



Webpage Enhancement Request for Proposal

www.FAARMembers.com

I. Scope of Project

The Fredericksburg Area Association of REALTORS® is an advocacy organization for the REALTOR® members. We currently have over 1400 members and seven staff members. Approximately two years ago we rebuilt our website, using a website vendor. The site has been maintained utilizing the talents of staff and an outside vendor. The site has gone through some transitional issues, as has our needs since the project was first conceived. It is now time to take the existing site and make a number of changes. This Request For Proposal is a solicitation for professional website developers to assist us with the site upgrades.

II. Objectives

The objectives of the Association is to change a number of aesthetic issues and to bring the site up to a higher level of functionality. This project must be done as specified and within the allotted time frames, as outlined in this RFP.

IV. Project Details

There are nine primary changes to be made:

- The current frame size of all pages is 800 pixels in width and the entire site needs to be widened to 1024 pixels in width.
- The website currently has a document management system that allows for adding and subtracting various documents to the site. This current site requires the page to refresh when any document is deleted from the library. The tool needs to be upgraded to allow bulk adding and removing of documents that tie into various locations on the site, with titles.
- The website needs a totally new calender management tool. The ideal product is a for a website calendar that can be viewed as a month-at-a-glance format with hyperlinks to each event, and popup windows when hovered over the hyperlink. This calendar should have an RSS feature and be fed to the right hand widgets on the Home Page printable, as well.
- The Home Page of FAARMembers.com has widgets on the side that show the next four pending events or training programs. "Snapshots" need to be scrollable and show all entered classes in descending order of date.

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- Currently the background of the website has a dark background, and we want a lighter color to soften the site, while keeping it's rich colors.
- The site navigation system is antiquated and needs a complete overhaul. The Navigation bar on the site needs to be much easier to utilize and condensed to make the entire site easier to maneuver.
- The primary tool for website management by staff is Dreamweaver. The entire site must be made compatible with Dreamweaver CS3 or higher. All unused pages within the website will be deleted.
- Each page will have unique page titles, meta tags and descriptions to ensure current for Search Engine Optimization.
- The site needs to be conducive to viewing on a convergence device / smartphone.

V. Terms

The final budget for this project will be set and approved by the Association's Chief Executive Officer, upon review of the RFPs. Vendors will be given one third of the quote before beginning the project and the remaining service fees upon completion of the project.

The RFP response is due no later than 5:00 pm on October 21st, 2009.

The Vendor who is awarded the project will be notified by email by 5:00 pm October 30th, 2009.

The project as outlined in the RFP, with the exception of those things mutually agreed to in writing, must be completed by 5:00 pm December 20th, 2009. Each day past the 20th will result in a \$50, per day penalty to the Vendor. This penalty can be dissolved by mutual agreement should the delay be the fault of the Association.

The primary means of communication with Association Staff will be by email. The Vendor will respond to requests within one business day, or a \$50 per day penalty will be assessed against the Vendor. Proof of response will be the responsibility of the Vendor.

VI. Resources Provided

Upon awarding the project to the Vendor of choice, the Vendor will be given administrative privileges to the website via the FTP service.

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VII. Criteria for Selection

Vendors will be chosen based on experience, competitive pricing and one interview with Association Staff. Responding Vendors must be within the mid-atlantic states.

VIII. Terms of Response

In order for proposals to be considered, the Vendor must provide the following:

- Proof of Incorporated Business Status
- Three letters of reference for work done within the past two years, similar to that which is outlined in this RFP.
- The URL of at least two websites that the Vendor has been involved in creating and maintaining.
- Contract for Service with all proposed terms for program completion
- Budget Requirements for employment
- Name and short professional bio for any technicians who may be involved in this project
- Response to Proposal with any additional creative ideas or solutions related to the scope of work to be completed.
- The response should provide a single and primary point of contact for the vendor, including email, telephone numbers and times available for contact.
- Responses should be itemized, in order for the Association to prioritize budget activities.

IX. Requests for Vendor Suggestion or Creativity

Vendors are often experienced professionals who are capable of conceiving several creative alternatives. The Association is willing to hear any creative suggestions that may be overlooked in this RFP. After review of www.FAARMembers.com, if the Vendor finds additional items of improvement to be made, they may submit those recommendations with their response and budget requirements.

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X. Responses

Responses and Inquires are to be made to:

Matthew Rathbun

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Fredericksburg, VA 22401

Matthew@FAARMembers.com

540.373.7711