

AGENCY RED

PROCESS DOCUMENT FOR RENDERINGS



New York: 646.216.8798 Toronto: 416.901.8486

Copyright © Agency RED, Inc. All Rights Reserved

www.theagencyred.com

AGENCY RED

We are delighted to have the opportunity to work with you. Agency Red has established processes over time to ensure smooth running of projects for all team members. We require Clients & Architect/Interior Designers to read this process document before working with us.

ABOUT US

Agency RED (hereby referred to as “RED”) is a 3D boutique studio that specializes in creating renderings for the Real Estate market. Our Clients include Related Group of Companies, SL Green, The Marketing Directors, Inc., Corcoran Sunshine, Prudential Douglas Elliman, RFR, Kelly Wearstler Interior Design, Viceroy Hotels & Resorts, Starwood Hotels, One & Only Resorts & The Four Seasons to name a few. We are established in New York & Toronto (h.q) since 2005.

PRELIMINARY STEPS

- Agency RED (hereby referred to as “RED”) is contacted by the Client for a preliminary quote.
- The Client tells Agency RED about the project, location, delivery dates, when they are going to market with the property, demographics etc.
- RED walks Client through the Process.
- Client uploads CAD files of the project (Please make sure there are no *XREFS * in the CAD files sent to us).
- Contract is delivered to the Client with payment schedule.
- Client signs the contract & sends RED deposit to begin work.

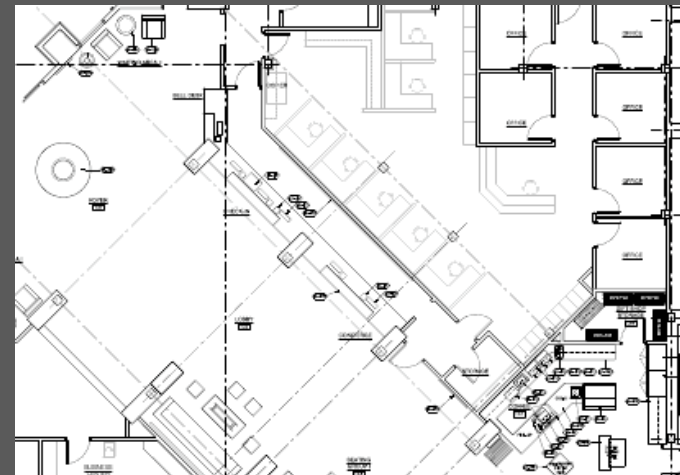
**For AutoCAD file transfer XREFS are a major cause of missing elements. XREF is a reference to an external file, so if this external file is missing the drawing will show a blank area.

CONTACTING THE ARCHITECT/INTERIOR DESIGNER FIRM

- Once Agency RED is contracted by the Client to create renderings for sales & marketing purposes, we request the Architect/Interior Design Firm to send us the information required to complete the project.
- The relationship between Agency RED & Architect/Interior Design company is unusual because both companies are responsible to create renderings for marketing use. RED cannot complete the task without the feedback/co-operation of the Architect/Interior Designer. On the other hand, the Client requires the renderings for marketing & sales purposes.

STEP 1: PRELIMINARY FILE SHARING

- Client/primary point person establishes ONE contact in their firm to deal with RED. This is typically someone from the Architect/Interior Design Firm who knows details about the design or someone on the Client side who understands the project inside/out.
- Primary point person uploads CAD files (& copies of pdfs to RED). Note: Please only send us files that are relevant to what we have been contracted to create.



STEP 2

RED generates a RIF (Request Information Form) requesting detailed information.



RIF (REQUEST INFORMATION FORM)

Once you receive the Request Information Form, please request RED to walk you through the RIF process at the beginning of the project. You may be required to sign up with google (free).

STEP 3: Information Transfer

Agency RED requests information to be put in folders from the primary point person to be uploaded on a ftp site with clear documentation on the RIF (Request Information Form). These typically include:

- 1) Incomplete CAD drawing
- 2) Incomplete Designs
- 3) Incomplete Finishes
- 4) Any additional incomplete information (furniture, fabric, fixtures etc.)

We request information to be put in specific folders that are labeled as requested by us on the FTP site.

Note: **Red offers cost-effective solutions for Clients. We are able to do this because we have processes in place.** RED reserves the right to re-quote for additional work with anyone/company that refuses to follow the processes described in this document.

If RED is in charge of the creative direction for the rendering then RED will provide the creative options to the Client, and the Client will sign-off on the creative direction before work is done on the rendering. (If there is no interior designer involved in the process).

