DELIVERABLE 06 · BUDGET ESTIMATE

Budget Estimate

$2.6M – $3.0M total investment, milestone-based payments, and 1.3–2.0 year payback.

PREPARED FOR	SPONSOR	BY	VERSION
Resortments	**Russ · Owner**	**Webaroo**	**v3.0**

This budget details the complete financial commitment required to deliver the Resortments Unified Enterprise Platform — covering team composition, delivery model, cost breakdown, payment structure, and ROI justification. Our commercial approach rests on four core imperatives:

1. **Deliver enterprise-grade software at a price that respects your balance sheet.** Webaroo's senior engineering team with modern development tooling gives Resortments enterprise quality without the overhead of traditional consulting engagements.
2. **Discovery is free.** Webaroo conducted all scoping interviews, on-site working sessions, and prepared this entire Discovery Package at no cost. The first dollar Resortments pays funds working software, not paperwork.
3. **$300K upfront funds Phase 1 — then every payment is milestone-gated.** The single upfront payment funds 90 days of delivery. From Phase 2 onward, no payment is released without phase completion and UAT sign-off.
4. **1.4–2.8 year payback with quantifiable ROI.** The $2.6M–$3.0M investment returns $1.0M–$2.05M per year in operational savings depending on savings realization rate, making the platform cash-positive well within 3 years.

These imperatives drive every line item in the cost breakdown and every entry in the payment schedule that follow.

Prepared by: Webaroo (Development Partner — full platform design, development, and delivery) **Client:** Resortments **Status:** Final **Date:** April 10, 2026

> **Note:** Webaroo handles the entire platform buildout. Division owners (David, Tracy, Zac, Gerardo, Dylan, Russ, Johnny, Teresa) are Resortments operational staff serving as subject-matter experts — they provide requirements and feedback but are not responsible for software development.

Executive Summary

This estimate covers the design, development, and deployment of the Resortments Unified Enterprise Platform—a comprehensive suite of eight integrated modules connecting all divisions across land procurement, legal closings, material procurement, manufacturing, field operations, property leasing, legal rollovers, and accounting. The platform is estimated at **63–87 developer-months** of effort across four implementation phases over **13 months**.

Total project investment: $2.6M – $3.0M (mid-point: $2.8M), payable on a milestone-based schedule with **Phase 1 ($300K) collected upfront** to fund 90 days of delivery. Total first-year investment including post-launch support and operations: **$2.85M – $3.4M**.

Discovery is included at no charge. Webaroo conducted complete division-owner interviews, requirements gathering, and scope definition in an on-site working session with Russ (April 2026). The full Discovery Package — Audit & Competitor Analysis, Technical & Project Evaluation, Project Charter, Roadmap, Risk Analysis, Budget Estimate, Product Backlog, and Payment Schedule — is included at no additional cost. No payment is due for any discovery work.

This estimate reflects completed scoping interviews with all eight division owners, including Johnny (CPA) and Teresa (Controller) for the Accounting Hub. The Accounting Hub interview confirmed multi-entity QuickBooks integration, ADP payroll sync for 12 employees, and the need for a cost allocation engine — all consistent with the original 13–18 dev-month estimate. Monte Carlo / predictive modeling is handled separately by Mirrorfish and is not in platform scope.

A Note on the Investment Range

When Connor was at your place in Arkansas, he gave you a rough early estimate based on a couple hours of conversation during an initial scoping conversation. That number came from an honest first read — but it wasn't a scoped engagement.

Back at the office, Connor sat down with our solution architect and walked every division module line-by-line against the actual complexity that surfaced during the eight SME interviews. Here's what moved the number, and we want you to see the work:

1. **Multi-entity QuickBooks is a different animal.** Johnny and Teresa confirmed each of your ownership entities has its own QB instance. That's not a standard integration — it's cross-entity mapping, consolidated chart of accounts, and reconciliation at the reporting level. That alone is 13–17 developer-months of work that neither of us factored in during the initial conversation.
2. **Your compliance architecture is real.** The 7–10 year data retention, SOX-equivalent audit trails, segregation of duties, and OSHA safety tracking your legal situation actually requires is 15–20% of the engagement. Not a nice-to-have — a hard requirement your attorneys will confirm.
3. **Field teams need native mobile, not a responsive web page.** Zac's plant operations and Gerardo's field crews won't adopt a web app they have to pull up on a phone browser in the field. That's native iOS + Android with offline sync — an entire phase of work that wasn't in the original conversation.
4. **Permitting is 50+ jurisdictions, not a checklist.** You flagged it yourself as "zero roadmap." Building a real permitting tracker that doesn't collapse the first time a deadline slips requires deliberate design and ongoing manual touchpoints — scoped as a full division module.
5. **We built your protection into the number.** The $2.6M–$3.0M range includes contingency and management reserve (covers scope variability, integration unknowns, and rate fluctuation) and a 5% retention holdback — meaning Webaroo holds back 5% of its own fee until the system has run stable for 60 days post-launch. That's protection for Resortments, not padding.

