

FROM THE OFFICE OF THEPINKGROUP

Dear Clients:

At the beginning of 2025, thePinkGroup announced its new hours of operation and operating procedures. However, we are wanting to send this notice again, as this may serve as a refresher for most of you and others may be newer clients.

OFFICE HOURS

- **Effective 2025**, the new office hours are Monday - Thursday from 3pm to 8pm EST
 - Unless verbally stated by Angel or Hashondra, Friday office hours are used for follow-ups, billing and emergency appointments only
 - The change, which includes a later work day, will help to accommodate our full-time work schedules and give more 1-on-1 time to answer any pertinent questions and/or concerns you may have
 - Saturday and Sunday office hours are NOT available.
 - **Please note:** We will not respond to text messages and/or emails sent outside of office hours. If it is deemed an emergency, we will contact you directly.

This schedule does not directly affect our work schedule and timeline of projects, but the office hours are used mainly for being available for all of your needs.

GETTING STARTED WITH YOUR PROJECT

- **Effective 2025**, the steps to getting started with your project are as follows:
 - **Step 1: Initial Contact via Email/Phone/Website.** This is a 10-min conversation where the clients describe what their project needs are
 - **Step 2: Client Selects Project Package or Books a Consultation.** All packages can be customized but will require a \$100 consultation fee. The consultation fee will be credited to the total project balance.
 - **Step 3: Contract and Project Payment.** Details below.
 - **Step 4: Project Management and Timeline.** Details below.
 - **Step 5: Project Draft and Approval/Revisions.** Details below.

PROJECT PAYMENTS

- **Effective 2025**, thePinkGroup requires payment to be due before any services are started.
- Split payments and projects that require deposits vary depending on project and will only be accepted if verbally stated by thePinkGroup, or if terms are agreed upon by both parties (*most often given with contract*)
 - Project balances that are greater than \$300 are most likely acceptable for split payments.
 - If the balance is less than \$300, the balance is due in full before the project is started

CONTRACTS

- **Effective 2025**, each client, depending on the scale of the project, will receive a contract for every project.
 - The contract is simple - just a way to hold us accountable for delivering our services to you as promised, and it holds the client responsible for payment.

PROJECT MANAGEMENT + TIMELINES

- **Effective 2025**, the new operating procedure for project timelines will be as followed:
 - After the initial consultation, and receipt of payment, each client will receive a project management document that will be the home for all updates and current happenings for each particular project
 - The project management document will serve as a reminder for each client - what is due from them, when it is due and what is expected at every level of the project process
 - The project management document will also serve as a timeline outlook for thePinkGroup to better help us serve each client in a timely manner

Please note: All project timelines will vary depending on the project itself.
- Projects almost immediately begins within 2-3 business days of receiving all necessary documents, information and payment needed for the project
 - Most book projects take 2-3 months, depending on overall scope of project
 - Most design projects take 2-3 business days, depending on the overall scope of the design

- Most website projects take 5-7 business days, depending on the overall scale of the project

****Note: These are just examples.***

- Each project varies based on each party doing their part to meet the timeliness of getting/preparing project elements.
 - *Please also note that your initial project timeline is always subject to change depending on the complexity of the project faced along the way, or if there is a pause in the project that is beyond either party's control.*

- **FOR EXAMPLE:**

If a project draft is sent to the client, and the client takes two weeks to respond to the initial email sent with updates, the client's original project timeline becomes void.

OR

If thePinkGroup fails to follow the timeline listed on the project management document, thePinkGroup becomes responsible for failure to complete their duties for the project.

Please note: If we fail to do our part or fail to update each project management document, each party will come to an agreement on how to resolve the conflict and/or situation to make amends.

thePinkGroup takes on multiple client projects within a month's time. It is unfair and impossible for us to "hold" a project timeline for every client that fails to comply with returning the revised or approved project draft back to us in order to complete the project within the initial contracted timeframe.

Please see section below for more details.

This information will also be included for reference in each client contract provided.

PROJECT DRAFTS

- **Effective 2025**, project draft revisions and/or approvals will have to be completed within 3-5 business days from receipt of completed project draft email/update.
- thePinkGroup will no longer be responsible for project drafts that have not been proofed before final project is confirmed completed.

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o **WHAT DOES THIS MEAN FOR THE CLIENT?**

- When a project draft is sent via email, the client will be made aware of all project updates and will be referred to the project management document for every stage of the project process.
- The client will be responsible for keeping up with the project management document and will be responsible for reading all emails and information sent pertaining to each project.

***Please note: *thePinkGroup* will no longer be responsible for client oversight.**

With these new operating procedures, our hopes are to eliminate lack of clarity, strengthen accountability and organization for everyone - us included! - and help to mend communication barriers when trying to complete a project.

If you have any questions or concerns, please contact us during our available office hours. We will be happy to assist you.

Best,
thePinkGroup