



BRASS RING
CONSULTING
GROUP

www.brassringconsult.com
(323) 850-1812

Web Development Examples

May 2022

We've been developing custom software applications for 30 years, but here are just a few of our more recent website and marketing-related projects.

Most recently serving as North America Head of Marketing & Web Development for a \$4 billion global retail travel company, our past work has taken us through numerous industries and business models -- and provided a wealth of experience that we can extend to you.

Whether building new systems from the ground up, or enhancing existing systems, we've always approached each project and partnership with a forward-looking eye:

- using cutting-edge marketing strategies and tactics proven to boost sales & engagement
- providing a fulfilling, rewards-driven customer experience
- and by improving productivity with business automation

To accomplish this, there is as much – or more – going on *behind the scenes* of our work as there is on the front-end. *What you get is MORE than what you see.*

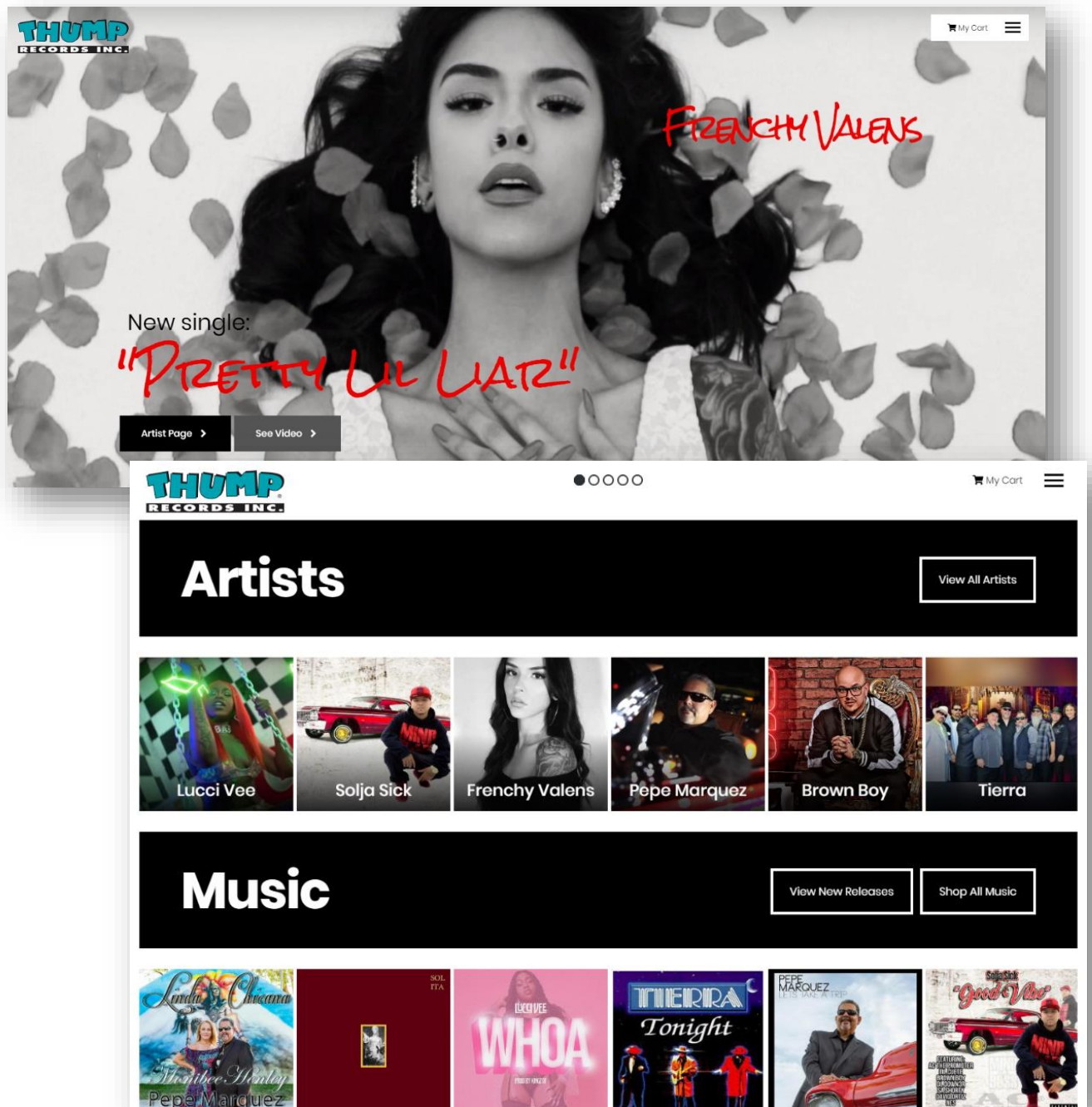
We have integrated multiple, separate sources of data to provide a 360-degree view of the customer to more clearly understand their needs... we've given customers reasons to stay loyal so they keep coming back... and we make our clients' lives easier so they can *do more* with *less effort*.

Thump Records (Universal Music Group)

Here is a website we recently built for a record label under Universal Music Group we have a partnership with – **Thump Records**, in the music business since 1990. This is a good example of a full-scale e-commerce site where we built and continue to maintain everything from content to graphic art to e-commerce, with marketing automation running behind the scenes. As an overhaul to an older website, the new website more than tripled web traffic and increased sales by over 300% in just the first month.



<https://thumprecords.com>

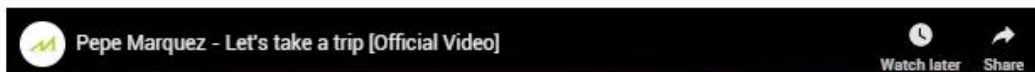


Linda Chicana (with Monibee Henley)



Download Song \$1.29 Download Video \$1.99

Let's Take A Trip



FRENCHY VALENS

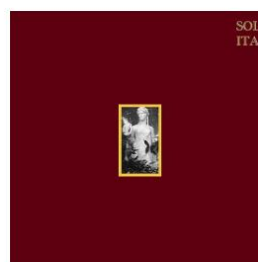
ALTHOUGH SHE FIRST ENTERED THE WORLD OF MUSIC WORKING ON RAP AND HIP-HOP PROJECTS, FRENCHY VALENS IS NOT ONE TO BE LIMITED TO ONE GENRE. MUSICAL VARIETY IS REFLECTED IN HER WORK, WHICH VENTURES FROM CLASSIC OLDIES TO LATIN FAVORITES TO ORIGINAL POP-EDM SONGS. BUT WHAT MAKES FRENCHY SPECIAL IS HER UNIQUE ABILITY TO "PHRASE" THE LYRICS AND MAKE THEM HER OWN REGARDLESS OF THE GENRE.

SHOP

FOLLOW

FACEBOOK

Music Videos Biography Upcoming Events



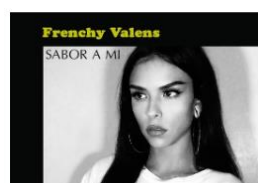
SOLITA
RELEASE DATE: 2020
► 1 Solita

BUY TRACK \$1.29



PRETTY LIL LIAR
RELEASE DATE: 2020
► 1 Pretty Lil Liar

BUY TRACK \$1.29



SABOR A MI
RELEASE DATE: 2019
► 1 Sabor A Mi

BUY TRACK \$1.29

Clothing

[Back to Shop Home](#)

Select product categories

Select product categories

Product tags

Search Keyword and hit 'Enter'

SEARCH

Showing 1-16 of 87 results

Sort by latest



Caps



Hoodies



Other Clothing



T-Shirts



Freestyle Concert T-Shirt - Women's Sizes

\$25.00 - \$30.00

Select options



Freestyle Concert T-Shirt - Men's Sizes

\$25.00 - \$30.00

Select options



LBC Concert T-Shirt - Women's Sizes

\$25.00 - \$30.00

Select options



LBC Concert T-Shirt - Men's Sizes

\$25.00 - \$30.00

Select options

Old School Red Car T-Shirt



\$19.99 - \$24.99

Old School Red Car T-Shirt, 100% cotton preshrunk, choice of black or white

Size Choose an option

Color Choose an option

1

Add to cart

SKU: TSHIRT-OS-RED-CAR

Shop other... [Clothing, T-Shirts](#)

Tag: [Old School](#)

SEARCH

Search Keyword and hit 'Enter'

SEARCH

RECENTLY VIEWED PRODUCTS

[Old School Bundle](#)

\$49.99

[Old School "All Night Long" T-Shirt](#)



E-commerce Built for Speed

With so many "moving parts" and media-rich pages, e-commerce pages are notoriously tough to get loading quickly. And with search engines like Google paying such close attention to page load speed and "web vitals", it's more important than ever to optimize e-commerce sites.

We achieve top-quality results on product pages...