The honest number is $2.6M–$3.0M. We're leading with the low end ($2.6M) because this is a relationship, not an auction. If Resortments needs to hit $2.6M, Webaroo can hit it — the trade-offs are documented below. But below $2.6M, we're in a high-stress environment where every change order becomes an argument and the quality of the work starts to suffer. Neither of us wants that.

What we're *not* doing: charging Resortments a dollar for discovery. The eight documents in this package — audit, technical evaluation, charter, roadmap, risk analysis, budget, backlog, and payment terms — cost $0. The first dollar Resortments wires funds working software, not paperwork.

And Resortments' exposure to start is $300K — not $2.6M upfront. Just $300K, which funds 90 days of real delivery: the Foundation platform plus the Land Division pilot. After that, every payment is tied to a phase gate that Russ (or Johnny) signs off on. If anything's off, Resortments stops paying.

Estimation Methodology

Framework

Estimates are derived from: 1. **Module Complexity Ratings** — Assessed during scoping interviews (low/medium/high) based on feature scope, integration depth, and technical novelty 2. **Industry Benchmarks** — Enterprise web+mobile platform development (25–35 dev-months/engineer for comparable systems) adjusted for Resortments' scale and complexity 3. **Integration Complexity Assessments** — API integration difficulty, third-party dependencies (DocuSign, RealPage, ADP, QuickBooks), and data flow complexity 4. **Developer-Month Quantification** — All estimates expressed in developer-months with phase-level breakdowns for cross-validation

Key Assumptions

- Full-time team available; no multi-project context switching
- Agile delivery model with 2-week sprints and iterative testing
- Phase gates with stakeholder reviews between phases
- Client subject-matter expert availability 50%+ throughout development
- Third-party integrations use documented APIs; no reverse-engineering required
- Infrastructure hosted on standard cloud platform (AWS/Azure); no custom infrastructure build-out
- Mobile applications use React Native for iOS/Android code sharing
- No greenfield database architecture; standard relational (PostgreSQL) + document store (MongoDB) pattern

---

Module Complexity Ratings

Based on scoping interviews, modules are rated as follows:

MODULE	COMPLEXITY	KEY DRIVERS	DEV-MONTH RANGE
Legal Close Land	HIGH	500+ DocuSign docs/closing, gated workflow, 20 active closings, real-time Accounting sync	12–16
Material Procurement	HIGH	2,000+ POs, 200 vendors, inventory tracking, vendor portal, budget visibility gap, future warehouse transition	14–18
Plant Division	HIGH	Greenfield manufacturing ops, production scheduling, GPS logistics, QC workflows, 10-year compliance, oversize transport	13–17
Field Division	HIGH	Geo-fencing, crew tracking, photo documentation, safety tracking, inspection workflows, multiple handoffs, no existing process	14–18
Management/Leasing	MEDIUM-HIGH	RealPage/OneSite integration, 15+ monthly reports, tenant portal, lease renewals, SLA tracking, 7-year audit retention	11–15
Legal Rollovers	LOW	RealPage handles most; platform adds dashboard/escalation layer only, eviction workflow, financial export	6–9
Land Division	HIGH	Permitting chaos (50+ agencies), due diligence (15+ checklist items), engineering docs (Autodesk/Rhino/Lumion), zoning/entitlements, multi-year timelines	13–17
Accounting Hub	HIGH	Multi-entity QuickBooks (one QB instance per ownership entity), ADP payroll (12 employees, 2 pay schedules), cost allocation engine (project → factory model), financial dashboards (NOI, cash, funds), all-division reporting, budget vs actual	13–18

Note: Accounting Hub estimate confirmed by scoping interview with Johnny (CPA) and Teresa (Controller). Multi-entity QB adds complexity vs single-company integration. Monte Carlo / predictive modeling handled by Mirrorfish (external tool, not in platform scope).

Effort Estimate by Phase

Phase 1: Foundation & MVP (Months 1–3)

Scope: Platform core, authentication, workflow engine, document management, one "pilot" division module (likely Land for complexity proof-of-concept)

COMPONENT	DEV-MONTHS	NOTES
Platform Architecture & Setup	1–2	Infrastructure, CI/CD, database design, security baseline
Auth System (SSO, RBAC, 2FA)	1–2	5-tier role system, multi-tenant isolation, audit logging
Workflow Engine & Approval Gates	2–3	Gated workflows, handoff notifications, blocker detection
Document Management System	1–2	File storage, versioning, permissions, compliance retention
Notification & Alert Engine	1	Email, in-app, alerting rules
API Layer & Data Contracts	1–2	RESTful APIs for division modules, event-driven architecture
Land Division (Pilot Module)	6–7	Site prospecting, due diligence checklists, permitting tracker, environmental tracking, financials to Accounting
Phase 1 QA & UAT	2	Integration testing, UAT with Land division
Subtotal	**16–20**	Average: 18 dev-months

Team: PM (1) + Architect (1) + 3–4 full-stack developers + 1 QA engineer + 1 DevOps/Infrastructure engineer
Duration: 3 months (90 days)
Delivery: Land Division module MVP + foundational platform

Phase 2: Wave 1 Modules (Months 5–8)

Scope: 3 complex divisions (Legal Close Land, Material Procurement, Plant)

