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<http://www.webprem.com>
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Web Design Project Outline and Retainer Agreement

Client Business Information

Company Name: _____

Contact Name: _____

Phone Number: _____

Email Address: _____

Address: _____

Outline of Process:

1. Because web design projects vary so much in scope and purpose, it is practically impossible to give a quote without knowing the details of a specific project. Most of the web sites Webprem creates run between \$3000 and \$6000.
2. To begin Webprem and client will coordinate a mutually agreed upon one hour phone consultation. During this consultation Webprem and client will discuss overview of what client wants and needs to determine if Webprem can provide it in an acceptable time frame. This also gives an opportunity to discuss any questions or concerns.
3. To begin any design work Webprem requires a non-refundable retainer of \$800 plus this agreement must be signed (see bottom of document) and faxed or emailed to Webprem.
 - a. The retainer should be paid by check.
 - b. Webprem provides a portfolio for client to peruse so that they can see what kind of design and web sites are done by Webprem.
 - c. Every design created is highly customized for the client, and is created to meet the specific needs and aesthetic for their business. This requires hours of consultation, thought, trial and error, and finessing. It is simply not feasible to put in this kind of thought, time, and commitment to a client project without a retainer. Because each design is so customized, Webprem cannot turn around and "sell" the same design to someone else.
 - d. If you decide to work with Webprem, after seeing the design, the retainer will be applied towards the cost of the "final" web design project payment.
 - e. If you decide not to work with Webprem, that is your prerogative, but the retainer is non-refundable.
 - f. <http://www.no-spec.com> is an entire web site dedicated to the topic of "spec" work and has many articles about why the practice of asking for or doing free work to compete for a job is a bad idea all around.

4. After Webprem receives both the non-refundable retainer and this agreement signed by the client, then Webprem will email the client a set of "Web Design Questions". Answering these questions will enable Webprem to understand additional details concerning the goals and requirements for your web design project. These questions can be emailed to you in one of 3 formats:
 - a. Pdf format (Adobe Acrobat)
 - b. Word 97/2003 format
 - c. Word 2010 or greater format
5. You (client) will then email or fax the answers to these questions back to Webprem.
6. Webprem will then coordinate a one to two hour phone consultation to discuss any questions or concerns. After this phone consultation Webprem will take the information provided and a logo if applicable and create a design for you. Webprem will send client this design to approve or tweak, or start over with a different design. In general, 3 design revisions are included in the price.
7. You, the client, then approve the final design of the web design project. A contract spelling out terms of agreement will be sent to client from Webprem. The client will then sign this contract and fax or email contract back to Webprem. This contract spelling out terms of agreement will contain the design approval date.
8. Client will then pay 50% of the web design project cost as spelled out in the contract. (The non-refundable retainer will be applied towards the "final" web design project fee and not towards this 50% cost.)
 - a. Any changes to the design after client has given approval may incur extra charges.
 - b. Client will be liable for any additional fees incurred by Webprem, including but not limited to such fees as web hosting, domain name registration, ssl purchase, photographs or software. These fees should be paid to Webprem as soon as those fees are incurred and invoiced to client.
 - c. The client has 60 days to pay the "final" web design project cost (from date of design approval) or prior to the web site becoming live (whichever is sooner).

Client Signs Name Here

Date

Client Prints Name Here

Website: <http://www.webprem.com>

Facebook: <http://www.facebook.com/webprem>

Webprem Portfolio page: <http://www.webprem.com/portfolio/>

Services: <http://www.webprem.com/services/> About: <http://www.webprem.com/about/>