

EXHIBIT A-3

2018 STATEMENT OF WORK

Design and Digital Support for Down Payment Assistance Program

Project Scope

Design

\$2,500 one-time fee

Goal: To create a new stylized design related to the new Down Payment Assistance Program's *Hope Brings You Home* tagline. Once complete, implement the new tagline on external channels including:

- NAHAC Website homepage
- NAHAC Down Payment Assistance web page
- Social Media channels
- Add the following text tagline to the final frame of NAHAC's three (3) previously created 30 second videos for pre-roll digital media buy:

New Down Payment Assistance Program now available

Digital Media

\$1,000 per month (x 6 months)

Goal: Strategically implement a Pay-Per-Click campaign to increase web traffic in light of new Down Payment Assistance Program and maintain and reinforce web presence. Note: eCPC in this instance is estimated cost per click and the Conversion Rate is calculated by looking at the number of conversions divided by total clicks.

Conversions are considered Click to Call ad clicks, Form Submissions or Quiz Completions. Based on historical performance, BRAINTRUST is confident that our campaigns will continue to provide conversions that will help NAHAC grow the number of recipients.

Budget: \$1,000 per month digital media budget includes 7% commission on the gross.

Pay-Per-Click Budget – the following are monthly projections based on \$1,000/month budget:

Impressions: 6,000

Clicks: 575

Click-through rate (CTR): 9.5%

Estimated cost per click (eCPC): \$1.75

Conversion Rate: 25%

Estimated Conversions: 200

Total Budget: \$8,500

Implementation Plan and Schedule

BRAINtrust proposes to complete the Services as defined in the Project Scope within a six-month term. The actual project start and the deliverable schedule will be finalized based on determinations made at a project kickoff meeting to be held within 3 business days of the Effective Date of the Professional Services Agreement (“Agreement”). Prior to the expiration of the Agreement, NAHAC and BRAINtrust will review the terms of the Agreement and any applicable Statement of Work to assess the Parties’ interest in maintaining an ongoing relationship and under what terms and conditions.