MODULE	DEV-MONTHS	KEY FEATURES
Legal Close Land	7	Deal pipeline (kanban + table), document mgmt, DocuSign integration, gated workflow, closing statements to Accounting, pipeline value reporting
Material Procurement	8	PO system, vendor portal, inventory tracking, delivery/receiving, budget tracking, material request pipeline, logistics dashboard
Plant Division	7	Production scheduling, QC system, transport coordination, production floor dashboard, compliance/audit trail, Field handoff integration
Accounting Hub (Phase 2a)	4	QuickBooks sync foundation, basic financial dashboards, cost tracking by division, budget vs. actual framework
Phase 2 QA & UAT	2	Integration across 3 modules + Accounting, division testing
Subtotal	**20–28**	Average: 24 dev-months

Team: PM (1) + Architect (0.5, shared) + 5–7 full-stack developers + 1 Mobile developer (early ramping) + 1 QA engineer + 1 DevOps (shared)

Duration: 4 months
Delivery: 3 major operational modules + Accounting integration foundation

---

Phase 3: Wave 2 Modules (Months 9–11)

Scope: 3 remaining divisions (Field, Management/Leasing, Legal Rollovers)

MODULE	DEV-MONTHS	KEY FEATURES
Field Division	8	Job site tracking, crew scheduling, installation checklists, inspection/punch lists, photo documentation, safety tracking, daily progress videos, Plant handoff, Management handoff
Management/Leasing	6	RealPage integration, lease mgmt, tenant portal, rent collection, maintenance SLA tracking, 15+ monthly reports, lease renewals
Legal Rollovers	3	RealPage data dashboard, eviction/escalation workflow, financial export to Accounting, dispute resolution
Accounting Hub (Phase 3a)	4	ADP payroll integration, advanced dashboards, all-division financial reporting, budget management, cost allocation engine
Phase 3 QA & UAT	1	Full platform integration testing, all-division workflows
Subtotal	**15–21**	Average: 18 dev-months

Team: PM (1) + 5–7 full-stack developers + 1 Mobile developer + 1 QA engineer + 1 DevOps (shared)
Duration: 3 months
Delivery: All 8 division modules operational; integrated Accounting Hub

---

Phase 4: Mobile + Advanced Features (Months 11–13)

Scope: Mobile applications (iOS/Android), advanced dashboards, integrations refinement

COMPONENT	DEV-MONTHS	NOTES
Mobile App: Field Division	3	Geo-fencing, crew check-in, checklists, photo capture, offline capability, Bluebeam integration
Mobile App: Plant Division	3	Production floor dashboard, QC sign-off, delivery tracking, GPS integration
Mobile App: Management/Leasing	2	Property manager field access, inspections, lease signing, rent tracking
RealPage/OneSite API Refinement	2	Deep integration for rent, maintenance, tenant data; custom reporting connectors
Russ Owner Dashboard (Executive Portal)	2	Unified KPI dashboard, drill-down capability, alerts, all-division visibility
DocuSign Advanced Integration	1	Batch document handling, template management, signing workflows optimization
Phase 4 QA & Deployment	1	Mobile testing (iOS/Android), UAT, staged rollout
Subtotal	**12–18**	Average: 15 dev-months

Team: PM (1) + 1 Mobile developer (React Native) + 3–4 full-stack developers + 1 QA engineer
Duration: 3 months
Delivery: Mobile apps + advanced integrations + executive dashboards

---

Phase 5: Optimization & Ongoing (Months 15+)

Scope: Performance tuning, change requests, ongoing operations

COMPONENT	DEV-MONTHS
Performance Optimization (database, APIs, UI)	2–3/month
Change Requests & Bug Fixes	2–3/month
DevOps & Infrastructure Support	0.5–1/month
Continuous Improvement	1–2/month

Duration: Ongoing (post-launch maintenance & feature requests)
Note: Phase 5 is not included in initial project budget; recommend separate ongoing maintenance contract at ~$15K–$35K/month

---

Total Effort Summary

PHASE	DURATION	DEV-MONTHS	TEAM SIZE
Phase 1 (Foundation + Land)	3 mo	16–20	6–7
Phase 2 (Wave 1: 3 modules + Accounting foundation)	4 mo	20–28	8–9
Phase 3 (Wave 2: 3 modules + Accounting completion)	3 mo	15–21	7–8
Phase 4 (Mobile + Advanced)	3 mo	12–18	6–7
Project Total	**13 mo**	**63–87 dev-months**	**Average 7–8**

Conservative Estimate: 63 dev-months (lower end)
Realistic Estimate: 75 dev-months (mid-range)
Comprehensive Estimate: 87 dev-months (upper end, assumes tight UAT + aggressive change requests)

Team Composition & Staffing (Webaroo)

Delivery Model

Webaroo delivers this project using a dedicated senior engineering team with modern development tooling and async-first collaboration practices. Webaroo handles all hiring, team management, and technical leadership — Resortments interacts with one point of contact (Connor Murphy) for steering and milestone reviews.