GTmetrix Grade

A

Performance

94%

Structure

100%

Web Vitals

Largest Contentful Paint

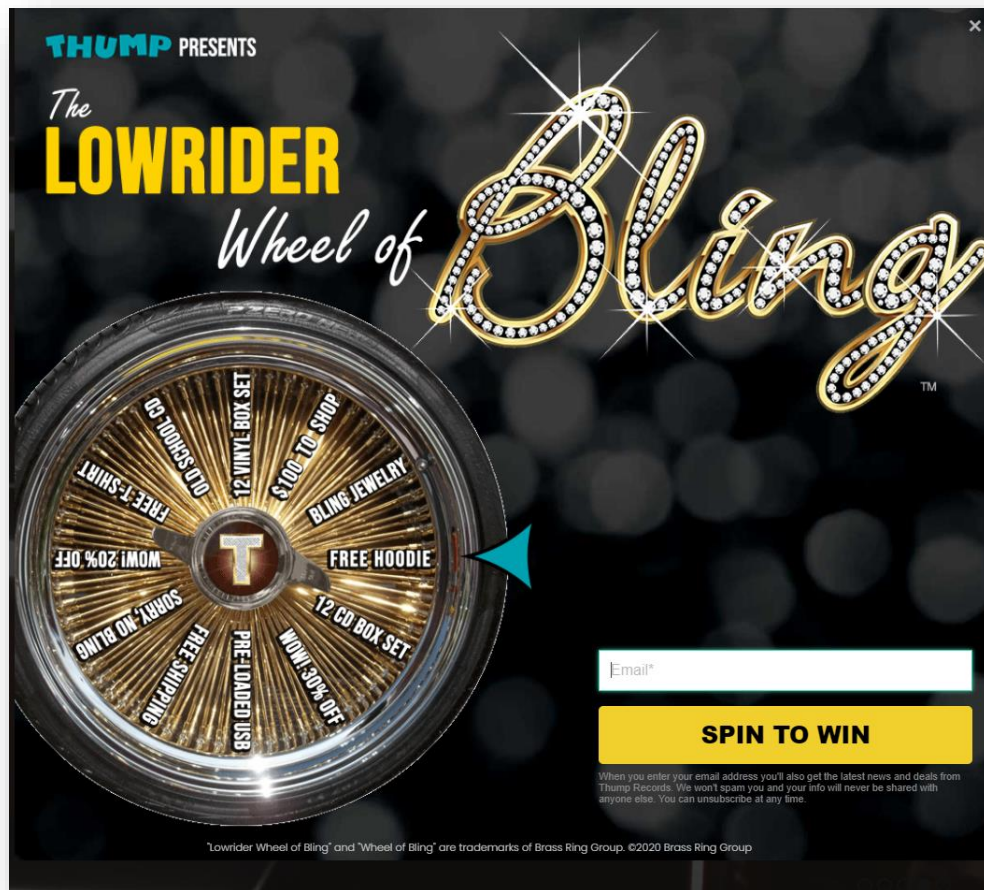
602ms

Total Blocking Time

186ms

Cumulative Layout Shift

0.01



Instead of using third-party (pre-made) engagement & “gamification” tools, *we build our own* which gives us complete control over the branding, functionality and content to create something truly unique – tailored to the client’s industry and market. This high level of customization gives our clients a considerable advantage.

The Lowrider Wheel of Bling popup (pictured above) is a perfect example of this. In exchange for the customer opting-in to receive marketing email communication, they can “spin to win” this animated wheel to get discounts and giveaways. The result is boosted sales, customer engagement, and valuable marketing permission!

Giveaways and discounts are purchase-dependent (i.e. “free oldies CD *with a purchase*”) and we have full control over the probability of the customer landing on each prize. We also built a marketing automation system to send emails reminding customers to redeem their prizes before they expire.

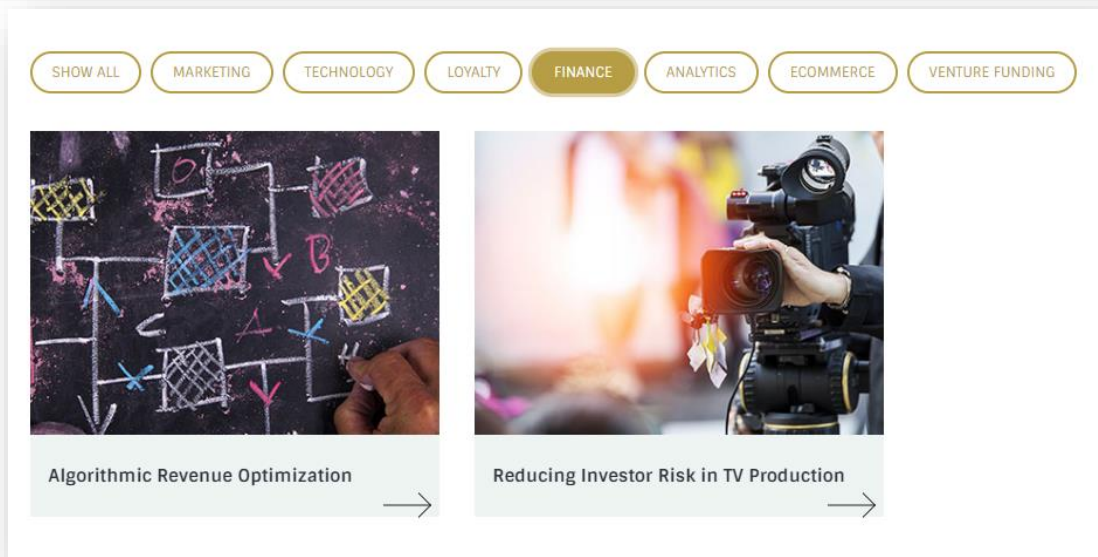
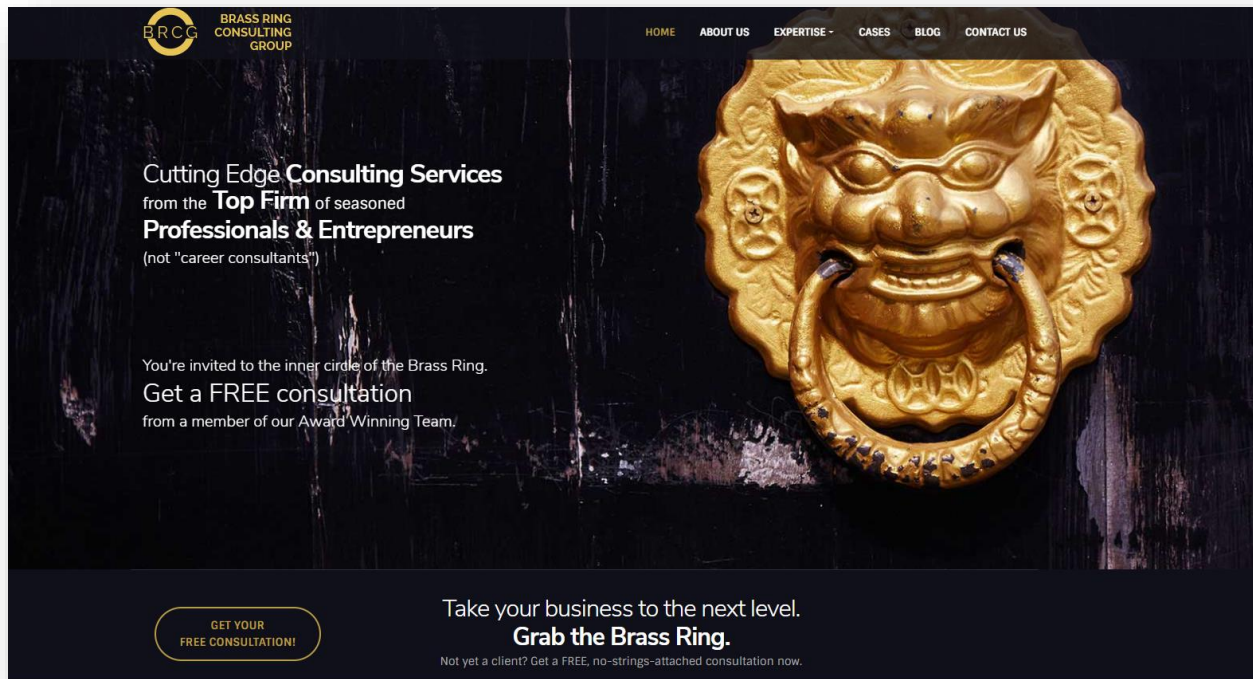
Since introducing the Lowrider Wheel of Bling to ThumpRecords.com:

- Sales lifted over 55% in the first 30 days after implementation
- A significant marketing opt-in email list has been built and continues to grow (now over 5,000 after just one year)
- The added engagement has resulted in a major SEO improvement for the website with bounce rates going from 45% to just 18%

Brass Ring Consulting Group Website

This is our own website, which includes marketing automation features, appointment scheduling & payment processing, a blog and case studies.

<https://www.brassringconsult.com>



Marketing today has become incredibly technology-oriented. To stand out from the crowd and hit your sales targets, you need a full-service **Marketing Consultant** partner who knows traditional marketing and brand-building as well as the very latest digital tools and strategies. That's where we come in.

Understanding what your market needs and creating a consistent brand identity across all channels of communication is critical. But that's just the start. In today's fast-paced digital world, your target market is a moving target. Success requires constant testing and tailoring your marketing message—down to the individual.