STEP 3: Information Transfer



NOT ACCEPTABLE



ACCEPTABLE

Finishes: RED requests real samples to be mailed to its office or high resolution photos to be uploaded on the ftp. Photos should show the patterns/textures clearly. Don't forget to add the size of the tile you have photographed in the notes. RED is not going to "guess" the correct texture/color. We use the photos you send as the source of the texture/pattern. Take photos in natural sun-light not a dark room.

NOTE: Sending a pdf/word document with manufacturers product name & number, or finish schedule is not sufficient. RED is not going to waste time looking for specific products online.

STEP 3: Furniture/Fabrics



NOT ACCEPTABLE



ACCEPTABLE

Fabrics: Always give a high resolution sample of the full pattern where the fabric texture & colors are apparent. Remember, RED is directly using the images you send & feeding them into the rendering.

WHAT YOU SHOULD KNOW

- 1) RED has a competitive price model. A certain number of hours have been built in for each rendering (including project management time). If there are inefficiencies in file sharing, communication & feedback due to no fault on RED's part, then the Client will be billed for additional hours.
- 2) In our contract with the Client, we state that RED will get feedback from ONE source. If you are the primary point person (hereby referred to as "PPP") to communicate all feedback to RED, please consult with other team members (including the Client & your team leader) before you give us feedback.
- 3) These renderings are **not** meant to be **DESIGN TOOLS**. If they are the Client will be charged for any design changes, or changes in direction as per our contract. Furthermore, timelines will shift according to RED's internal production schedule.
- 4) The rendering process requires approval at every step to ensure that the end product is what you envision. For each step, you are allowed a certain number of revisions. If revisions are extensive, additional costs will apply (the Client will be billed). Please see "Steps, Feedback & Cost Structuring slide".

WHAT YOU SHOULD KNOW

5) The Client has pre-negotiated with RED a certain date the renderings have to be delivered by. RED would only agree to a date if it has been assured by the Client that all designs & finishes are finalized. Delays in giving RED information or feedback will automatically shift the final delivery date and can delay the launch of the Sales Center, marketing brochures, Ads etc.

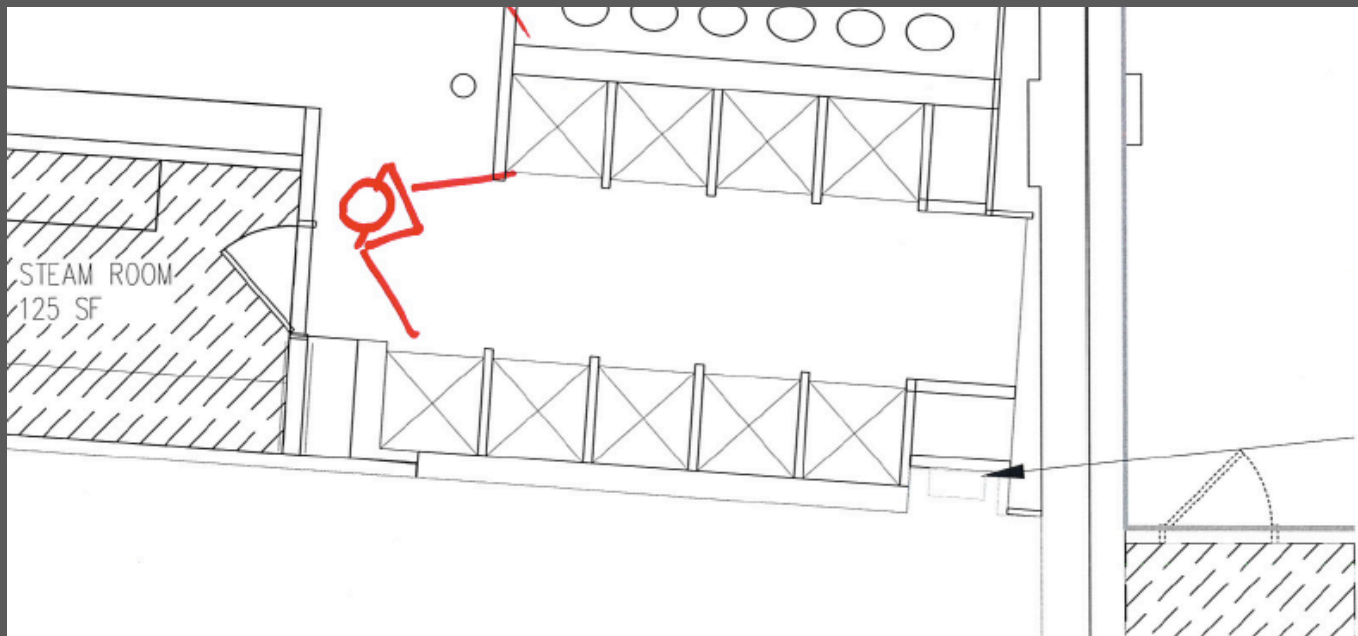
6) If RED has requested information from you on certain renderings, and if you are aware that certain designs & finishes have not been finalized, you should notify the Client & RED immediately so everyone is on the same page in regard to final delivery dates.