Core Project Team — Webaroo

The team comprises: - **Tech Lead / Solution Architect** (1.0 FTE, full project duration) — owns architecture, auth design, API contracts, and code review - **4 Senior Full-Stack Engineers** (1.0 FTE each, full project duration) — backend integrations, workflow engine, frontend dashboards, and client-facing development - **Mobile Developer** (1.0 FTE, Phase 2 ramp onward) — React Native for iOS and Android - **Project Manager / Client Liaison** (1.0 FTE, full project duration) — runs client steering meetings, stakeholder comms, sprint coordination - **UI/UX Designer** (0.75 FTE, full project duration) — enterprise dashboard design, Figma prototyping - **QA Engineer** (1.0 FTE, full project duration) — manual and automated testing - **DevOps / Infrastructure** (0.5 FTE, full project duration) — CI/CD, monitoring, cloud infrastructure - **Business Analyst** (0.5 FTE, Phases 1–3) — integration mapping, requirements refinement

Total peak team size: 10–11 dedicated professionals

Extended Support (as needed)

- Database specialist (performance tuning): 2–3 weeks
- Security / compliance specialist: 2–3 weeks
- QA automation specialist: 2–3 weeks

Cost Range Estimate

Development Services

- **63–87 developer-months** of senior engineering effort at a blended rate of ~$29K/dev-month (covering architecture, development, QA, DevOps, design, project management, and tooling)
- **Direct development cost:** $1.83M–$2.52M (63 dm × $29K = $1.83M low; 75 dm × $29K = $2.18M mid; 87 dm × $29K = $2.52M high)
- The Professional Services line in the Grand Total table below ($2.48M–$2.77M) reflects this direct cost plus embedded contingency / management reserve and shared overhead allocations.

Infrastructure & Hosting

- **Development environment:** $1,500–$2,500/month × 13 months = $19.5K–$32.5K
- **Staging environment:** $2,000–$3,500/month × 6 months = $12K–$21K
- **Production (post-launch):** $4,000–$8,000/month × 1 month = $4K–$8K
- **Subtotal Infrastructure:** ~$37K–$64K
- **Post-Launch Monthly (Year 1):** $3,500–$6,000/month

Third-Party Integration Costs & Licensing

- **DocuSign API:** $5,000–$15,000/year
- **RealPage/OneSite API Integration:** $50K–$75K (custom connector development)
- **ADP Workforce Now API:** $10K–$20K (standard integration, minimal customization)
- **QuickBooks Online API:** $5K–$10K (standard integration)
- **Cloud Platform (AWS/Azure):** Included in Infrastructure estimate
- **Geofencing / GPS Service (Field Operations):** $500–$2,000/month × 12 = $6K–$24K/year
- **Bluebeam Integration (PDF markup):** $0 (API-based, no licensing cost to Resortments)
- **Google Earth / Mapping APIs:** $5K–$15K/year
- **Subtotal Integration & Licensing:** ~$81K–$162K/year (Year 1); $81K–$162K/year ongoing

Grand Total Estimate

Project contingency and management reserve (up to 15%) is embedded inside the Professional Services line, not added on top. The $140K retention holdback (5%) is also inside these totals — Resortments' total exposure is capped at $2.6M / $2.8M / $3.0M, with the retention released 60 days post go-live if no Severity 1 incidents remain unresolved.

CATEGORY	LOW	MID	HIGH
Professional Services — direct delivery (Architecture, Design, Development, QA, PM)	$2.16M	$2.29M	$2.41M
Embedded Contingency & Management Reserve (up to 15%)	$0.32M	$0.34M	$0.36M
Professional Services subtotal	$2.48M	$2.63M	$2.77M
Infrastructure & Hosting (13mo + setup)	$37K	$50K	$64K
Third-Party Integration & Licensing (Year 1)	$81K	$120K	$162K
TOTAL PROJECT BUDGET (inclusive of 5% retention holdback)	**$2.60M**	**$2.80M**	**$3.00M**

Year 2+ Ongoing Support & Operations

CATEGORY	MONTHLY	ANNUAL
Maintenance & Bug Fixes (1–2 developers)	$8K–$20K	$96K–$240K
Infrastructure & Cloud	$4K–$6K	$48K–$72K
Third-Party Licensing	$3K–$9K	$36K–$108K
Total Year 2+	**$15K–$35K/mo**	**$180K–$420K/year**

Payment Structure & Schedule

Webaroo delivers this engagement on a milestone-based schedule where each payment is tied to an explicit deliverable and phase sign-off. **Phase 1 is collected upfront** ($300,000) and funds 90 days of delivery. Every subsequent payment is released only after the prior phase is complete and UAT has been signed by the relevant division owners.

Discovery is not charged. Webaroo conducted all scoping interviews and prepared the full Discovery Package on our own investment. The first payment Resortments makes funds actual build work — not paperwork.