We act as your outsourced Marketing team (or an extension of your existing team) to create systems that transform your business by empowering you to truly *know your customer*. We also leverage our experience to work *holistically*, knowing that your marketing strategy needs to align with every aspect of your business—from product strategy to operations to finance.

- > B2C and B2B
- > Competitive Analysis
- > Distribution Channels
- > SEO, SEM & Analytics
- > Personalization, A/B Tests
- > Loyalty, Affiliate & Referral
- > **Marketing Automation**
- > Lead Nurturing & CRM Systems
- > **Digital & Print Advertising**
- > Email Marketing Strategy
- > PR, Social Media & Content
- > Direct Mail Campaigns

We've won numerous **awards** for our marketing work and built marketing platforms reaching over 22 million consumers. No job is too big or too small! **How can we help you?**

“ We knew we needed to hire strong, outside talent to help us manage our rapid growth as we were turning a little \$4 million travel agency into a \$325+ million travel management company with five lines of business. Brass Ring Consulting Group not only quickly redesigned and rebuilt our enterprise marketing strategy, but also had vision and skills across the entire organization... they could be relied upon to understand complex needs and execute plans to high standards that surpassed my expectations.



Joe McClure
President - Montrose Travel (now CTM)

”



Highlighted Services

Marketing Automation Do more with less.

A Marketing Automation platform is an incredibly powerful tool to drive more leads, convert leads to sales and prove your ROI. We have a perfect solution for you.

[Read more... →](#)

- 1
- 2
- 3
- 4
- 5

Contact Us

We are headquartered in Downtown Los Angeles, but are equipped to address the needs of clients everywhere with offices at over 3,000 locations around the world.

Call Us

Phone
323.850.1812

Our Location

Brass Ring Consulting Group
City National Plaza
515 South Flower Street
18th Floor
Los Angeles, CA 90071

Social Media



Photos



Write Us

☒ I'm not a robot

REACH OUT

1 Choose Appointment

FREE Intro 60 Minute Consultation

1 hour

New clients only! Reach for the Brass Ring with a FREE 60 minute business consultation. Share your business challenges and needs directly with BRCG's Managing Partners, Nathaniel Devereux and Chris Martin, and get actionable solutions and recommendations toward your success.

Add to your appointment...

- ☐ Extra 30 minutes
+30 minutes @ \$100.00
- ☐ Extra 60 minutes
+1 hour @ \$200.00
- ☐ Extra 90 minutes
+1 hour 30 minutes @ \$300.00

[MORE TIMES >](#)

TOMORROW
Friday
May 10

NEXT WEEK
Monday
May 13

NEXT WEEK
Tuesday
May 14

NEXT WEEK
Wednesday
May 15

NEXT WEEK
Thursday
May 16

1:00pm

10:00am

10:00am

10:00am

10:00am

1:30pm

2:00pm

2:30pm

3:00pm



Mar 07
2019

What is Marketing Automation?

What is marketing automation and what can it do for you? Is your business ready for a marketing automation? What should you look for in a marketing automation platform? We answer these questions and more.

Posted by: **Brass Ring Consulting Group**

[READ MORE](#)



Feb 13
2019

Inbound vs Outbound Marketing

Inbound vs outbound marketing; what are the pros and cons of each, and how can both approaches be combined for better marketing?

Posted by: **Brass Ring Consulting Group**

[READ MORE](#)



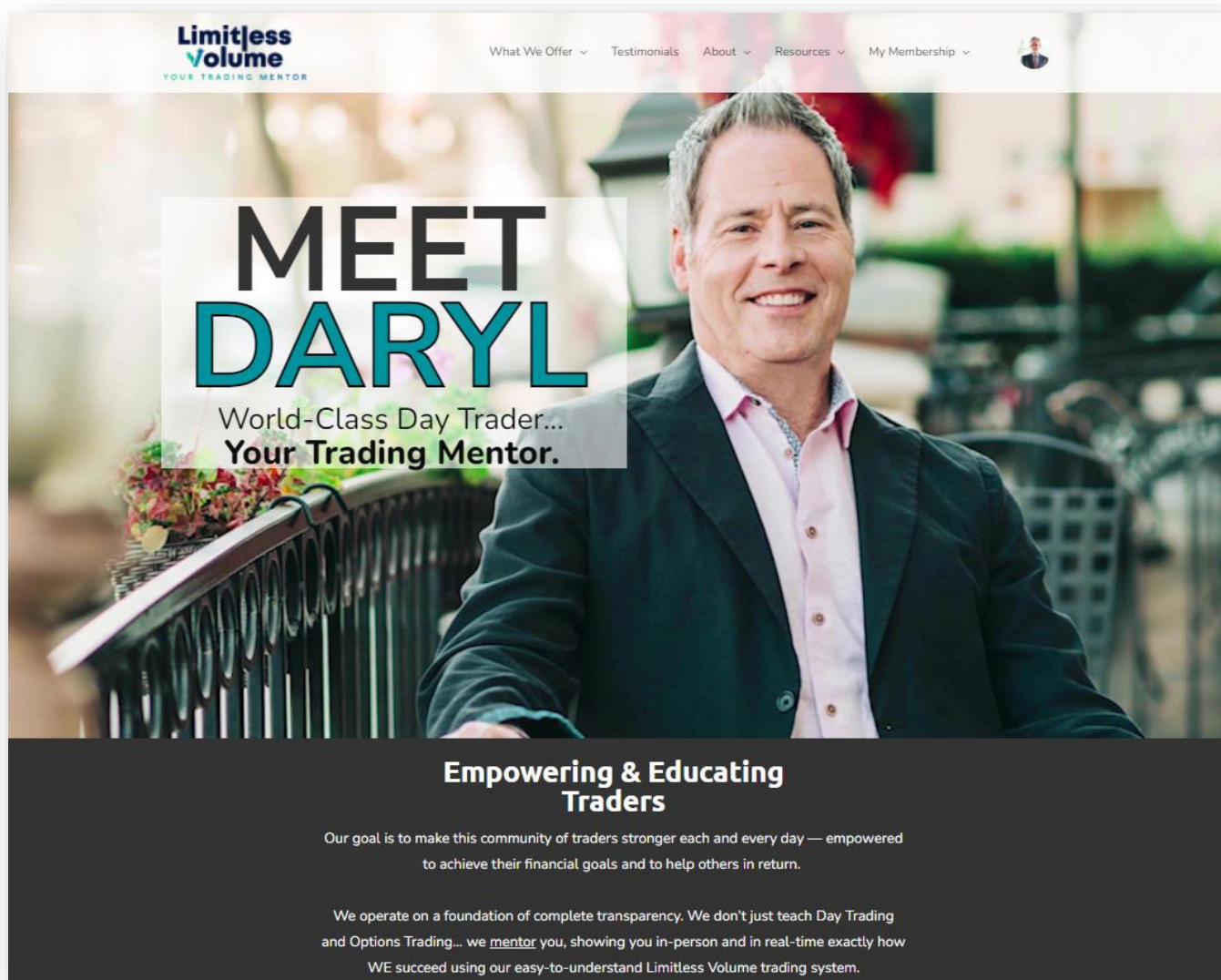
Guide to SEO Marketing Services

What makes SEO marketing services effective? What does SEO stand for in marketing? What

Limitless Volume – Day Trading e-Learning & Membership

Limitless Volume (<https://limitlessvolume.com>) is an e-learning and membership website for stock day traders led by day trading guru Daryl Morse. The website features:

- Multiple membership options, including trial memberships
- Multiple online courses with text and instructional video as well as one-on-one live video mentorship as the student progresses
- Downloadable resources for members
- The ability for students of certain membership types to schedule mentorship sessions with Daryl or others on Daryl's team with certain specializations (like tech support)
- Gated access to Daryl's daily live trading room (Zoom session), restricted to a specific membership level
- A "trade tracker" feature that alerts members of new trades as they're being made via SMS and email, with an online portal for members to view current and past trade details
- Member access to scheduled live (Zoom) classes and access to archived video of past classes.
- Private messaging between mentors and members
- Full integration with Hubspot CRM to track prospects and members alike.



Limitless Volume
YOUR TRADING MENTOR


What We Offer ▾ Testimonials ▾ About ▾ Resources ▾ My Membership ▾

MEET DARYL
World-Class Day Trader...
Your Trading Mentor.


Empowering & Educating Traders

Our goal is to make this community of traders stronger each and every day — empowered to achieve their financial goals and to help others in return.

We operate on a foundation of complete transparency. We don't just teach Day Trading and Options Trading... we mentor you, showing you in-person and in real-time exactly how WE succeed using our easy-to-understand Limitless Volume trading system.




[What We Offer](#)
[Testimonials](#)
[About](#)
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[My Membership](#)




Live Trading & Training

[Home](#) » [Live Trading & Training](#)



Limitless Volume - live trading room, live training, live profits... no B.S.!


Daryl Morse, Founder of Limitless Volume



Live Trading Room

Something that distinguishes Limitless Volume is the transparency of our Live Trading room. Everything we do is live in real time in addition to having access to Daryl to help you master your trading abilities -- right here, daily, in our Live Trading Room. (Accessible via Zoom.)


