



OFFICIAL PROPOSAL | May 11, 2023

PRESENTED BY brandRUSSO





WHY?

Rendina is a leader in the healthcare real estate market, providing its clients with confidence that others in the industry cannot replicate. However, having been in business for 30+ years, Rendina's branding and messaging must evolve to increase brand awareness and ensure its expertise as the gold standard for healthcare real estate.

Brand awareness within the target audiences is always a concern and coupled with competitors' deep financial backing, Rendina's marketing endeavors must improve and adapt to achieve the next level of growth. Updated messaging will help reach your target audience and ensure a cohesive voice between all mediums. Furthermore, a strategic brand plan will provide the road map for the next evolution of Rendina and allow you to expand your footprint in any market you choose.

“A brand
IS A PERSON'S
EMOTIONAL
connection ^{WITH} _A
COMPANY, **PRODUCT,**
OR service.”

-MARTY NEUMEIER



HOW?

Razor Branding[™] is our trademarked process that develops brands from the inside out. We establish a series of branded touchpoints that form emotional connections with the consumer through research and understanding of thoughts and behaviors of the core audience. We achieve this by taking a deep dive into your target audiences. Razor Branding [™] assesses your operations as well as your competitors and creates a clear-cut path forward.



FOCUS



PROMISE



CONNECTION



HARMONY

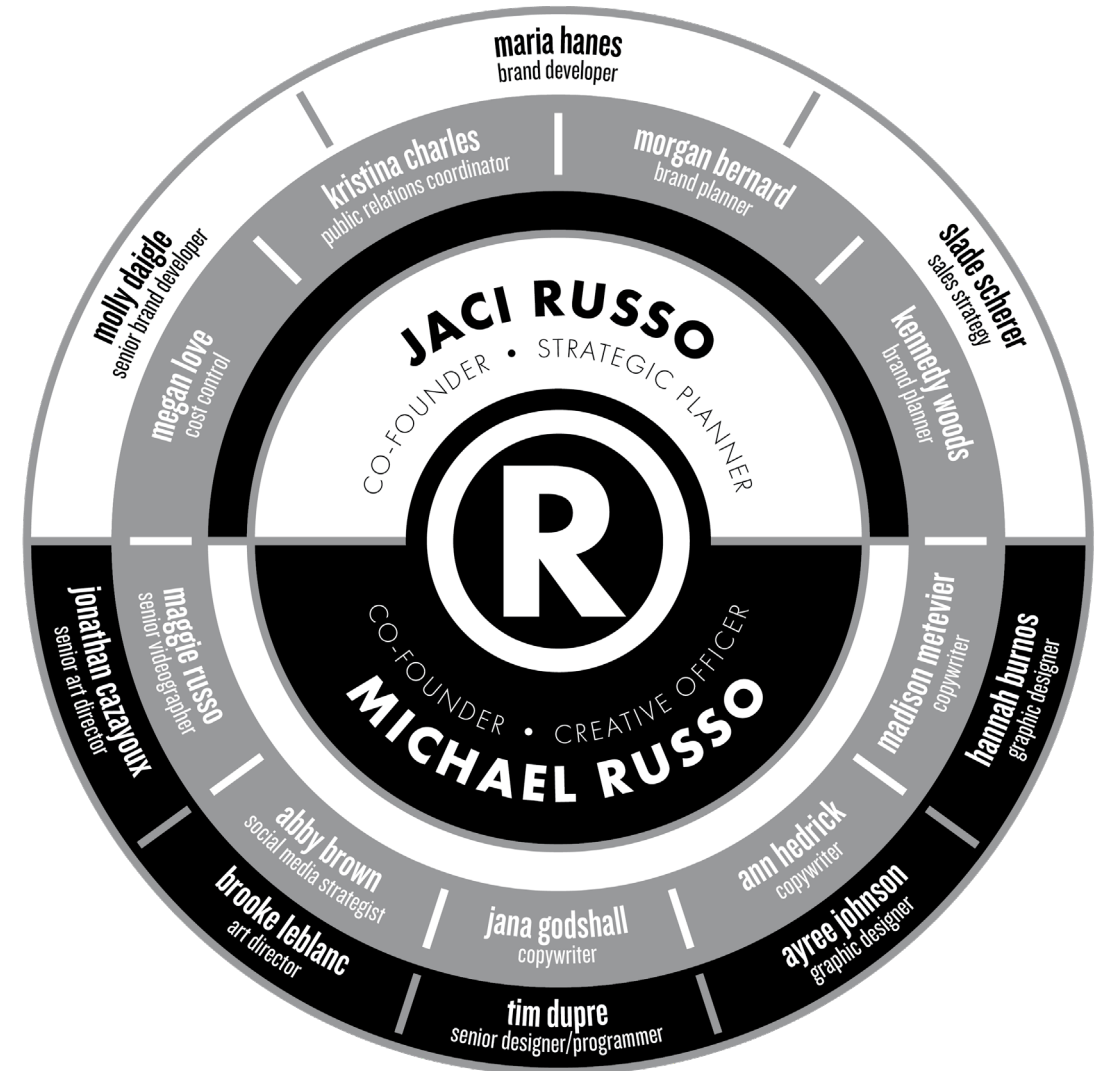


WHAT?

We focus on the benefits and challenges of your brand, while also researching your niche target audiences. We will conduct both internal and external interviews to uncover brand perceptions, as well as an in-depth analysis of your competitors.

We then connect the dots from your ideal target audience to the messaging that will cause them to take action.

We will execute the plan and navigate the best marketing approach to ensure your message is heard. This will include your sales process, PR opportunities, and digital and traditional advertising methods.





HOW?

Website

At RUSSO, we believe your website should serve as more than just a digital brochure. RUSSO websites are well-designed, easily navigable on all digital devices, and serve as a digital salesperson. Through our web process, we are able to develop your website with the end result in mind: gain more customers.

Step 1: Sitemap—a blueprint of your site is created to ensure navigation is seamless for the end user

Step 2: Wireframe—the wireframe serves as the foundation of your site to ensure we know exactly how and where we will build your web elements

Step 3: Web Copy—our copywriters create custom copy that echoes your brand messaging while also meeting SEO rules

Step 4: Design—we develop a look and feel for your site that includes fonts, colors, and overall theme to visually represent your brand

