MODERA®

BY MILL CREEK

BUCKHEAD

Bark Fifth Avenue

Luxury Canine Concierge Services and Consulting

Prepared For: *Nikki Copeland*
Prepared By: *Ashley Harris, CEO/Founder*
Bark Fifth Avenue & AD Consulting

Date: *8/26/201*

OVERVIEW AND OBJECTIVE

AD Consulting focuses on innovation and creativity first. This allows us to develop personalized marketing strategies that help to both understand your residents and engage them in a results driven way. By creating unique amenities which focus on key points found through our analysis of data, we are able to engage with your residents in a way that is truly representative with your brand's goals and image.

Modera has a well-deserved reputation as a distinct luxury residence in Atlanta's most exclusive location. However, faced with the growing competitive residential market and pet industry, studies show, 54% of people are more likely to choose to live in a residence that offers convenient services like dog walking than a residence that does not. In addition, pet owners who live in a residence that offer these convenience services are 10 times more likely to stay in that residence for 5 years or more due to the sense of community these services promote. With these services in demand, buyers and renters have shown they are willing to pay more for a residence that offers these amenities, creating a unique opportunity to increase your revenue. Modera will eventually face the possibility of decreasing sales revenues due to lack of trending pet friendly residence and pet friendly services.

We have developed solutions to stay ahead of these trends and propose that Modera implement our Luxury Canine Concierge Service as part of the Modera features and amenities currently offered. Our solution will easily enable Modera to gain the benefits of improved resident satisfaction and creating a unique opportunity to increase your revenue. increased revenue productivity throughout the entire sales cycle. Most importantly, we provide the training and support for this new solution that ensures your staff can be confident when presenting the services to potential and current residents. **We are excited for the opportunity to work with you.**

Sincerely,

Ashley Carestia

SCOPE OF SERVICES

Bark Fifth Avenue is pleased to submit this proposal for Consulting and implementation of a Luxury Canine Concierge service to support Modera Buckhead in achieving its goals for improving resident satisfaction by providing residents with a private, white-gloved luxury pet concierge service.

Such services include but are not limited to:

- Expert Consultation of the Pet Industry
- Dog Walking
- Full on-site Grooming and other Spa Services
- In-home Holistic Veterinary Appointments
- Medicine and Check-in Visits

The Opportunity:

- Expedite resident occupancy
- Improve resident satisfaction
- Create a sense of community
- Increase revenue through resident referrals and renewals
- Create a higher demand for Modera Buckhead
- Remove the burden from staff with the organization of pet related services and events

TIMELINE

Timeline:

During the first 30 days, we will be collecting data and analyzing your business in its current state. To complete the work outlined in the project scope, we'll need approximately 60 days from beginning to end as mentioned above, depending on when we receive feedback at each milestone. Upon signing the proposal, we are prepared to start work immediately.

The proposed timeline for this project is split in 2 phases:

Phase 1: Development & Strategy

This phase includes: Introduction of Luxury Canine Concierge Services and draft a strategic plan of services to the General Manager, Nikki Copeland and staff at Modera.

Phase 2: Growth Strategy & Execution

This phase includes: Announce & launch services to residents. We will set up avenues for residents to schedule services via resident portal and hold an event for residents to

build excitement and will make residents aware of these new services. This event can be held during the opening of rooftop dog park scheduled to open in October.

Upon completion of this comprehensive plan, we will review the recommendations made and prioritize any outstanding tasks or deliverables that need to be completed prior to moving to the next phases.

ACCOUNTABILITY & EXECUTION PLAN

Before we proceed, we will identify mission critical tasks, assign ownership, and create due dates for the tasks so that they are complete. As we build this out, more ideas, tasks, etc. may come up. We have a system to make sure that these ideas are documented and noted so that we can stay on task, but we will revisit these action items as others are completed.

Also note that while we are working through these phases, it is imperative that we get feedback from your team in a timely fashion so that we can keep things moving forward.



Context and Objectives

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The objectives of the consultant will be to:

- Build a growth strategy based on Modera Buckhead's current and projected amenities
- Set metrics and targets to be achieved by the new marketing team

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Fee Summary

Consulting for Luxury Canine Concierge Services **$6,500.00**

Below is the budget estimated based on the scope of services outlined earlier in this proposal. The retainer is a one-time only fee, followed by the monthly consulting fee. If you have any questions about our pricing or need to increase or decrease the scope of work, please feel free to let us know.

ITEM NAME	UNITS	RATE (USD)	TOTAL
Retainer	1.0	$3,500.00	$3,500.00
Consulting for Luxury Canine Concierge Services	1.0	$3,000.00	$3,000.00
Total			**$6,500.00**