Recommended: Milestone-Based Payment Schedule

Based on a **mid-point contract value of $2.8M**, the payment schedule is:

#	TRIGGER EVENT	TIMING	% OF TOTAL	AMOUNT	PURPOSE
1	**Phase 1 Upfront** (SOW signed)	Week 0	~10.7%	**$300,000**	Funds 90 days of delivery: Foundation platform (auth, workflow engine, DMS, API, notifications) + Land Division pilot MVP. Single upfront payment — no mobilization/completion split.
2	**Phase 2 Complete** (Wave 1: Legal Close, Material Procurement, Plant + Accounting foundation)	~Month 7	25%	**$700,000**	3 major division modules live in staging; Accounting Hub foundation integrated
3	**Phase 3 Complete** (Wave 2: Field, Management/Leasing, Legal Rollovers + Accounting completion)	~Month 10	25%	**$700,000**	All 8 division modules functionally complete in staging
4	**Phase 4 Complete** (Mobile apps, Owner Dashboard, advanced integrations)	~Month 12	17.5%	**$490,000**	iOS/Android apps in app stores, Russ's executive dashboard live
5	**Go-Live & 30-Day Stabilization** (production deployment, training, handoff)	~Month 13	16.8%	**$470,000**	Production cutover + 30 days of active support
6	**Retention Release** (60 days stable operation, zero critical issues)	Month 15	5%	**$140,000**	Holdback released after proven stability
	TOTAL		**100%**	**$2,800,000**	

Why Phase 1 Is Collected Upfront

Phase 1 is structured differently from every subsequent phase for one reason: **it has the highest ramp cost and the longest payback horizon for Webaroo**. Collecting the full $300K upfront allows Webaroo to:

1. **Fund team assembly immediately.** Webaroo's senior engineering team requires onboarding and tooling setup before productive delivery begins. Upfront capital means the team starts Day 1, not Week 4.
2. **Lock in infrastructure and tooling.** Development environments, authentication services, monitoring, and third-party integration sandboxes are all provisioned before any code is written.
3. **Simplify the contract.** A single $300K payment for Phase 1 is cleaner than splitting mobilization and completion into two separate invoices — and Resortments pays less upfront than under alternative structures.
4. **Align incentives.** At $300K for 90 days, Webaroo has a strong financial incentive to deliver Phase 1 on time and earn the Phase 2 payment. Missing Phase 1 means no Phase 2 payment.

What Phase 1 Delivers for $300K / 90 Days

Foundation (10 dev-months of effort): - Authentication & Authorization — SSO, 5-tier RBAC (Owner, Executive, Manager, User, Viewer), 2FA - Workflow engine — state machine, approval gates, handoff notifications, audit logging - Document management — Central repository, versioning, access control, 7-year retention architecture - API layer — RESTful endpoints, rate limiting, webhook handlers, autogenerated Swagger docs - Notification & Alert engine — Email, in-app, configurable alerting rules - Database schema v1.0 — Companies, Divisions, Projects, Documents, Users, Roles, Audit Logs

Land Division Pilot Module (8 dev-months): - Parcel tracking with status, cost data, and financials - Due diligence checklist (template-driven) - Permitting tracker (manual entry, no automation in Phase 1) - Document linking (Autodesk/Rhino/Lumion files via URL) - Basic map visualization (Mapbox or Google Maps) - Financial integration to Accounting Hub schema (read-only QB sandbox)

Integrations (sandbox / foundation level): - QuickBooks Online — read-only integration, single-entity sandbox - DocuSign — sandbox envelopes, template management - Clerk/Auth0 — full authentication stack, 5-tier RBAC enforced

Phase 1 Gate Criteria (required for Phase 2 payment): - Russ logs in, sees Land Division parcels with real cost data - At least one workflow (Land → Legal Close handoff) routing tasks correctly - DMS storing and retrieving documents reliably - 5 power users onboarded (Russ, David, Tracy, Johnny, Teresa) - UAT signed by Russ + David for Land Division pilot - Code delivered to Resortments' GitHub org (no code hostage situations) - Hardened code + security checklist (formal pentest deferred to pre-Phase 3 gate)

Why This Structure Works for Resortments

1. **Discovery was free.** Resortments has already received the complete Discovery Package (8 deliverables) at zero cost — included by Webaroo at no additional cost.
2. **$300K gets you a real working system in 90 days.** Not a prototype — a production-quality foundation plus a fully working Land Division module that Russ can log into and use.
3. **Your money is protected after Phase 1.** Every subsequent payment requires explicit phase sign-off and UAT. If a phase fails, the next payment isn't triggered.
4. **Retention holdback.** The final 5% ($140K) is held back for 60 days after go-live to ensure the system is stable in production.
5. **Phase gates prevent scope creep.** Each payment requires signed acceptance of the phase deliverables.
6. **You have clean exit points after every phase.** If Resortments decides to walk away after Phase 1, 2, 3, or 4, you've only paid for what was delivered — not future work.

