



Provider

WTS Paradigm, LLC
 1850 Deming Way, Suite 120
 Middleton, WI 53562

Paradigm Render™ Service Statement of Work Summary

EFFECTIVE DATE: Date on which Customer places order with Provider.

This is a Statement of Work (SOW) between a customer (“Customer”) and WTS Paradigm, LLC (Provider) for the rendering services outlined below. All terms, provisions, and other contractually binding information outlined in the Terms and Conditions applicable to Paradigm Render Service (Terms and Conditions, available at www.myparadigm.com/legal/terms/DigitalTools) apply to this SOW, unless otherwise specified. Any terms not defined in this SOW shall have the meaning ascribed in the Terms and Conditions.

This SOW provides for render services provided as of the effective date.

Paradigm Render Service Details & Assumptions

The following table describes the quantity and type of renderings to be delivered with this SOW:

	Service	Description	Price Per (in USD)
Site Specific	2D Floor Plan	A top-down floor plan view showing plan details such as room layout, dimensions, door swings and more. 1 round of revision included at no additional cost.	Mix & Match 5 Pack* for \$2,000.00
	3D Floor Plan	3D model of each level of a home providing details such as layout, door swings, finish materials, furnishings and more. 1 round of revision included at no additional cost.	
	3D Still Images	3D photo-realistic image of a home's exterior or interior showing surface finish details and furniture pieces (if furnished). 2 rounds of revision included at no additional cost.	
	3D Video Walkthrough - Site Specific Plan Set	Minimum 1.5 minute, not to exceed 5-minute video showing a specific home's exterior and interior featuring an animated walkthrough and floor plan overlay. 2 rounds of revision included at no additional cost.	\$ 3,500.00
	360° Virtual Tour - Site Specific Plan	Interactive model allowing the user to self-navigate through the interior of a home using fixed positions throughout a floor plan. Each position allows for a 360° perspective of that point in the model. Ability to integrate additional details throughout the model such as embedding text, photos, and videos.. 2 rounds of revision included at no additional cost.	\$ 3,500.00
Master Set Services	2D Floor Plan with Options	A top-down, black and white (or color if requested) 2D floor plan view showing plan details such as room layout, dimensions, door swings and more. Includes the opportunity to show options as either part of the main image or as inset images. 1 round of revision included at no additional cost.	Mix & Match 5 Pack** for \$3,000.00
	3D Still Images with Options	3D photo-realistic image of a home's exterior or interior showing surface finish details and furniture pieces (if furnished). 2 rounds of revision included at no additional cost.	

	3D Video Walkthrough - Master Plan Set	Minimum 1.5 minute, not to exceed 5-minute video showing the exterior and interior of a master plan set featuring an animated walkthrough and floor plan overlay. Limited to 3 elevations and up to 5 different exterior or interior design or structural options. 2 rounds of revision included at no additional cost.	\$ 6,500.00
Community	Community Tour Video	Minimum 1.5 minute, not to exceed 5-minute video comprised of animated clips and still images of street views, aerial views, and community amenities such as greenspace/parks. Excludes clubhouses or other physical structures. 2 rounds of revision included at no additional cost.	Defined upon request

*Site specific services must be purchased in a pack of 5 for a single home/project. All 5 service selections must be made at a time of purchase.

**Master set service must be purchased in a pack of 5 for a single home/project. All 5 service selections must be made at time of purchase.

The following outlines the assumptions related to this Render Service:

- The Service is limited to 8,000 or less Total Square Feet.
 - Total Square Feet is based on total Area Under Roof (AUR) + all levels modeled.
- Images
 - Images are sold in packs of 5 or more. Each pack will be made up of exterior, interior, or floor plan images.
 - Each additional image is \$200.00.
- Video Walkthroughs
 - Videos will include builder name, model name (name of house plan), location, builder logo, and brand colors upon customer request.
 - Customer's purchasing video walkthroughs may purchase one or more images for \$200.00 each.
- Revision requests must be submitted within 30 days from date Deliverables are first provided to Customer for each of the two revisions. If longer than 30 days with no response, the project will be marked complete and a new project will be opened and additional charges will be incurred.
- Revisions are to correct issues with the original submitted plans by customer, not to make new additions/changes to the original plan. Additional charges will be incurred in this case.
- Accurate modeling and visualization of a home plan requires detailed information from constructable house plans, material examples, and specifications. Customer will provide the necessary information, finish detail specifications, furnishing details (if applicable), documentation, and resources to allow Provider to deliver the above scope. Delays due to incomplete information, extended response times from Customer, or lack of supporting documentation will impact timelines and potentially cost.
- Customer will choose from one of 6 environment scenes and one of 4 home staging packages. If any custom requests fall outside of these packages, additional charges will be incurred once the specific requirements and associated level of effort are determined. Examples of custom additions include, but are not limited to mailboxes, vehicles, street signs and markings, complex brick or stone driveways/pathways, outdoor kitchens, miscellaneous outdoor accessories, bodies of water, specific times of day or weather, etc.
- Customer will provide the following documentation and specifications within 3 business days of project submission:
 - PDF, DWG, or RVT plan for home(s) to be rendered, including cabinet plans and any other spec sheets that reflect Customer build standards.
 - If applicable
 - Exterior material selections including color palettes and exterior materials to be visualized.
 - Interior material selections including color palettes and internal materials / material types to be visualized.
 - Exterior landscaping notes including specific requests such as type of vegetation, hardscape surface type, surrounding geography, and any other relevant details pertaining to the setting of the home. Please note that requests that fall outside of our 6 standard environments will incur additional cost.
- Provider's rendering product is to be delivered as-is. Enhancements to Provider products that may be requested or identified are not included.
- Changes to project scope, additional services for new plans, change of finish detail or furnishing choices, significant modification, or failure to meet assumptions may result in changes to cost that will be managed through a Change Request.
- Hosting Services (description below) are available for Virtual Tours.