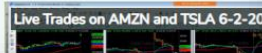
Through years of market experience we have mastered a successful and simple trading system. Each morning our trading team discusses stocks in-play and plans out our strategies for the day. We have filtered out all the guesswork and developed a system that focuses on low risk and high reward trading setups.




Not a member yet? [Get access with a FREE 7-Day Limited](#)


Want to see how we trade?

Check out these videos to watch a live recording of Daryl's screen from our live trading room.



[What We Offer](#)
[Testimonials](#)
[About](#)
[Resources](#)
[My Membership](#)



Live Trading Room

[Home](#) » [Live Trading Room](#)

The online Live Trading Room opens daily (M-F) at 9am Eastern U.S. Time as a Zoom session.

Upcoming Live Trading Sessions

For details on accessing a live trading session, please click on an upcoming session in the weekly calendar below. Next week's sessions will be listed starting Saturday of the current week.

MAY 1 - MAY 8, 2022

SUN 1	MON 2	TUE 3	WED 4	THU 5	FRI 6	SAT 7
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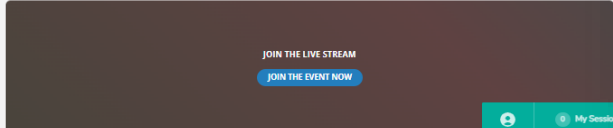
06 MAY VIRTUAL EVENT

LIVE TRADING ROOM
9:00AM - 4:15PM (EASTERN TIME)


EVENT DETAILS

9:10am-9:29am (Eastern Time): Pre-Market with Beau Warlick (Mon) and Daryl Morse (Tues-Fri)
9:30am-11:00am (Eastern Time): Live Trading (Mon-Fri)
12:45pm-1:30pm (Eastern Time): 1pm Pop Trading (Mon-Fri)


VIRTUAL EVENT DETAILS



[JOIN THE LIVE STREAM](#)
[JOIN THE EVENT NOW](#)



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Options Trading Membership

[Home](#) » [LTOT Membership](#)

Sign up for the 14-day FREE limited trial or jump right in with the full membership and get started on the path to Long Term Options Trading success today!

FREE 14-Day Trial

Get started!

FREE
14 days limited access

- Access to Lessons 1 & 2 of our Long Term Options course
- Access to our Trade Tracker -- get alerts on each trade we make
- Receive 2 weekly newsletters with valuable analysis, advice and trade setups

[Sign Up FREE](#)

Long Term Options Trading

Complete access to our Long Term Options Trading membership.


\$7,900
12 Months access (\$5,900/yr. renewals)

- Our full Long Term Options course & related materials
- Access to our Trade Tracker -- get alerts on each trade we make
- Receive weekly newsletters with valuable analysis, advice and trade setups
- Monthly live classes (via Zoom) and archives of past classes
- Admission to our Discord Group Chat to interact with our community
- Tutorial videos


[Sign Up NOW](#)

Book a One-On-One Mentoring Session

Select an available date and then specify a time.



One-On-One Mentoring w/ Daryl (1.5 hour)

Mentor:  Daryl Morse

Date: May 18, 2022

Local Time: 2:30 pm

* First Name:

* Last Name:

* Email:

* Phone:

[Cancel](#) [Confirm](#)

Limitless Volume

YOUR TRADING MENTOR

Day Trading Course

69% COMPLETE

Pre-Course Assignments

Step 1: Get Connected

Step 2: Fund a Trading Account

Step 3: Computer Setup

Level 1: Intro to Day Trading

Lesson 1: How the stock market functions & what we're watching

Lesson 2: Using candlestick analysis to trade

Lesson 3: Indicators

Lesson 4: Support and Resistance

Vertical Support and Resistance

Patterns in Relation to Support & Resistance

VIDEO: Support & Resistance

Lesson 5: Market Timing

Lesson 6: Market Events

Lesson 7: What computer do I need to trade?

Mentoring Session – LEVEL 1

Level 2: Advanced Concepts

Lesson 8: Risk Management

Lesson 9: The Psychology of Day Trading

Vertical Support and Resistance

Day Trading Course > Lesson 4: Support and Resistance > Vertical Support and Resistance

Support and resistance can also be vertical not just horizontal is

Moving averages would be one example of vertical support and resistance. When a stock is moving in a moving average when it is trending.

Channels would be another similar example where the stock is moving in a channel further towards one direction.

Even symmetrical triangles are vertical support and resistance.




Figure 4.1 Vertical Support & Resistance

Previous Lesson
Back to Lesson

Limitless Volume

YOUR TRADING MENTOR


What We Offer
Testimonials
About
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My Membership

Tradestation Resources


Home » Tradestation Resources

If you are downloading Tradestation for the first time we recommend that you use the "Full Tradestation Backup" file to quickly download all the workspaces listed below onto your Tradestation desktop platform. If you are just missing a workspace, each one is available for individual download below the Full Tradestation Backup.


Check out the videos below for instructions...



Restoring Tradestation from a backup file



Adding a Workspace to Tradestation




Full Tradestation Backup Tradestation 10

This file contains a complete backup of the Tradestation 10 system file and all workspaces (individually shown below).

NOTE: This is a ZIP file and needs to be unzipped/extracted after it has been downloaded to access its contents.

Download ZIP File



Full Tradestation Backup Tradestation 9.5

If you are setting up Tradestation for the first time this backup will provide you with all the workspaces you will need. If you ever need an individual workspace, they are all provided below.

NOTE: This is a ZIP file and needs to be unzipped/extracted after it has been downloaded to access its contents.

Limitless
volumex
YOUR TRADING MENTOR

What We Offer - Testimonials - About - Resources - My Membership

Live Classes

Home > Live Classes

Led by Daryl and our mentors, Live Classes delve into a variety of subjects around Day Trading for you to explore. There are two types of classes... **Thursday Night Classes** which focus on Day Trading strategies, and **Tech Classes** which focus on setup and "how-to" use of the trading platform.

Thursday Night Classes (Day Trading)

For details on how to access the upcoming class, click the card below. If this week's class has already passed, you'll see next week's class listed below.

MAY 1 - MAY 8, 2022

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7

NO EVENTS

Tech Classes

For details on how to access the upcoming class, click the card below. If this week's class has already passed, you'll see next week's class listed below.

MAY 1 - MAY 8, 2022

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7

NO EVENTS

Recent Past Classes

Past Classes Archive

Re-branding Limitless Volume

We created a whole new branding look for Limitless Volume. Compare the old and new logos:



We also created a 3D motion graphic intro for instructional videos from Limitless Volume... see it here: <https://youtu.be/AVeJcYAZzbq>

Howard's House Cleaning Referral Agency

We completely rebuilt the website for **Howard's House Cleaning Referral Agency, Inc.** -- L.A. and Orange County's top-rated maid service. Here's a great example of a *custom-built* Wordpress site – no templates used – that's highly optimized for **speed and local SEO** without sacrificing things like fun animations, video and marketing features.

(Note: all the content – graphic design, video, website copy -- is our work *with the exception of the blog copy*... we have advised the client to improve the quality and SEO optimization of the blog content and that is now being addressed.)

<https://www.howardshousecleaning.com>

The screenshot shows the homepage of Howard's House Cleaning Referral Agency. The header includes the company logo, a phone number (949) 215-9550, and a 'FREE QUOTE' button. Navigation links for Services, Testimonials, Blog, Book Now, Jobs (Maid), and Login are present. A hero section features a 'Sparkling clean Bathrooms' banner with a photo of a bathroom. Below this is a testimonial from Jordan S. with a 5-star rating. A central section titled 'What makes us L.A. County's BEST House Cleaning referral agency?' lists four benefits: Personalized Service, Health & Security, Professional & Reliable, and Flexible. A contact form titled 'Reach out and get a free estimate...' is located at the bottom, with a 'GET A QUOTE' button. A testimonial from Sally Y. is also included.

The screenshot shows the 'House Cleaning Services' page. The header is similar to the homepage, with the company logo, phone number (949) 215-9550, and a 'FREE QUOTE' button. The main heading is 'House Cleaning Services from Experienced Independent Professionals!'. A section titled 'WHY HOWARD'S?' features a photo of a cleaning professional. Below this is a 'STOP SHOP' for house cleaning and specialty services. A 'The BEST Cleaning Pros' section includes a photo of a cleaning professional. A 'The RIGHT Cleaning Pros' section features a photo of a cleaning professional. A 'FLEXIBLE Scheduling' section includes a photo of a cleaning professional. The page concludes with a testimonial from Sally Y. and a 'GET A QUOTE' button.

FREE QUOTE

(949) 215-9550

Services Testimonials Blog Book Now Jobs (Maids) Login

Home » Blog

Autumn Food from L.A. and Orange County's Best House Cleaning Agency
September 24, 2020

You're probably thinking, "A blog post about food? What does L.A. and Orange County's best house cleaning referral agency know about food?" Well, we know a few things: we like to eat it ALL DAY LONG, we clean up after it ALL THE TIME, and, sometimes, we come up with some yummy masterpieces in the ...

[Read More >](#)

End of Summer House Cleaning!
September 22, 2020

Being that it's officially the last day of Summer 2020, it's time to say goodbye to Summer House Cleaning and say hello to Fall! Hopefully, you have used Howard's to get your maid service in order, so you (a) haven't had to do any of that deep "Summer Cleaning", and (b) you haven't had to ...

