



Strengthening Businesses Through Technology.

Shannon Rose Home Loan Rock Star

January 22, 2010



Shannon Rose

Project Goals

Shannon would like to differentiate herself from others in her industry. At NobleLogic™, we see her as a rock star amongst her peers. It will be easy to position Shannon as a Home Loan Rock Star because she already demonstrates a rock star mentality by giving every transaction a stellar performance.

Two primary markets benefit from Shannon's expertise – home buyers and Realtors®. Shannon would like to engage both markets with her new web presence and strengthen her relationships with each group. Furthermore, she will have the opportunity to better maintain those relationships through an interactive presence that will build a community of Shannon's business fans. This will be in keeping with her Rock Star qualities.

NobleLogic™ recommends a web strategy that assists in attracting new clients as well as retaining existing ones. We also recommend a presence that is unique to Shannon that is portable to any lending firm she may represent. Shannon's new web marketing strategy will incorporate search engine optimization (SEO), targeted blog content, and social media community development. These interactive marketing efforts will provide an opportunity for Shannon to meet more buyers who need assistance with the ever changing mortgage lending industry. She will also have the ability to form stronger relationships with her referring Realtors® by providing operating standards and education on the lending process. Lastly, she will have a venue for building and maintaining relationships with clients once their transactions are complete. This will provide more leads from her past clients.

Website Goals

- Raise Shannon's authority as a mortgage loan officer
- Differentiate Shannon from other loan officers
- Engage new clients (buyers) through education
- Strengthen relationships with Buyers
- Maintain relationships with Buyers after closing
- Educate Realtors® on Shannon's lending process
- Strengthen Realtor® relationships through the use of mutual commitments

NobleLogic™ is honored by this opportunity to participate in the launch of such a noble business.



What You Can Count On

- Web design concepts are always presented for approval.
- Placement and design decisions are made by professional, experienced designers
- One week revision period after website launch.
- Not just a website – you receive a complete web strategy. You will know how to use your website to achieve your business goals.
- A User Guide is provided to help you maintain your website. Website maintenance services are also available.
- Website updates and changes are made in a timely manner (Maintenance Services)
- Monitor your own web traffic and statistics (Managed Hosting)
- Monthly reports on progress toward website goals (Marketing Services)
- 99.7% Website Uptime

For over 10 years Cinzia Stover and her team at NobleLogic, LLC have been creating the building blocks of business success by applying technology based solutions that improve productivity and increase revenue. Their clients receive a plan for success and the support they need to achieve their business goals.

Scope of Project

All of NobleLogic's successes have begun with a well defined plan. Many of the goal requirements of Shannon's web presence can be defined as a system. Once the technology is in place we do not simply walk away. A plan will be developed to assist in implementing the new systems that are unique to your business. Support is also available to ensure that your website and relating business systems bring you the success you desire. This project will be broken into the following phases:

- **New Website Design**
Which meets the goals of this project, provides a new branding opportunity and allows you to manage your content.
- **Blogging & Social Media**
Website will act as a continuous blog for featured articles as well as archiving. It will promote all social media efforts and link relative communities to your web presence.
- **Web Marketing Guide**
A written guide which outlines guidelines and timelines for promoting your website, blogging and how to leverage your social media presence.
- **User Guide**
A written Users Guide for the maintenance of your website will be provided.

Deliverables & Timetable

Once a project has been accepted, a discovery meeting is scheduled. During this meeting the content and direction of the project is finalized. The meeting is followed by a Request for Content which outlines our requests of the client. While the client is gathering their content, we create website design concepts. Upon receipt of the client's content, the project concepts are presented for approval. And so begins the development of your website project. Your project should be completed along the following timeline:

Completed Website Uploaded and Functional	2 weeks
Social Media Sites Setup and Populated	1 week
Website User Care & Maintenance Training	2 hours
User Guide and Web Marketing Strategy	at launch

Continued Service

Your business automatically receives a 6-month subscription to our monthly newsletter, Strengthening Businesses, which features tips for leveraging technology to strengthen your business.



NobleLogic™ WebHosting

All of our WebHosting packages enjoy unlimited online and phone support.

Basic WebHosting

- 30 GB of Storage Space
- 1 GB of Bandwidth
- 10 POP3 Mailboxes w/Webmail
- Monthly Statistics Reports
- **\$29.95 per month**

Managed WebHosting

- Basic WebHosting plus...
- 10 GB of Bandwidth
- 25 POP3 Mailboxes w/Webmail
- Weekly Statistics Reports
- Website Goals Tracking
- Redirect Secondary Domain
- **\$49.95 per month**

eCommerce WebHosting

- Managed WebHosting, plus...
- 100 GB of Storage Space
- 1 TB of Monthly Transfers
- Redirect Secondary Domain
- SSL Certificate
- Monthly Statistics Review
- **\$89.95 per month**

Contract Acceptance:

We agree to the terms and options selected above. An invoice will be created for the agreed upon amount and work will begin when a deposit is received by NobleLogic, LLC.

Shannon Rose
Senior Loan Officer

Cinzia Stover
President, NobleLogic, LLC

Cost Estimate

New Website Design

\$2,900

- New Design that Complies with New Brand
- Download Portal for Documents
- Navigation Optimized for SEO
- Full Content Management Tool
- SEO Standards are Applied to Design
- Blogging and Archiving Features Installed
- Social Media Links Enabled
- Secure General Contact Form
- Security Applied Throughout

Search Engine Optimization (SEO)

- Keywords Researched
- Alt Tags Applied
- Meta Data Completed
- Analytics Script Installed
- Traffic Reports Created and Deployed (w/Hosting)

Website User Guide

- Content Updates and Edits
- How to Blog
- Understanding Your Traffic Reports

Web Marketing Strategy Guide

- How to Promote Your Website
- What to Blog About
- Content Update Timelines
- Preferred Content Keywords
- How to Use Your Social Media Pages
- New Contact Strategy

**** This project would typically be priced at approximately \$3,900 but is discounted in appreciation for the opportunity to work with your business.**

Payment Terms

- A deposit of 50% of the project cost is required prior to the commencement of work. Work will be completed within 30 days of receipt of content. The balance is due at project launch.
- A surcharge of 5% of all website development charges is collected monthly when project is suspended for lack of content or client cooperation.
- Annual Web Hosting fees are paid in full at time of securing your domain or can be paid monthly via automatic credit card billing – a \$2.00 monthly billing fee will be applied to each payment.



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