7) The rationale that the “rendering does not look good so the design had to be changed” is not correct. If the rendering does not look good then give feedback on the rendering without changing the design. If the design needs changing then discuss it with the Client and give feedback to RED (additional costs will apply).

STEP 4

Discussion on angles:

Preliminary angle discussion looking at floor plans. After discussing with Client, PPP (“Primary Point Person”) marks out approximate angles.



FEEDBACK: WHAT NOT TO DO

Primary point person (or project manager): “Let me show this to my boss and the Client when it is nearly completed.”

Feedback



Agency RED

AGENCY RED

THERE HAVE BEEN INSTANCES WHERE THE CLIENT OR/AND PRINCIPAL HAVE TOTALLY DECLINED THE DIRECTION GIVEN BY HIS/HER SUBORDINATE (PPP) RESULTING IN ADDITIONAL BILLING TO THE CLIENT. IF YOU ARE NOT THE PRINCIPAL THEN MAKE SURE THE CLIENT & TEAM LEADER AGREE WITH THE DIRECTION YOU ARE GIVING. KEEP THEM INVOLVED THROUGHOUT THE ENTIRE RENDERING PROCESS.

FEEDBACK (HOW IT SHOULD WORK)

ALL TEAM MEMBERS GIVE FEEDBACK AT EVERY LEVEL



Primary point person weaves out contradictory feedback. If all the team members do not agree on a direction, the Developer/Team Leader makes a decision. Feedback is then given to Agency RED from PPP.



Agency RED

STEP 5

Angles are presented. Note at this stage, the PPP can request additional perspectives to be generated of the space at no additional cost (as long as Agency RED does not have to do any additional modeling).



STEP 6: PPP should discuss with Client/Team Leader before giving direction

-PPP confirms angle (Agency RED will proceed to the next step only after an angle is confirmed by the PPP). Changing the view point once the angle is finalized will lead to additional billing.

-Discussion on time of day/mood of the rendering from a marketing perspective.

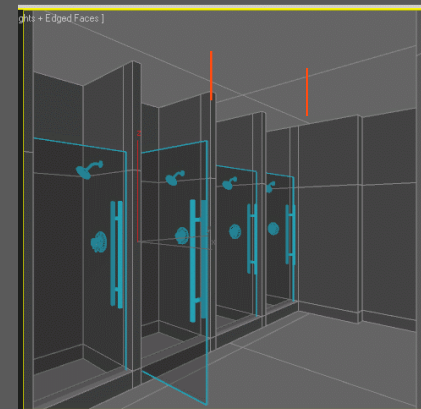
-Discussion on view photography (if required-either the view photography will be delivered to us by the PPP or Agency RED will coordinate for a photography shoot (additional costs will apply).

-Discussion on people (if they are to be placed in the rendering). If people are chosen from Agency RED's library (if there are appropriate people) then there is no additional charge to the Client. If images have to be purchased then the Client will be billed for additional costs.

STEP 7

PPP receives a wire-frame of the chosen angle (interior or exterior in detail). All STRUCTURAL issues to be addressed here for exteriors.

For interiors, all structural issues must be pointed out here (furniture will be blocked out in the rendering if any is to be included in the rendering). Light specs & fixtures for interiors and exteriors should be looked at carefully for accuracy (2 rounds included in price).



Once all structural comments have been made, the PPP can focus on finishes.

STEP 8: HOW TO GIVE FEEDBACK?