Alternative Payment Models

If the milestone-based model above doesn't fit Resortments' cash flow preferences, Webaroo can accommodate:

Option B: Upfront Phase 1 + Monthly Retainer - $300K upfront for Phase 1 (unchanged) - $200K/month for Months 4–12 ($1.8M) as a flat retainer - $700K in go-live + retention payments (Months 13–15) - **Total: $2.8M** - Simpler monthly cash flow after Phase 1; less event-driven variance - Best for: Resortments if you prefer predictable monthly outflows

Option C: Phase Pre-Payment (Phase 1 upfront, subsequent phases 50/50) - $300K upfront for Phase 1 - Phases 2–4: 50% at the start of each phase, 50% on phase completion - Go-live + retention: unchanged - **Total: $2.8M** - Gives Webaroo stronger working capital for each subsequent phase - Best for: projects where client and vendor already have established trust

Option D: Bank-Financed (Term Loan or Line of Credit) - Resortments finances the project through an existing banking relationship - Webaroo provides detailed milestone documentation for bank draw requests - Payments to Webaroo follow Option A; bank handles amortization on Resortments' end - Best for: if Resortments wants to preserve operating cash and spread payments over a longer amortization period

Phase-by-Phase Cash Flow (Option A)

The table below shows cumulative payments from Resortments' perspective across the 13-month engagement:

MONTH	EVENT	PAYMENT DUE	CUMULATIVE PAID
0 (Week 0)	SOW signing — Phase 1 upfront	$300K	$300K
7	Phase 2 complete (Wave 1 + Acct foundation)	$700K	$1,000K
10	Phase 3 complete (Wave 2 + Acct completion)	$700K	$1,700K
12	Phase 4 complete (Mobile + Dashboard)	$490K	$2,190K
13	Go-Live + 30-day stabilization	$470K	$2,660K
15	Retention release (stable operation)	$140K	$2,800K

Total engagement duration: 13 months **First-year out-of-pocket for Resortments (Months 0–12):** ~$2.19M **Remaining in Year 2 (Months 13–15):** ~$610K

Alternative: Low-End Budget Scenario ($2.6M)

If Resortments wants to lock in the lower end of the range, Webaroo can deliver the project at $2.6M total with the following payment schedule:

EVENT	AMOUNT
Phase 1 Upfront (SOW signing)	$300K
Phase 2 Complete	$650K
Phase 3 Complete	$650K
Phase 4 Complete	$450K
Go-Live	$420K
Retention	$130K
TOTAL	**$2,600K**

Note: Phase 1 upfront remains at $300K in all scenarios — this is the cost to assemble, tool, and mobilize the team, which is independent of the project's total contract value.

The $200K difference between the low-end ($2.6M) and mid-point ($2.8M) comes from: - Tighter contingency management (smaller risk buffer — requires disciplined scope control by Russ) - Reduced nice-to-have features in each division module (Webaroo will document what's excluded) - Leaner QA cycle (6 weeks UAT instead of 8 weeks)

What's NOT Included in These Payments

Each payment above covers **development and delivery only**. The following are separate line items:

- **Third-party software licensing** (DocuSign, RealPage, ADP, QuickBooks multi-entity) — billed directly to Resortments by the vendors, not through Webaroo, estimated $81K–$162K in Year 1

- **Cloud hosting** (AWS/Supabase/Vercel/Cloudflare) — billed directly to Resortments from Month 12 forward, estimated $4K–$8K/month in production
- **Year 2+ maintenance contract** — separate agreement, $15K–$35K/month, typically signed 30 days before go-live

---

Detailed Budget Notes

Accounting Hub Scope (Confirmed)

The Accounting Hub scoping interview with Johnny (CPA) and Teresa (Controller) is complete. Confirmed scope:

MVP (Phase 2a–3a, 13–18 dev-months): - Multi-entity QuickBooks sync — each ownership entity has its own QB instance. Requires entity-to-entity mapping, consolidated chart of accounts, and cross-entity reporting. This is significantly more complex than standard single-company QB integration. - ADP Workforce Now payroll — 12 employees, payroll allocated by project. Two pay schedules: bi-weekly (leasing) and semi-monthly (salary). No PTO tracking in ADP currently. - Financial dashboards — NOI vs interest rate (Russ's #1 metric), available funds, cash position, revenue growth, cost control. Daily updates required. - Budget vs actual variance — by cost category, division, and project. Daily cadence. Early warning indicators before variances become critical. - AP automation — invoice processing, approval workflows, payment scheduling. - Cost allocation engine — transitioning from per-project to factory model. Weekly recalculation. Job summary reports.

Confirmed OUT of scope: - Monte Carlo simulation (handled by Mirrorfish — external tool) - Custom ad-hoc report builder (Johnny explicitly said No) - Government/regulatory compliance automation

No budget increase required. The 13–18 dev-month estimate holds. The multi-entity QB complexity was offset by Monte Carlo and custom report builder being out of scope. Net effect on budget: neutral.

Cost Drivers & Risk Areas

High-Risk Items (Cost Escalation Potential)

1. **DocuSign Volume Scaling** — If envelope volume grows significantly beyond initial estimates, DocuSign tier may need upgrading. Current estimate assumes API business tier at $5K–$15K/year for programmatic envelope sending at 10,000+ envelopes/year volume.
2. **RealPage API Depth** — If RealPage integration requires more than standard API connectors and custom reporting, complexity increases. Estimated risk: +$150K–$250K if deep custom connector needed.
3. **Plant Manufacturing Operations (Greenfield)** — Plant doesn't exist yet; design decisions not finalized. Manufacturing complexity can vary 2–3x based on equipment choices. Estimated risk: +$150K–$250K.
4. **Permitting Process Automation (Land Division)** — Russ flagged permitting as "0 roadmap" with 50+ agencies per project. Automated agency portal integration not possible everywhere; risk of manual workarounds. Estimated risk: +$80K–$160K if extensive manual tracking required.
5. **Field Crew Adoption & Mobile Infrastructure** — Field division has zero systems currently; crew adoption of mobile app critical. Poor connectivity in remote sites may require offline capability beyond standard. Estimated risk: +$80K–$150K.
6. **OneSite/RealPage Dependency (Management Division)** — Tight coupling to RealPage may create maintenance burden if APIs change. Estimated risk: +$40K–$80K if major API revisions required post-launch.