[Read More >](#)

House Cleaning During COVID-19
August 22, 2020

COVID-19 has brought plenty of change especially for employees and entrepreneurs. In this new normal phase, most employees work remotely at home. Everyone's at home due to the pandemic. Where does house cleaning during COVID fit within this picture? Keeping your house clean is the first line of defense against disease and illness, and one ...

[Read More >](#)

Labor Day House Cleaning
September 2, 2020

We all know Mondays can be a drag. Luckily, tomorrow, September 7th is Labor Day! We all know that Labor Day entails a long weekend. We would rather spend this time enjoying the company of our friends and family. Labor Day also marks the end of summer. Thus, making it even more important to spend ...

[Read More >](#)

Activities To Do During Summer (Besides Cleaning Your House)
August 3, 2020

Some of us are taking a precaution against going outside to avoid getting infected with COVID-19. There are families that prefer to stay at home and still enjoy the summer with family. Of course, that means things can get messy, but that's where our services come into play for cleaning your house! So Howard's has ...

[Read More >](#)

(100) Days of Summer
August 5, 2020

Finally, Summer is here! How are you going to spend 100, well technically 93, days of summer? I'm sure you've got tons of plans and ideas. How about house cleaning? I know you don't want to spend the entire day cleaning all the while you could be out with friends or family. When you could be out ...

[Read More >](#)

1 2 3 ... 19

FREE QUOTE

(949) 215-9550

Services Testimonials Blog Book Now Jobs (Maids) Login

Home » House Cleaning Laguna Beach

Looking for professional house cleaning in Laguna Beach? You've come to the right place!

We provide house cleaning for Laguna Beach...

Ah, Laguna Beach, one of our favorite beach cities, with so much to explore! It's such an enriching shopping and dining destination — the assortment of galleries, the Pageant of the Masters, the Sawdust Festival...

Spend your time appreciating Laguna Beach and let Howard's House Cleaning Referral Agency, Inc., take care of cleaning your home!

Howard's is the best option for **house cleaning in Laguna Beach**. Why? We're Orange County's top rated cleaning agency.

We challenge ourselves to refer the perfect maid for every customer. Finding the right maids for your specific needs involves understanding individual strengths of the various professionals available and assigning them to the jobs that best suit those skills. Howard's makes it a point to know the people who are referred by the company so that they are always the perfect choice for each type of cleaning assignment.

We offer the finest house keeping in Orange County — and our consistent FIVE STAR reviews show it!

As the top rated maid referral agency in Orange County, we've been serving residents of Laguna Beach for many, many years. And we've come to know exactly what you expect in a house cleaner: professionalism, reliability, security... and a friendly personality too!

Howard's House Cleaning Referral Agency, Inc. only refers the very best of the best independent domestic housecleaning professionals. We conduct extensive background

Laguna Beach's best source of experienced professional independent maids... Excellence!

First Name: Email:

Phone: City:

Bedrooms: Bathrooms: Sq. Ft.:

Message:

GET A QUOTE

A Few Google Reviews...

Arlene Werner

I have used many cleaning services and have never been happy with any of them. I used Howard's just today, and I am Thrilled! There were two - a mother and daughter, and they did a SUPER job. They went above and beyond what I expected. They were actually 15 minutes early, they brought all there cleaning supplies and trash bags with them, and if they talked at all it was so softly I didn't hear them! It was Wonderful. Can't wait for them to come back! Thanks Howard for selecting this couple!

ezzy rohani

Wonderful experience, last minute call for help on Saturday and got a great cleaner on Sunday. Very happy with results. Thank you

John D

We have gotten referrals from Howard for several years now. The maids are always polite and thorough. Howard is always responsive to our needs and we appreciate his professionalism.

Built for Speed...

GTMetrix performance - Services Page:

GTmetrix Grade			Web Vitals		
A	Performance 95%	Structure 93%	Largest Contentful Paint 1.1s	Total Blocking Time 97ms	Cumulative Layout Shift 0

GTMetrix performance - SEO City Pages:

GTmetrix Grade			Web Vitals		
A	Performance 97%	Structure 97%	Largest Contentful Paint 778ms	Total Blocking Time 143ms	Cumulative Layout Shift 0.01

Branding Video

Integrated into the website is a video about Howard's House Cleaning Referral Agency. You can see it by clicking on the image link here:

<https://youtu.be/1luLzws1WjU>



Built for Business...

Since the business is a referral agency whose cleaning crews are independent contractors, there are governmental compliance rules that require the business to maintain specific records of work offered to and performed by those independent contractors. For example, a whole series of documents and agreements need to be in place and signed prior to the contractor beginning work. And then, acceptance or rejection of jobs offered to contractors must be recorded, as well as invoices for those jobs received from the contractors.

So, we built a comprehensive system that automated and streamlined the onboarding documentation process, and then automated the job acceptance/rejection and invoicing processes while maintaining historical records of everything needed for compliance. Records can be exported to Microsoft Excel for archival purposes as well. Emails sent to contractors for compliance purposes are automatically sent daily at specific times but can also be re-sent manually by the business operator. These functions are hidden behind a password-protected part of the website.

The screenshot displays two overlapping web dashboards for Howard's House Cleaning Referral Agency, Inc. The top dashboard is the 'Job Accept / Reject Dashboard' and the bottom is the 'Service Provider Invoice Dashboard'.

Job Accept / Reject Dashboard: This dashboard features a calendar for May 2022 and a table of job bookings. The table includes columns for Job Date-Time, Booking ID, Service Provider, Status, and Customer. The status column uses color-coded labels: 'Pending' (blue), 'Accept' (green), and 'Reject' (red).

Job Date-Time	Booking ID	Service Provider	Status	Customer
05/07/2022 09:00am	6433	OC - Olga's Cleaning O.C.	Pending	Bumette, Jord
05/06/2022 11:30am	6341	OC - Marina & Wendy Cleaning _Marina	Accept	Batchelor, Susan
05/06/2022 11:30am	6341	OC - Marina & Wendy Cleaning _Wendy	Accept	Batchelor, Susan
05/06/2022 10:00am	6400	OC - Evelin & Daniel Cleaning _Daniel	Accept	Ray, John
05/06/2022 10:00am	6400	OC - Evelin & Daniel Cleaning _Evelin	Accept	Ray, John
05/06/2022 08:00am	6429	OC - Marina & Wendy Cleaning _Marina	Accept	Yu M D., Frank
05/06/2022 08:00am	6429	OC - Marina & Wendy Cleaning _Wendy	Accept	Yu M D., Frank
05/05/2022 04:00pm	6458	OC - Nalleli Reyes Cleaning	Accept	Cihocki, Laura
05/05/2022 12:00pm	6397	OC - Marina & Wendy Cleaning _Marina	Accept	Valentine, Janine + Annie

Service Provider Invoice Dashboard: This dashboard also features a calendar for May 2022 and a detailed table of invoices. The table includes columns for Job Date, Service Provider, Customer, IDW Accept/Reject, Gross Cost, Commission, IDW Invoice Status, and Actions. The IDW Invoice Status column uses color-coded labels: 'Received' (green), 'Pending' (blue), and 'Reject' (red).

