



# RLI Chapter Websites Agreement

*Prepared for: RLI Chapters*

## GOALS & OBJECTIVES

The new REALTORS® Land Institute Chapter Websites are designed to make it easier for RLI Chapters to manage their members and courses while providing a standardized look that will strengthen the RLI brand in the industry. With a simple to use interface that integrates with the RLI National database, chapters will have easy access to more information than ever before. Chapters will also be able to more easily manage and update their own websites.

## DEFINITIONS

- **Frontend**  
Refers to the part of the website that users see when they visit your website page.
- **Backend**  
Refers to the part of the website only approved admins and leadership (Website Administrators) may see which integrates with the RLI National Database.

## WEBSITE FRONTEND INCLUDES: (Stage 1 – Purchased Option)

- An intuitive, easy to navigate WordPress website template which comes pre-populated to include the new RLI brand elements and color scheme.
- A standardized, branded website URL domain (ie. www.rlitexaschapter.com).
- A Chapter Land Connections listing page with properties from only your chapter members.
- A Chapter Find A Land Consultant page with a directory of only your chapter members.
- An automatically updating 'Upcoming Courses' Page with your chapters courses.
- Ability for your members to login to register for courses, renew their dues, and update their member records.
- A 'Welcome New Chapter Members' page and a 'Congratulations new ALCs' page that automatically update.

## **WEBSITE BACKEND INCLUDES:**

### **(Stage 2 – Available to all Chapters at no cost)**

- An intuitive WordPress website template editor which is easy to update with custom content and images (not included if not purchasing Stage 1).
- An e-commerce system that allows chapters to take payments through registration and renewal forms on the website OR the ability to use a payment processor of your choice outside the system (not included if not purchasing Stage 1).
  
- **Education Management**
  - + Submit to host courses to RLI National through a form, for approval by National.
  - + Manage course rosters that connect to a member's record eliminating the need to submit Excel rosters to National.
  - + Add/specify an additional charge to a course if registrant is taking it for CE credit.
  
- **Membership Management**
  - + Ability to email to a list of chapter members through the database.
  - + Ability to add custom fields to your chapter members' records.
  - + Ability to view and update contact information in a chapter member's national record.
  - + Ability to view a chapter member's course history.
  - + Ability to export lists of your chapter members as well as new national members and prospects from the RLI National database in your Chapter Region.
  - + Ability to set up dues rates and payments by membership level/type.
  - + Ability to add a prospect record to the National database.
  
- **Chapter Management**
  - + Ability to access National's templates and resources available through RLI national at any time (ie. PPT, brochure, flyer, e-newsletter, etc.)
  - + National's promotional flyers and membership applications.
  - + Data forms, evaluations, and other course related documents.

## PROCESS AND TIMELINE

A Chapter may purchase a website at any time.

**Step 1:** Sign this document agreeing that you understand and intend to transition to the new RLI Chapter Website. Make initial payment to LandBrokerWebsites.com.

**Step 2:** Front-end customization. Chapters will be given access to the template editing side of the site where they can update copy and images to customize the page before it goes live. [A recorded video](#) on how to use the different functionalities on the frontend of the website is available online on the Chapter Leaders Resource page.

**Step 3:** Backend integration. The backend functionality will be automatically added for you, if it is not already installed. [A recorded video](#) on how to customize the backend of your new website is available online on the Chapter Leaders Resource page.

## INVESTMENT OVERVIEW

The cost of the initial website setup is a one-time fee of \$250. Afterwards, Chapters will be responsible for paying a monthly maintenance fee of \$30 which includes their annual domain fee, website updates, and maintenance. All payments will need to be made to LandBrokerWebsites.com, not RLI National. Chapters will continue to be responsible for managing their own finances and all fees associated with payment processing.

\*\* If located in Texas and you are not a non-profit organization, 100% of the project cost is taxable under Texas State Sales Tax, 8.25%

## NEXT STEPS

1. Sign this agreement and return to RLI National
2. Submit \$250 payment to LandBrokerWebsites.com through the following payment link: <https://crystalcore.net/rli-chapter-payment>
3. Upon initial payment, crystalcore.net will begin initial project scheduling and creation of a production timeline.

## FAQS

- **What support will I have for my website?**  
RLI's Marketing Manager will be the first line of support for Chapters to answer questions about the website. Should further assistance be needed, the issue will be escalated to be taken care of by LandBrokerWebsites.com
- **What parts of the website will I need to update?**  
All updates to content, images, courses, and member records will be the responsibility of the chapter. All updates to the functionality and maintenance of the website will be the responsibility of LandBrokerWebsites.com

## TERMS AND CONDITIONS

- Once the project fee is paid in full to LandBrokerWebsites.com, any elements of text, graphics, photos, contents, trademarks, or other design artwork furnished by the chapter for inclusion in the website are owned by the client.
- REALTORS® Land Institute & LandBrokerWebsites.com expects the chapter to have permission from the rightful owner to use any images, design elements and/or content that are provided for inclusion in the website, and will hold harmless, protect, and defend from any claim or suit arising from the use of such elements.
- REALTORS® Land Institute & LandBrokerWebsites.com retains the right to chapter websites, content and other website elements as examples in literature, training, documentation, portfolios and in business related projects.

# FINAL AGREEMENT

- This agreement becomes effective only when initial payment is received from agents of Realtor Land Institute and RLI Chapter, by crystalcore.net. This contract was entered into in Texas and any dispute will be litigated or arbitrated in Texas.

**Chapter Name:** \_\_\_\_\_

**Chapter Admin:** \_\_\_\_\_

**Chapter Address:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Aubrie Kobernus, CEO**

REALTORS® Land Institute, 430 N Michigan Ave, Chicago, IL 60611

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Mike Ciesiensky, President**

crystalcore.net

PO Box 181231, Dallas, TX 75218

Signature: \_\_\_\_\_

Date: \_\_\_\_\_