

EXHIBIT A-3

2018 STATEMENTS OF WORK

Design and Digital Support for Down Payment Assistance Program

Project Scope

Design

\$2,500 one-time fee

Goal: To create a 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:

- Apply new tagline and buttons to NAHAC Website homepage and program page
- Social Media channel links

Video Editing of NAHAC TV Commercial

\$500 one-time fee

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 (Pay-Per-Click) \$1,000 per month PPC campaign (\$6,000 for six-month term)

Goal: Strategically implement a Pay-Per-Click (PPC) 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 for PPC includes a 7% commission (i.e., \$70 per month) to be retained by BRAINTRUST.

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: \$9,000

Implementation Plan and Schedule

BRAINtrust proposes to complete the Services as defined in the Project Scope within a six-month term starting on May 1, 2018, and ending on October 31, 2018. The actual project start and the deliverable schedule will be finalized based on determinations made at a project kickoff meeting to be held no later

than May 22, 2018. Prior to the expiration of the Professional Services Agreement between NAHAC and BRAINtrust (as amended, 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.