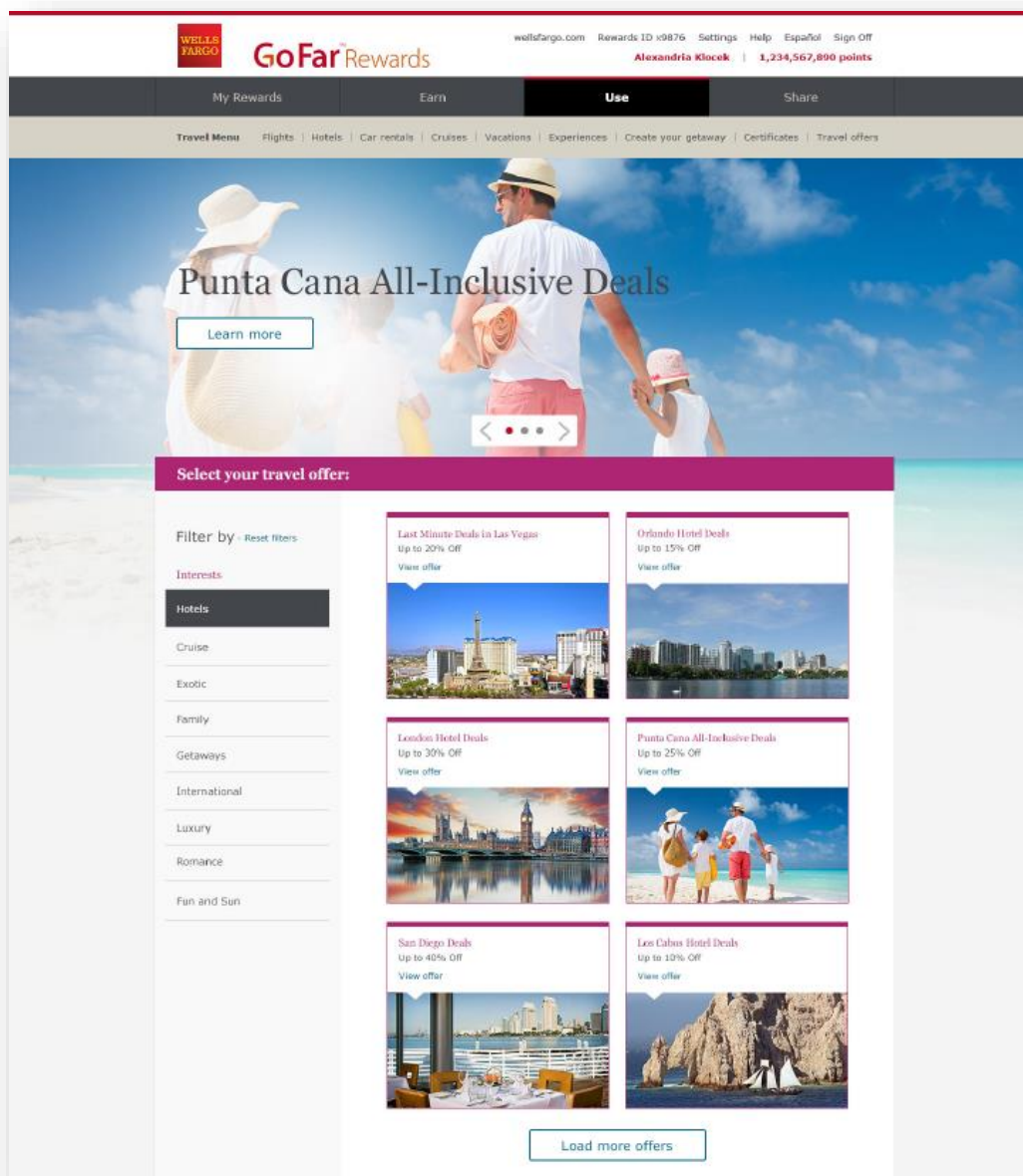
Job Date	Service Provider	Customer	IDW Accept/Reject	Gross Cost	Commission	IDW Invoice Status	Actions
05/05/2022 04:00pm	OC - Nalleli Reyes Cleaning	Cihocki, Laura	Accept	\$540.00	\$378.00 (70.00%)	Received	[Icons]
05/05/2022 12:00pm	OC - Marina & Wendy Cleaning _Marina	Valentine, Janine + Annie "Daughter"	Accept	\$121.00	\$42.35 (35.00%)	Received	[Icons]
05/05/2022 12:00pm	OC - Marina & Wendy Cleaning _Wendy	Valentine, Janine + Annie "Daughter"	Accept	\$121.00	\$42.35 (35.00%)	Received	[Icons]
05/05/2022 10:30am	OC - Evelin & Daniel Cleaning _Daniel	Cameron, Susan	Accept	\$85.00	\$29.75 (35.00%)	Received	[Icons]
05/05/2022 10:30am	OC - Evelin & Daniel Cleaning _Evelin	Cameron, Susan	Accept	\$85.00	\$29.75 (35.00%)	Received	[Icons]
05/05/2022 10:00am	OC - Marina & Wendy Cleaning _Marina	Gray, Allyson	Accept	\$145.00	\$50.75 (35.00%)	Received	[Icons]
05/05/2022 10:00am	OC - Marina & Wendy Cleaning _Wendy	Gray, Allyson	Accept	\$145.00	\$50.75 (35.00%)	Received	[Icons]
05/05/2022 09:00am	OC - Ana Morales Cleaning	Weatherford DVM, Laura	Accept	\$140.00	\$84.00 (60.00%)	Pending	[Icons]
05/05/2022 08:00am	OC - Evelin & Daniel Cleaning _Daniel	Mindak, Kathy + Mike	Accept	\$150.00	\$52.50 (35.00%)	Received	[Icons]
05/05/2022 08:00am	OC - Evelin & Daniel Cleaning _Evelin	Mindak, Kathy + Mike	Accept	\$150.00	\$52.50 (35.00%)	Received	[Icons]
05/04/2022 05:00pm	OC - Olga's Cleaning O.C.	Stein, Richard	Accept	\$123.00	\$79.95 (65.00%)	Received	[Icons]

The system integrates via API with the service booking platform Launch27 to synchronize jobs upcoming and jobs completed, team assignments, commission rates, job cost totals etc.


Wells Fargo – Go Far Rewards Travel Website (select screenshots)

Accessible to 17 million Wells Fargo cardholders, the Go Far Rewards program offers the ability to earn points for purchases and redeem them for travel (among other things). We led the development team that built the Travel portion of the rewards program, accounting for approximately \$150 million in annual purchases of flights, car rentals, hotel stays, cruises and vacation packages. Here are some of the marketing-oriented features we built as well...

Travel offers (dynamic content fed via API from a custom-made CMS)



Hotel Deals (dynamic real-time content obtained via integration with Expedia's hotel deals API)



GoFarSM

Rewards

wellsfargo.com

Rewards ID x9876

Settings

Help

Español

Sign Off

Alexandria Kloczek

|

1,234,567,890 points

My Rewards

Earn

Use

Share

Travel Menu

Flights

Hotels

Car rentals

Cruises

Vacations

Experiences

Create your getaway

Certificates


Travel offers

Use: Travel > Hotel > Results


Last Minute Deals in Las Vegas

Save up to 20% when you book these last minute deals

[Change deal](#)




Select your promotion:



Desert Rose Resort


★★★★☆

Las Vegas (In Las Vegas (East of The Strip))

Guest Rating:  4.5/5 · [Reviews](#)

[Show hotel details](#)

Free - Wifi




Save 20% on a 2 night stay

Limited time: Book by 08/24/16 for travel through 12/31/16.

[Show details](#)

Select promo



Free 1 night spa package with 3 night stay

Limited time: Book by 7/21/16 for travel through 8/31/16

[Show less](#)


Terms & Conditions

Spa packages based on 3 night stay at full price. Noncombinable with other offers. Rates include taxes and fees. Rates are based on availability and are subject to change and may not include resort fees, hotel service charges, extra person charges, or incidentals such as room service.

Blackout Dates

08/17/16 - 08/21/16


Select promo




Circus Circus Hotel and Casino

★★★★☆

Las Vegas (In Las Vegas (East of The Strip))

Guest Rating:  3.5/5 · [Reviews](#)

[Show hotel details](#)




Save 20% on a 2 night stay

Limited time: Book by 07/24/16 for travel through 10/15/16

[Show details](#)


Select promo




Westgate Las Vegas Resort & Casino

★★★★☆

Las Vegas (Near Las Vegas Convention Center)

Guest Rating:  3.5/5 · [Reviews](#)


[Show hotel details](#)



Save 20% on a 3 night stay

Limited time: Book by 09/15/16 for travel through 1/31/17

Select promo



BRASS RING

CONSULTING

GROUP

pg. 16

Recent Searches (storage and instant recall of the user's most recent flight, hotel, and car rental searches)

The screenshot displays the Wells Fargo GoFar Rewards website. The header includes the Wells Fargo logo, the GoFar Rewards logo, and user information: wells Fargo.com, Rewards ID x9876, Settings, Help, Español, Sign Off, and a balance of 1,234,567,890 points. The main navigation bar has tabs for My Rewards, Earn, Use (selected), and Share. Below this is a Travel Menu with links for Flights, Hotels, Car rentals, Cruises, Vacations, Experiences, Create your getaway, Certificates, and Travel offers.

