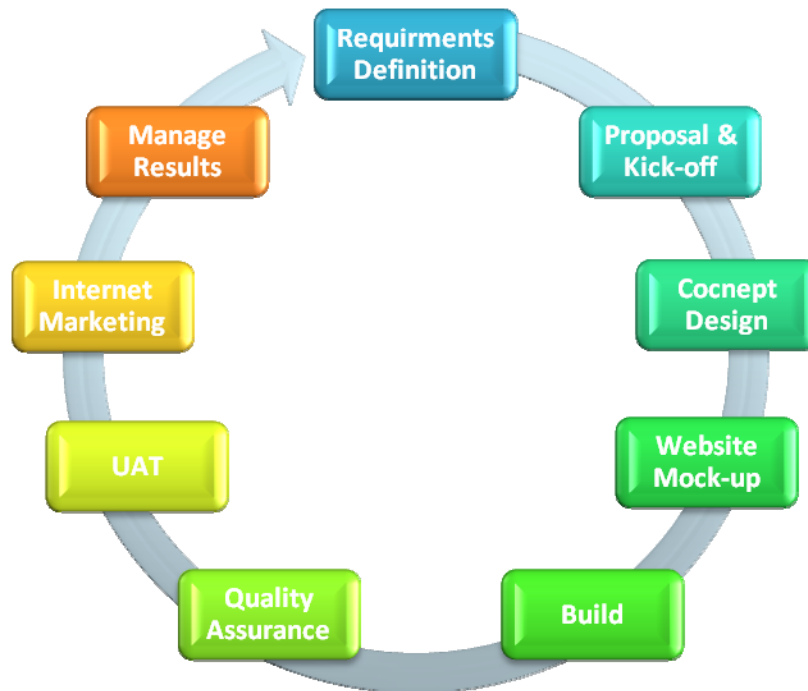


8.4 PROJECT METHODOLOGY

WSI approaches all its projects in a standardized way using a standardized methodology. It is however important to note that for smaller projects, a fast track approach is often employed. Our project methodology can be summarized in the following steps:

- User Requirement Definition

- Proposal & Project Start
- Concept Design
- Site Mock-up (only for large and custom projects)
- Development & Build Stage
- Internal Testing & Quality Assurance
- User Acceptance Testing (UAT)
- Launch Site
- Internet Marketing
- Manage Results



8.5 OUR COMMITMENT TO WEB ACCESSIBILITY

"The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect." -- Tim Berners-Lee (W3C Director and inventor of the World Wide Web). WSI is committed to assisting its customers to ensure their websites are accessible for people with disabilities by providing education, guidance, tools and techniques that comply with the worldwide W3C standards.

8.6 OUR TEAM

Our team comes from a variety of backgrounds and disciplines, bringing together a large and diversified pool of expertise which can be summarized in the following.

WSI Management Team: Our management team has extensive experience in the IT, Internet and Telecommunication Industry, much of which was spent working in large multinational corporations and have a variety of skills in the following areas:

- Business & IT Consulting
- Customer Relationship Management
- Project Management
- Web Site & Portal Development
- Business Consulting
- Technical Development & Solution Architecture
- Web, Multimedia & Print Design

Creative Design Team: Our design team has extensive experience in web design, logos, print, animation, 3D and multimedia and are experts in a variety of design tools including:

- Adobe: Photoshop, Illustrator, Premier
- Macromedia: Director, Flash MX, Dreamweaver,
- Others: 3D Studio, Freehand,

Web Development Team: Our certified development team combines a unique blend of very talented developers, mastering a variety of programming and database management tools including:

- Microsoft: ASP.net, VB.net C#, Visual Studio.net, FrontPage, ASP
- Databases: MS SQL, MS Access, MySQL, Oracle
- Other Programming Languages: Java Script, Flash Action Script, HTML, XML, DHTML, CSS, XSL, AJAX

8.7 AWARD WINNING SITES

WSI has won several awards for its development work including the following:



Award Name: WSI Web Awards
Award Type: Best Industry Application
Category: Real Estate
Website: www.pafilia.com
Year: 2007

8.8 CONTACT US

Spheres Of Change, LLC d/b/a WSI

Address: 42 Golden Meadow Rd.
 Hampstead, NH 03841

Phone: +1.603 329.3540 x108
Fax: +1.603 506.0745
E-mail: Sales@wsiCreativeBusinessSolutions.com
Web Site: www.wsiCreativeBusinessSolutions.com