Step 5: Programming—our web team hunkers down to take all of the established elements and turn it into a reliable, comprehensive, updated site

Step 6: Launch—with your final approval, your site will be live for you and your customers to enjoy



WHAT?

Develop a website that provides ease of updating and responsive design. Deliverables include web strategy, concept, site map, design, content creation, copywriting, proofing, programming, and testing.

RUSSO will create SEO-friendly URLs and redirect setup, mobile optimization, page speed optimization, alt images, analytics and plugins, Google My Business Setup, localization, keyword research for homepage titles/subtitles/descriptions with keywords on homepage, and meta data descriptions





INVESTMENT

With your investment, you will receive a comprehensive strategic marketing plan customized for you implementing focus, promise, connection, and harmony. This will include your previous work from strategy sessions in 2022, research, analysis, strategy, and recommendations for implementation provided by brandRusso. Our team of branding experts will assess the inner workings of your business and competitors to ensure you set yourself apart. Deliverables for the website include web strategy, concept, site map, design, content creation, copywriting, proofing, programming, and testing.

The cost for the strategic marketing plan will be a one-time fee of \$175,000 discounted to \$125,000 based on the previous work from strategy sessions provided by Rendina which will be broken into two payments and the cost for the website will be a one-time fee of \$40,000 which will be broken into two payments. Additionally, we would like to provide you with monthly managed services to execute the plan. Rather than billing by the hour, RUSSO utilizes a project/retainer system so clients know exactly what to expect and can budget accordingly.

Managed service retainers include social media management, public relations efforts, and collateral/messaging for sales and marketing efforts. The retainer cost is \$12,500 monthly. Your managed service retainer allows our team of branding experts to work for your brand without the heavy overhead costs of onboarding an entire team in-house.



PARTNER

We understand that it is tough to do it all. You are the expert in your space, and we are equipped with 20 years of branding experience. RUSSO is prepared to position Rendina as a leader in the industry through a strategic approach that will bolster the growth and direction of the company for years to come.

When you are ready to proceed, we will provide the final documents for execution. At that point, we will invoice the first half of the project, or the terms agreed upon. We'll check back with you next week to answer any lingering questions and make you confident in your decision. This proposal will be valid for 30 days. We will begin our process immediately after you sign.