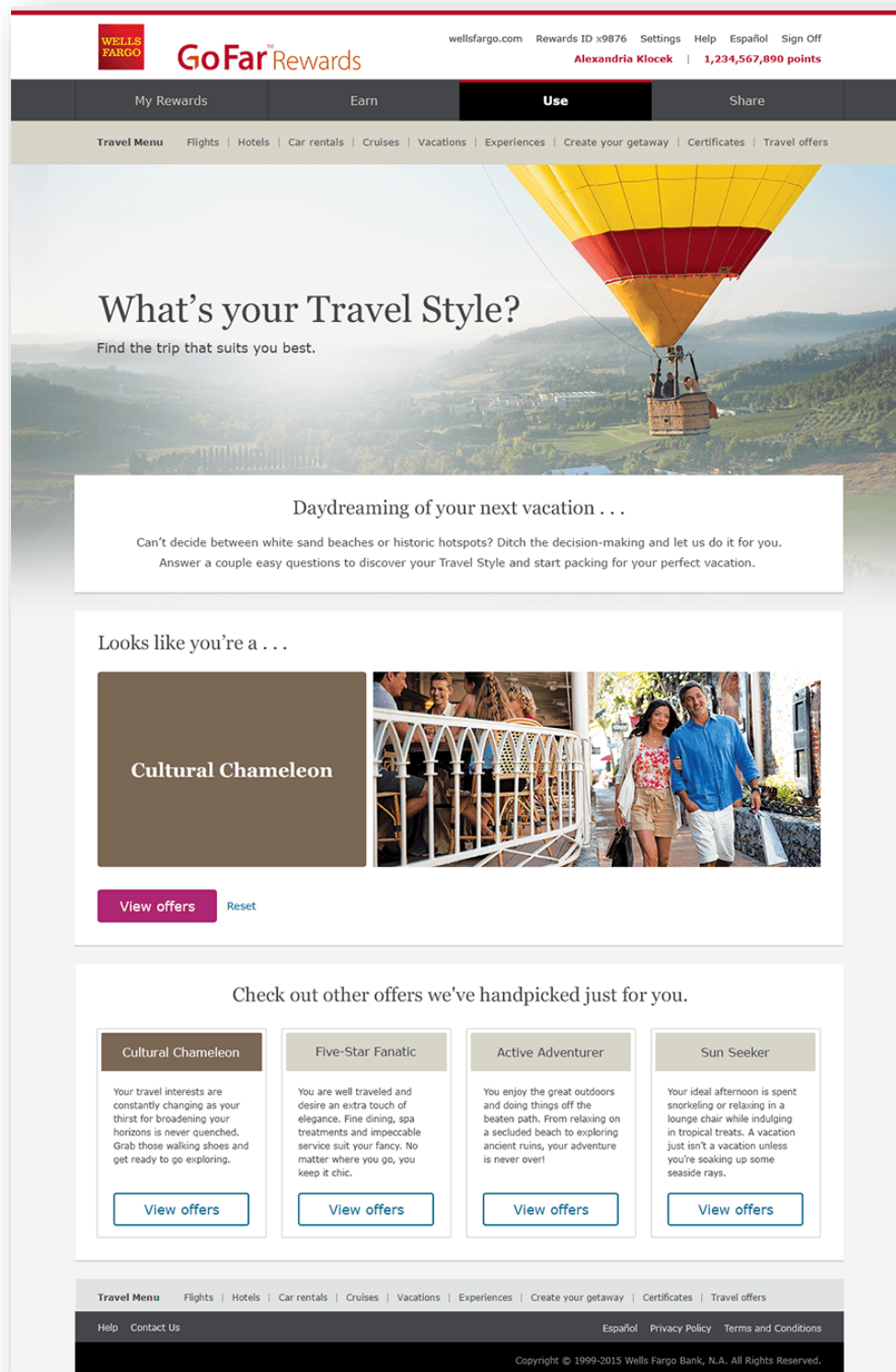
The main content area features a large image of an airplane wing with the text: "Book any flight, no blackout dates". Below this, it states: "As a Go Far Rewards customer, you can use your rewards to book the flights you want without travel date or itinerary restrictions."

The flight booking form is visible, showing options for Round trip, One way, and Multi-city. The "Round trip" option is selected. The form includes a "Flying from" field with "San Francisco, CA (SFO)" and a "Going to" field. There are checkboxes for "Include nearby airports" and a "Recent Searches (2)" dropdown menu.

The "Recent Searches" dropdown menu is open, showing two recent searches:

- 1 DFW to LAX
Dallas Ft Worth Intl - Los Angeles Intl
Mar 22 - Mar 29
2 passengers, Round trip
- 2 DFW to SFO
Dallas Ft Worth Intl - San Francisco Intl
Apr 08
1 passenger, One way

“Travel Style” Campaign (personalized travel recommendations based on the user’s interaction with the site; implementation of “gamification” features)



Cruise & Vacation “Bonus Points” Promotions (dynamic content from custom CMS source, complex back-end system to award “bonus points” for purchases online and off-line via the call center)

The screenshot displays the Wells Fargo GoFar Rewards website. At the top, the Wells Fargo logo is on the left, and the GoFar Rewards logo is in the center. To the right of the logo, the text "wellsfargo.com Rewards ID x0003 Settings Help Español Sign Off" is visible. Below the logo, a navigation bar contains the text "My Rewards Earn Use Share". Under the "Use" tab, a "Travel Menu" is shown with links for "Flights", "Hotels", "Car rentals", "Cruises", "Vacations", "Experiences", "Create your getaway", and "Certificates". The main content area features a large banner with the text "Earn up to 5X Rewards on any Cruise for a limited time". Below the banner, a white box contains the following text: "As a Go Far Rewards customer, book a cruise and pay in full by March 31, 2017, with your Wells Fargo rewards-based credit card to earn 5x rewards, or earn 4x rewards when you use a non-Wells Fargo credit card. This limited time promotion runs from January 2, 2017 through March 31, 2017.*". A blue button labeled "Find a cruise" is positioned below the text. The section "The latest cruise offers" follows, with a subtext: "Even better, take advantage of one of the many special cruise offers from the most popular cruise lines - you'll find just a few below (terms and conditions apply, see offer for details)". Below this, there are six offer cards arranged in a 2x3 grid. The first card is titled "Cuba Sailings Now Available" and includes a "View offer" link and an image of the US Capitol building with the text "TRAVEL SPECIAL". The second card is titled "2-For-1 Cruise & Up to Free Air" and "River Cruises from \$1,749*", with a "View offer" link and an image of a river cruise ship. The third card is titled "60% Off Second Guest" and "Plus 30% Off 3rd and 4th Guests", with a "View offer" link and an image of a person kayaking. The fourth card is titled "Free Upgrades - Anthem of the Seas". The fifth card is titled "Hot Deals on Popular Destinations". The sixth card is titled "Free Beverage Package and More".

WELLS FARGO GoFar Rewards wellsfargo.com Rewards ID x0003 Settings Help Español Sign Off TESTING REGRESSION | 0 points

My Rewards Earn Use Share

Travel Menu Flights | Hotels | Car rentals | Cruises | Vacations | Experiences | Create your getaway | Certificates

Earn up to
5X Rewards
on any Cruise
for a limited time

As a Go Far Rewards customer, book a cruise and pay in full by March 31, 2017, with your Wells Fargo rewards-based credit card to earn 5x rewards, or earn 4x rewards when you use a non-Wells Fargo credit card. This limited time promotion runs from January 2, 2017 through March 31, 2017.*

[Find a cruise](#)

The latest cruise offers

Even better, take advantage of one of the many special cruise offers from the most popular cruise lines - you'll find just a few below (terms and conditions apply, see offer for details).

Cuba Sailings Now Available
[View offer](#)

2-For-1 Cruise & Up to Free Air
River Cruises from \$1,749*
[View offer](#)

60% Off Second Guest
Plus 30% Off 3rd and 4th Guests
[View offer](#)