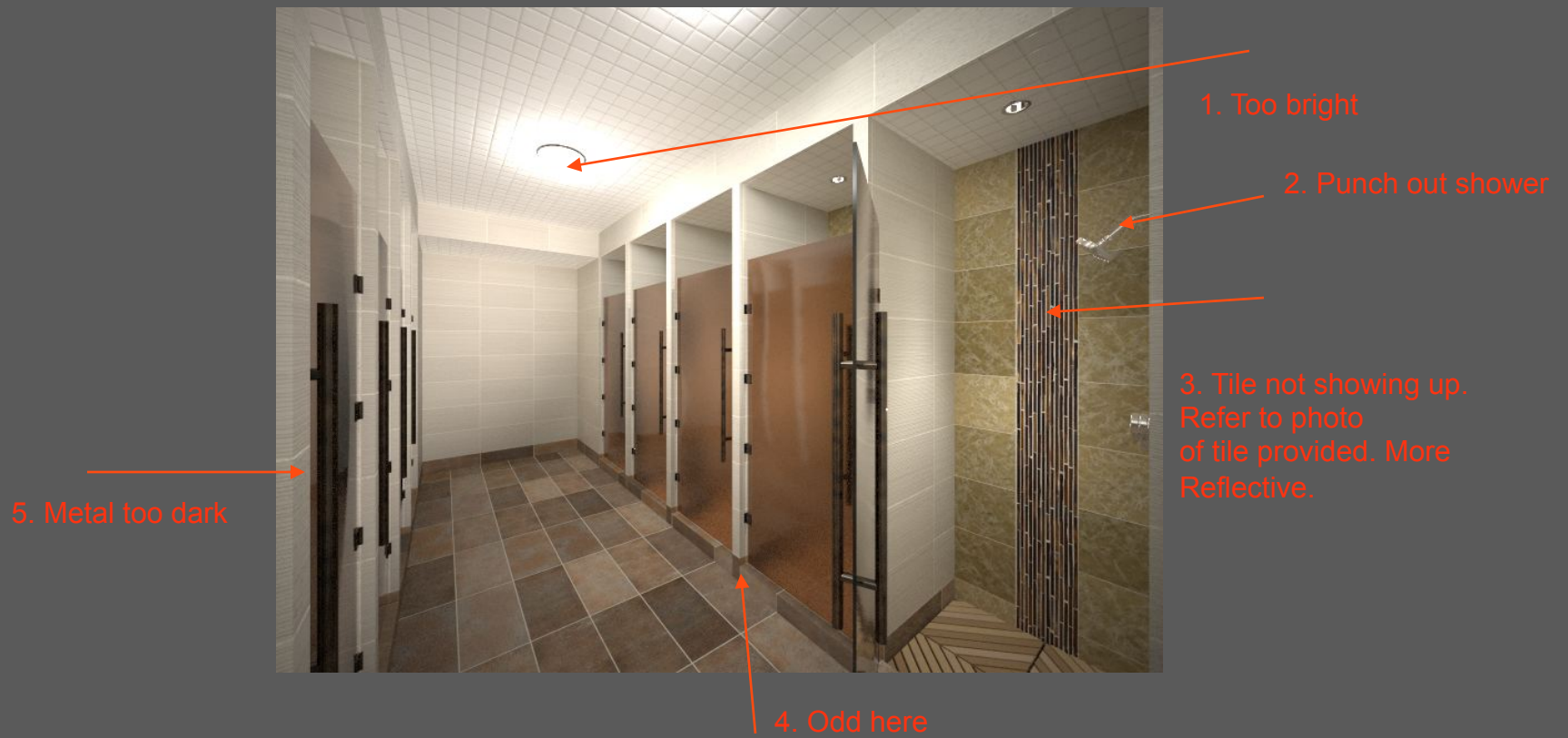
Agency RED sends the image to PPP for feedback (1 round included in price).



AGENCY RED

STEP 8: HOW TO GIVE FEEDBACK?

The PPP sends feedback. Note: Agency RED will not take comments over the phone. All feedback must be documented. NOTE: Always number your feedback (see below).



Note that in Step 9 we should not be addressing any structural issues. This stage is designed only to address finishes.

STEP 9: FINAL TOUCHES (FEEDBACK) GIVEN TO RED

No major changes should be requested at this stage (1 round included in price)



STEP 10: FINAL DELIVERY VIA FTP BY RED.



STEPS, FEEDBACK & COST STRUCTURING

Perspectives presented. PPP's feedback integrated (2 rounds included in price).

Perspective sign-off (note any changes to the perspective after the DP has passed the angle may lead to increased billing & shift timelines accordingly).

Wireframe presented with details (1 round included in pricing)

Rendering presented with finishes (1 round included in pricing)

Accessories & people added (if required). PPP feedback integrated (1 round included in price).

Final touches added (1 round included in price). 5mb rendering size delivered to client via ftp. If you require a larger size, please notify RED in the beginning of the project. Additional costs may apply.

AGENCY RED

THANK YOU FOR YOUR KIND ATTENTION

Agency RED is always looking for ways to improve its Processes. Should you have any comments/feedback on how we can improve our processes, please email sh@theagencyred.com