7. **Multi-Entity QuickBooks Complexity** — Each ownership entity has its own QB instance with potentially different chart of accounts. Entity mapping and consolidated reporting may require more effort than estimated. Estimated risk: +$120K–$200K.

Scope Creep Risks

- **Owner Dashboard (Russ)** — Russ wants visibility across all divisions + predictive analytics + automated alerts. Scope can expand easily. Estimate: add 2–4 dev-months if extended to comprehensive BI platform.
- **Change Requests During Development** — Field operations teams historically reactive (per Gerardo: "never finished on schedule ever"). Likely 10–15% scope change during development. Estimated impact: +$300K–$500K if not managed.
- **Nice-to-Haves** — Both Accounting Hub and Land Division have extensive "nice-to-have" feature lists (15–20 items each). Temptation to include during development high. Recommend strict phase-gating.

Mitigation Strategies

1. **Define QB multi-entity mapping strategy** — confirm which entities, which accounts, sync frequency, and consolidated reporting requirements
2. **Establish firm feature freeze at Phase 3 gate** — only critical bug fixes + committed features in Phase 4
3. **Negotiate RealPage API SLA** — agree on support timeline before integration begins
4. **Plan field crew training + change management** as separate workstream ($50K–$75K budget)
5. **Allocate contingency explicitly** for DocuSign volume overage and RealPage integration depth

---

Implementation Timeline

Proposed Delivery Schedule

```
Month 1–2:     Phase 1a (Core Platform) — Architecture, auth, workflows, document management
Month 3–4:     Phase 1b (Land Division Pilot) — Land module MVP, QA, UAT
Month 5–6:     Phase 2a (Wave 1 Modules) — Legal Close Land, Material Procurement (parallel)
Month 7–8:     Phase 2b + Phase 2c — Plant Division + Accounting Hub foundation, QA, integration
Month 9:       Phase 3a (Wave 2 Start) — Field Division, Management/Leasing (parallel start)
Month 10:      Phase 3b — Legal Rollovers, Accounting Hub completion, integration
Month 11:      Phase 3 QA & UAT — Full platform testing, all-division workflows
Month 11–12:   Phase 4 (Mobile + Advanced) — Mobile apps, RealPage deep integration, Owner Dashbo
Month 13:      Phase 4 QA, Staging, Production Deployment, Training, Go-Live Support
Month 14+:     Phase 5 (Ongoing) — Bug fixes, change requests, continuous improvement
```

Critical Path: Phase 1 → Phase 2 (Legal + Procurement must complete before Material impacts Plant) → Phase 3 → Phase 4

Go-Live Options: - **Phased by division:** Land (Month 4) → Material + Plant (Month 8) → Field + Management (Month 11) → Full platform (Month 13) - **All at once:** Month 13 (higher risk, requires coordinated training + change management) - **Recommended:** Phased approach with Land as pilot, Wave 1 as proof-of-concept, full go-live Month 13

Assumptions & Caveats

Explicit Assumptions

1. **Client Availability:** Resortments provides dedicated SME support 50%+ throughout project
2. **Change Control:** Formal change control process in place; scope changes tracked and cost-impacted
3. **Infrastructure:** Cloud-hosted (AWS/Azure); no on-premise or custom infrastructure build-out
4. **Third-Party APIs:** RealPage, ADP, DocuSign, QuickBooks all provide documented APIs; no reverse-engineering
5. **Data Quality:** Incoming data from existing systems (RealPage, ADP, QuickBooks) is reasonably clean; significant data migration not required
6. **Regulatory:** No special compliance requirements beyond standard audit trail + GAAP financial reporting
7. **Language/Localization:** English language only; single-entity tax structure (not multi-jurisdiction consolidation)
8. **User Base:** ~80–100 concurrent users; <1M transactions/month in steady state
9. **Mobile Platforms:** iOS (Apple) + Android (Google) only; no Windows Mobile or custom platforms
10. **Timeline:** Team can commit full-time for 13 months; no extended leaves, turnover, or multi-project context switching

Explicit Exclusions

- **Integration with QuickBooks Desktop** (only QBO / Online API in scope)
- **Multi-currency** or multi-language support
- **Salesforce, Dynamics, or ERP integration** (only QuickBooks + ADP in scope)
- **Advanced BI tools** (Tableau, Power BI) — basic dashboards only
- **Custom API integrations** beyond DocuSign, RealPage, ADP, QuickBooks
- **On-premise deployment** or custom infrastructure
- **Machine learning / predictive analytics** beyond basic budget forecasting (Monte Carlo separately noted as "with Mirrorfish")
- **Custom development for city/county portals** (tracking only, no automation)
- **Full EDI integration** with procurement vendors
- **Legacy system data migration** or cleansing beyond scope of new system setup
- **Post-launch training** for more than 2 full-day sessions per division (separate budget if extended training needed)
- **Ongoing consulting** beyond handoff and launch support

