



Serving you with Integrity, Communication and Skill

Family & Friends Policy

At White Crossroads Web Designs, we firmly believe in assisting the personal and professional growth of our family and friends. We offer all of our services to our family and friends, with the following understandings.

Zero Pricing Option

For our family and friends, we have created a zero pricing option for the majority of our services. If your White Crossroads representative will be doing your project personally, you will not be charged for their time. If they need to incur expenses on your behalf to outside service providers (i.e. domain registration), you will be charged at-cost. If your project requires the participation and involvement of other White Crossroads personnel (i.e. our graphics designer for a logo; our coding staff for a special project), you will be charged at-cost for their services. Hosting is also available at no cost for new or existing websites. We can assist you in transfer websites and domain names. Please visit www.whitecrossroads.com for complete details on all the services we offer.

Turnaround Time

We treat our family and friends with the same professional courtesy and respect we offer all clients. The turnaround time for your project will be our expedient "Within Three Weeks¹" turnaround policy if you are a regular paying retail customer. If you wish to utilize our Family & Friends Zero Pricing Option as discussed above, your turnaround time *will* be adversely affected. **It is important that we communicate this clearly – if you are utilizing our services at zero cost, we will prioritize regular retail customers before your project.** Please speak with your White Crossroads representative for more detailed timeline estimations for your project.

Communication

We cannot overly express the importance of communication, especially for family and friends. We developed this brief written policy to communicate our services, methods and policies to you so that there would be no miscommunication during the development of your project. Many of our customers have turned to us after a failed attempt to work with a child, sibling, niece / nephew or friend. Those attempts failed because the family member / friend web designer placed a low priority on the project and did not communicate this priority to their client, resulting in hurt feelings and adversely affected family relations. We are communicating our priority structure to you here in this document so there is no misunderstanding – if you'd like to utilize our Zero Pricing Option, please understand that we prioritize your project lower than our paying customers. As much as we like you and want to help you, our retail customers come first. We also encourage you to become a regular paying retail customer and experience the professional and speedy turnaround time under which we otherwise operate.

If you do begin to notice any adverse strain on your family or friend relationship as a result of working together on a White Crossroads project, please mention it to your

¹ Our "Within Three Weeks" turnaround policy applies where you have a clearly defined work outline and have provided us with the necessary content and/or graphics to complete your project. If we're waiting on you, our three week clock hasn't started ticking! Some exceptions apply.



representative or to another White Crossroads team member. Our goal is to preserve the harmony of family relationships and friendships while providing high quality service within the bounds of this Policy. We will shift your project to another White Crossroads representative so it can continue and you can take a step back from working so closely with your family or friend representative. There will be a cost associated with this solution, but it is at-cost, low and usually results in the restoration of family and friends harmony with a little good communication by both parties.

Eligibility

This policy applies to the family or friends of any employee or regular subcontractor of White Crossroads Web Designs. That employee or subcontractor becomes your White Crossroads representative and takes the lead on any project you initiate. If your representative should no longer be affiliated with White Crossroads, you may continue to utilize our services at our regular retail rates. If you host websites with us, you may continue to do so at no cost for 6 months after the end of your representative's affiliation with White Crossroads. We will let you know as your renewal date approaches, or you may contact us anytime for details on your specific needs and situation.

Prior to utilizing White Crossroads Web Designs for your website development, graphics design or computer training needs, please be certain you fully understand the Family and Friends Policy. If you have any questions, need clarification or would like a specific written proposal, please contact your White Crossroads representative. You may also reach the company owner, Roshan Searcy, personally at (239) 470-4275 or at roshan@whitecrossroads.com.

Thank you, and we look forward to working with you.

White Crossroads Web Designs

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