

PARKSTONEPLACE.COM WEBSITE DEVELOPMENT PROPOSAL

Submitted to Realty Capital Partners
Prepared by Martin Ringlein
November 8, 2005

Introduction

MarylandMedia is a creative design and consulting service offered by Martin Ringlein; a veteran Creative Director with extensive experience in interactive media, brand identity and print/promotional design.

Project Scope

This project is a complete design and build-out of a new, non-existing, interactive property; parkstoneplace.com. The site structure, interface and content migration will all be built and integrated for the new property.

The client should expect the following services/deliverables:

- Two (2) to Three (3) unique design templates
- Develop homepage template (valid XHTML mark-up)
- Develop interior page template (valid XHTML mark-up)
- Integrate copy/imagery, downloadable documents, & WebCam functionality onto associated webpages

Project Deadline

This project is to be completed within two weeks, fourteen (14) days from its commencement. The project will be broken up into three (3) segments: design phase, development phase, and content migration phase. The project deadline is in direct relation to the beginning of each of the segments; which cannot official begin until all associated client deliverables have been submitted.

The client should expect the following timeline:

- **Six Days:** Create design templates
- **Four Days:** Develop HTML templates
- **Six Days:** Content integration and functionality

Project Deadline

Payment is to be settled in two installments: initial 25% to signify the projects commencement and the remaining 75% at the conclusion of the project. Upon receipt of final payment; all deliverables, original files and creative work along with full ownership and intellectual property rights will be given over to Realty Capital Partners.

Design Templates:	\$1,300.00
Develop Templates:	\$1,100.00
Content Migration:	\$ 900.00
PROJECT TOTAL:	\$3,500.00
FIRST PAYMENT:	\$ 875.00
FINAL PAYMENT:	\$2,625.00

Thank you for this opportunity,

Martin Ringlein
Creative Consultant