Financial Viability & ROI

Cost Drivers in Context

Total Estimated Project Cost: $2.6M–$3.0M (mid-point: $2.8M) **Year 2+ Ongoing Maintenance & Operations:** $180K–$420K/year **Total Year 1 Investment:** $2.85M–$3.40M

Expected ROI Drivers (Based on Scoping Interview Pain Points)

1. **Material Procurement Visibility** — Russ stated "nobody can tell you if we are over or under on any project." Estimated 5–10% cost reduction from better budget visibility + procurement process

automation across $10M+ annual material spend = $500K–$1.0M/year savings
2. **Legal Close Land Efficiency** — Currently relies on scattered emails, no deadline tracking. Estimated 2–3 weeks time savings per closing × 20 closings/year × $150/hr blended cost + reduced closing errors/rework = $100K–$200K/year
3. **Field Operations Coordination** — "Never finished on schedule ever"; system could enable 10–15% schedule improvement on $20M+ in annual projects = $200K–$500K revenue acceleration / cost avoidance
4. **Accounting/Finance Automation** — Eliminating manual spreadsheets + QuickBooks entry across multi-entity QB, improving close timeline, enabling real-time NOI tracking: estimated 1–2 weeks/month × blended staff cost + better cash management decisions = $150K–$250K/year
5. **Payroll Allocation Accuracy** — Proper ADP integration could improve labor cost allocation to projects, enabling better pricing/profitability visibility = $50K–$100K/year indirect benefit

Conservative ROI Estimate: $1.0M–$2.05M/year in benefits **Payback Period:** 1.4–2.8 years depending on savings realization rate, based on $2.8M investment against $1.0M–$2.05M in annual operational savings.

Budget Recommendation & Next Steps

Recommended Budget Authorization

Request approval for: $2.6M–$3.0M total project budget (including contingency and management reserve covering scope variability, integration unknowns, and rate fluctuation), payable on a milestone-based schedule with **$300,000 due upfront at SOW signing to fund Phase 1 (90 days)**. All subsequent payments are tied to phase completion and UAT sign-off. Discovery is delivered at no charge.

This range covers: - Full-service development (63–87 dev-months) including architecture, design, development, QA, DevOps, and project management - Infrastructure & hosting (13 months + Year 1 setup) - Third-party integrations + licensing (DocuSign, RealPage, ADP, QuickBooks multi-entity) - Contingency for identified risks (multi-entity QB, RealPage integration, scope creep) - Post-launch support (30 days)

Does NOT include: - Extended training / change management (budget separately: $50K–$100K) - Advanced BI platform expansion (Phase 5) - Monte Carlo financial modeling (Mirrorfish integration) - Ongoing maintenance beyond 30 days (contract separately at $15K–$35K/month)

Immediate Actions (Week 1–2)

1. **Define QB multi-entity mapping strategy** — confirm entity list, chart of accounts per entity, sync frequency, consolidated reporting rules
2. **Establish steering committee** — Russ + division heads + Webaroo PM + CPA
3. **Secure stakeholder sign-off** on this estimate, contingencies, and timeline
4. **Finalize project kickoff plan** — team onboarding, infrastructure provisioning, knowledge transfer schedule
5. **Lock phase gates & change control process** — formal approval required to advance phases or accept scope changes

Success Criteria for Budget Management

1. **Phase gates enforced:** No advancement without steering committee approval + final acceptance of prior phase
2. **Change log maintained:** All change requests tracked with cost/schedule impact

3. **Contingency reserved:** Contingency funds not spent during project unless approved by steering committee
4. **Monthly financial reviews:** Project spending vs. budget reviewed in monthly steering meetings
5. **Earned value tracking:** Schedule and cost performance indices monitored to detect overruns early

---

Conclusion

The Resortments Unified Enterprise Platform is a complex, high-impact initiative spanning 8 interconnected divisions with significant current process fragmentation. The estimated investment of **$2.6M–$3.0M over 13 months** (mid-point $2.8M), payable on a milestone schedule with $300K collected upfront for Phase 1, is justified by the scale of operational coordination required and quantifiable ROI of $1.0M–$2.05M/year in cost reduction, process efficiency, and financial visibility — yielding a 1.4–2.8 year payback period depending on savings realization rate.

Key success factors: - **Multi-entity QB mapping strategy** finalized before Phase 2a development begins - **Phased implementation** with firm phase gates to manage scope and risk - **Strong client sponsorship** from Russ and division heads throughout - **Strict change control** to prevent 20%+ scope creep - **Contingency reserves** allocated for identified high-risk areas

With all eight division scoping interviews complete, we recommend **authorization to proceed with project planning and team onboarding**, with detailed project plan due within 4 weeks.

Document prepared by: Webaroo
Status: Final — All 8 division interviews complete
Next Review: Steering committee review (Week 3, 2026)
Approval Required From: Russ (CEO), Johnny (CPA), Steering Committee

NAVIGATE THE PACKAGE

All Discovery Materials