Paradigm Render Service Term & Termination

TERM OF STATEMENT OF WORK	1 Year Commencing on the Effective Date.
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PRICING REFLECTED IN APPLICABLE PRICING LIST WILL APPLY TO ALL SERVICES REQUESTED BY CUSTOMER IN THE INITIAL TERM. PRICING INCLUDES INITIAL SUBMISSION AND UP TO THREE REQUESTED REVISIONS; REQUESTS FOR REVISIONS THEREAFTER WILL BE CHARGED AT PROVIDER'S STANDARD RATES. UPON THE EXPIRATION OF THE INITIAL TERM OR ANY SUBSEQUENT TERM, RENEWAL FOR THE FOLLOWING SUBSEQUENT TERM SHALL OCCUR AUTOMATICALLY WITH THEN CURRENT PRICING. CUSTOMER OR PROVIDER MAY TERMINATE THIS SOW AT ANY TIME WITH 30 DAYS WRITTEN NOTICE. TERMINATION BY CUSTOMER REQUIRES PAYMENT OF ALL OUTSTANDING SERVICES REQUESTED.

HOSTING SERVICE TERM AND TERMINATION: THE INITIAL TERM OF HOSTING SERVICES BEGINS ON THE DATE THE FINAL RENDERING PACKAGE IS DELIVERED. INITIAL AND RENEWAL TERMS ARE FOR 12 MONTHS. UPON THE EXPIRATION OF THE INITIAL TERM OR ANY SUBSEQUENT TERM, RENEWAL FOR THE FOLLOWING SUBSEQUENT TERM SHALL OCCUR AUTOMATICALLY UNLESS EITHER CUSTOMER OR PROVIDER SENDS WRITTEN NOTICE OF NON-RENEWAL TO THE OTHER PARTY ON OR BEFORE THIRTY (30) DAYS PRIOR TO THE END OF THE THEN CURRENT TERM. SUCH NOTICE OF NON- RENEWAL MUST AFFIRMATIVELY STATE THAT THE SENDER OF THAT NOTICE ELECTS NOT TO RENEW THE THEN CURRENT TERM. HOSTING SERVICE PRICE SHALL REMAIN CONSISTENT FOR THE INITIAL TERM. RENEWALS WILL BE AT THE PRICE THEN IN EFFECT. CUSTOMER ACKNOWLEDGES THAT IT HAS BEEN GIVEN SUFFICIENT OPPORTUNITY TO CONSIDER THE SOW AND THE RENEWAL PROVISIONS PURSUANT TO WIS. STAT. §134.49 (RENEWALS AND EXTENSIONS OF BUSINESS CONTRACTS), THAT IT SIGNS THIS SOW VOLUNTARILY, AND THAT NO PROMISES OR INDUCEMENTS HAVE BEEN MADE OTHER THAN THOSE CONTAINED IN THIS SOW.

Paradigm Render Service Payment Terms

The payment options for Provider services are outlined below. Payments on invoiced amounts are due within thirty (30) days of receipt.

Payment Options	Payment Due
BFS Credit Program	Payment is pursuant to BFS Credit Program terms.
Credit Cards, ACH	Invoiced upon delivery of Deliverables.

Hosting Service Payment Terms

The payment schedule for Hosting Services is outlined below. Payments on invoiced amounts are due within thirty (30) days of receipt.

Date	Amount Invoiced (in USD)
First year of Hosting Service included in Render price.	Annual Hosting Services Fee
Each Anniversary of Final Rendering Package Delivered.	\$140.00