Free Upgrades - Anthem of the Seas

Hot Deals on Popular Destinations

Free Beverage Package and More

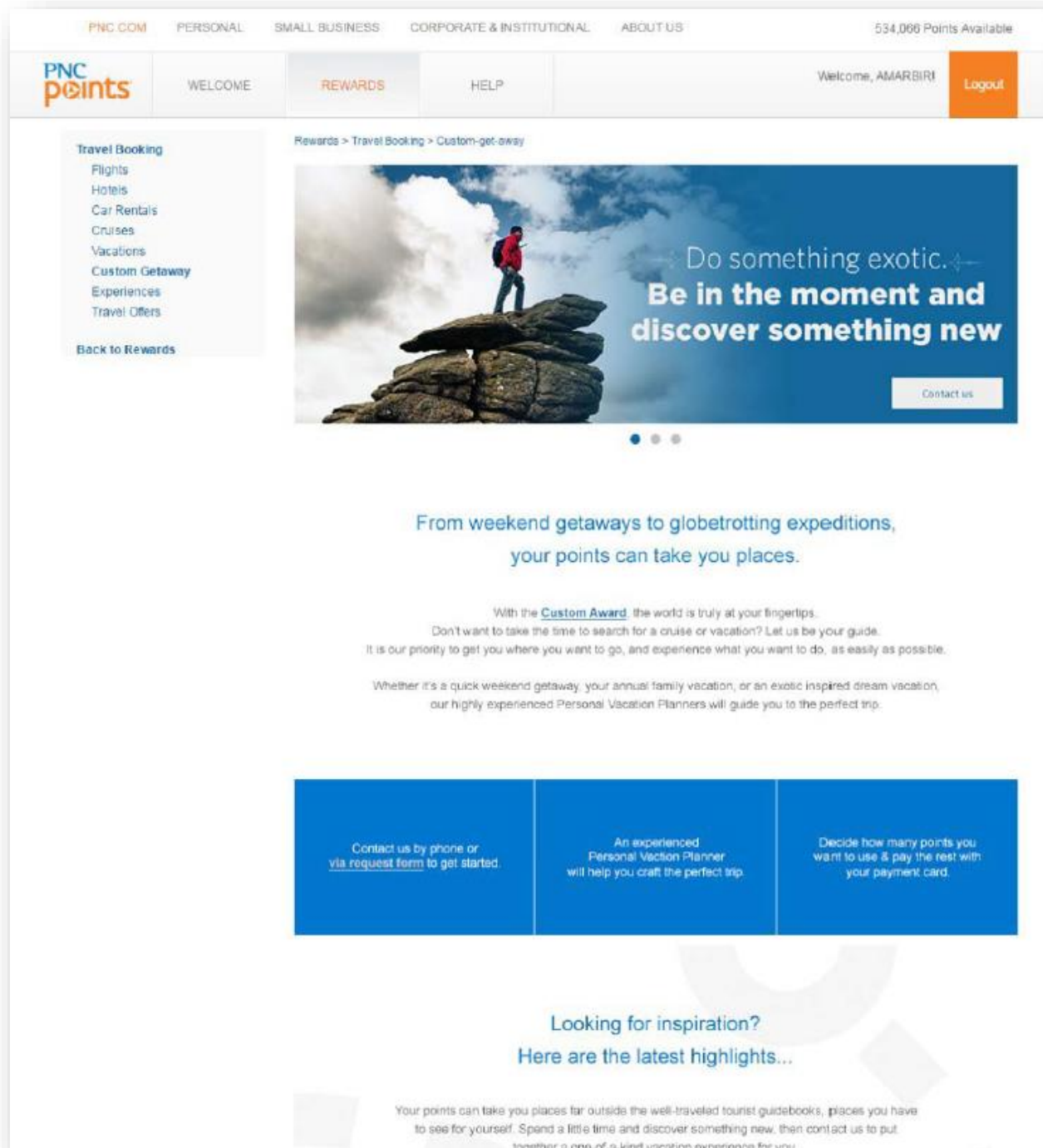
CURewards Travel Website

CURewards is a Visa and Mastercard loyalty program serving 8 million members of credit unions around the country, and accounting for over \$70 million in annual purchases of flights, car rentals, hotel stays, cruises and vacation packages. Like with the Wells Fargo program, we helped lead the team that built the Travel portion of the rewards program and built several key features ourselves, including **travel deals** (shown below, which open to details via a modal popup) and **traveler profiles** (ADA-compliant user storage and recall of personal & family member information like frequent flyer program numbers, passport info, contact info etc. for instant field fill-in when completing flight booking forms).

The screenshot displays the CURewards Travel Website. At the top, the 'CU Rewards' logo is on the left, and the 'WORLD MASTERCARD' logo is on the right. In the top right corner, a user profile for 'Hi Anna' is shown with 'Account 1234' and '1,000,000 Points'. Below the header is a navigation bar with tabs for 'HOME', 'REDEEM', and 'EARN'. Underneath this is a secondary navigation bar with links for 'TRAVEL HOME', 'FLIGHTS', 'HOTELS', 'CARS', 'CRUISES', 'VACATIONS', 'EXPERIENCES', and 'CUSTOM'. The main content area features a large banner with the text 'A World of Possibilities... Start Your Hotel Search Here' over a tropical beach background. Below the banner is a search bar with fields for 'Destination (City, Airport or Landmark)', 'Check In', 'Check Out', and '1 Room, 2 Adults', along with a 'Search' button and an 'Advanced Search' link. Below the search bar are three promotional cards: 1) 'Statement CREDIT' with a green circular icon, 'Redeem Points for Previous Travel Purchases', and a 'Learn More' link. 2) 'Carnival' with a ship deck image, 'Enjoy Great Rates & Upgrades', and a 'Learn More' link. 3) 'PRINCESS CRUISES' with a ship deck image, 'Save Up To \$500 Per Person + More', and a 'Learn More' link. At the bottom, there is a footer with links: 'Home | Rules | FAQs | Earn | My Info | Customer Service | Security | Privacy Policy | Terms of Use | Site Requirements' and the text 'CURewards®, Copyright © 2016'.

PNC Bank - PNC Points Travel Website

Like the Wells Fargo and CUREwards programs, this is the travel rewards program for cardholders with PNC Bank...




The screenshot displays the PNC Points Travel Website interface. At the top, a navigation bar includes links for PNC.COM, PERSONAL, SMALL BUSINESS, CORPORATE & INSTITUTIONAL, and ABOUT US, along with a balance of 534,066 Points Available. Below this, a secondary navigation bar features the PNC points logo, WELCOME, REWARDS (highlighted), and HELP, with a user greeting 'Welcome, AMARBIR!' and a Logout button. The main content area is titled 'Rewards > Travel Booking > Custom-get-away'. On the left, a 'Travel Booking' sidebar lists options: Flights, Hotels, Car Rentals, Cruises, Vacations, Custom Getaway, Experiences, and Travel Offers, with a 'Back to Rewards' link. The central banner features a person on a rock with the text 'Do something exotic. Be in the moment and discover something new' and a 'Contact us' button. Below the banner, a paragraph states: 'From weekend getaways to globetrotting expeditions, your points can take you places.' This is followed by text about the 'Custom Award' and the assistance of Personal Vacation Planners. A three-column section provides contact options: 'Contact us by phone or via request form to get started.', 'An experienced Personal Vacation Planner will help you craft the perfect trip.', and 'Decide how many points you want to use & pay the rest with your payment card.' The bottom section, titled 'Looking for inspiration? Here are the latest highlights...', includes a paragraph about using points for unique travel experiences.

Big Day Records Website



Montrose Travel Website



50% Off Second Guest and More

[View Offer](#)


Filter Offers By:

All

- [Cruise](#)
- [Exotic](#)
- [Family](#)
- [Getaways](#)
- [International](#)
- [Luxury](#)
- [Romance](#)
- [Fun and Sun](#)

TRAVEL SPECIAL


It's Graduation Time!



[View offer](#)

TRAFALGAR


Kids Save 10% on Worldwide Trips



[View offer](#)

Royal Caribbean International


50% Off Second Guest and More



[View offer](#)

Royal Caribbean International


Experience Bermuda



[View offer](#)

GLOBUS


Escorted Europe Vacations



[View offer](#)

Holland America Line


2020 Early Booking Special



[View offer](#)

Offer expires June 02, 2019.

Bahamas & Perfect Day



4 NIGHTS
ABOARD NAVIGATOR OF THE SEAS
September 16, 2019
Roundtrip Miami

Ports of Call:


- Miami, Florida • Nassau, Bahamas
- Perfect Day at CocoCay, Bahamas • Miami, Florida

Interior from
~~\$705~~
\$353*
per person

[Request Info](#)

Taxes, fees and port expenses are an additional \$98.64 USD.*

Western Caribbean




7 NIGHTS
ABOARD ALLURE OF THE SEAS
September 01, 2019
Roundtrip Fort Lauderdale

Ports of Call:

- Fort Lauderdale, Florida • Labadee, Haiti
- Falmouth, Jamaica • Cozumel, Mexico


Interior from
~~\$798~~
\$598*
per person

[Request Info](#)

 **BRASS RING
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Rosewood Castiglion del Bosco



Special offer

5 Nights

Locations: Italy, Europe

In the south of the Tuscan region, one hour and a half south of Florence, Castiglion del Bosco is a UNESCO protected site spanning nearly 4200 acres in the heart of the Brunello di Montalcino winemaking region.

STARTING FROM

\$4,461.00*


More info

Travel between January 03, 2019 and December 15, 2019

Book by May 29, 2019

*Rates are in U.S. dollars, per person, per night, based on double occupancy unless otherwise noted.

Bite of England: London & York



Special offer

Locations: England, Europe


Putting aside its former reputation for uninteresting cuisine, warm beer and terrible coffee, Great Britain has become an exciting food and drink destination! In this package you'll explore charming food markets, learn the history of chocolate, and become an expert at pairing tea with cheese.

Travel between March 01, 2018 and October 31, 2019

Book by October 14, 2019

*Rates are in U.S. dollars, per person, per night, based on double occupancy unless otherwise noted.

Taste of British Classics: London, York & Edinburgh



Special offer

Locations: England, Europe

Visit three of Great Britain's most historic and beautiful cities - London, York and Edinburgh - and walk through some of their oldest neighborhoods, sampling and learning about the highlights of English and Scottish food and drink.

CALL NOW


More info

Travel between March 01, 2018 and October 31, 2019

Book by October 14, 2019

*Rates are in U.S. dollars, per person, per night, based on double occupancy unless otherwise noted.

England in a Glass: London & York



Special offer

Locations: England, Europe

While there are many beverages associated with England, surely beer, gin and tea rank near the top. This itinerary allows you to sample all three while visiting two historic cities founded by the Romans but still important destinations today.

CALL NOW

More info

Travel between March 01, 2018 and October 31, 2019


Book by October 14, 2019

*Rates are in U.S. dollars, per person, per night, based on double occupancy unless otherwise noted.

Vacation details

Go Back

Bite of England: London & York



Special offer

Locations: England, Europe

Bite of England

Putting aside its former reputation for uninteresting cuisine, warm beer and terrible coffee, Great Britain has become an exciting food and drink destination! In this package you'll explore charming food markets, learn the history of chocolate, and become an expert at pairing tea with cheese.

Includes

- 4 Nights London
- Historic Hubs of the London Docklands Walking Tour
- Borough Market Food Walking Tour
- Mayfair Chocolate Tour
- London Oyster Card
- London Tribble & Clyde
- 3 Nights York
- Cheese and Tea Pairing Workshop
- Harrogate Food Tour
- 10-Class Rail Between Cities with Seat Reservation
- Daily Breakfast


Travel between March 01, 2018 and October 31, 2019

Book by October 14, 2019

This is a travel request only. Our personal vacation planners will attempt to call you at the telephone number you provide below within 48 hours to review and finalize your request. Your request is subject to supplier availability.

Serving as Head of Marketing for Montrose Travel, we helped grow the company from \$125 million to over \$325 million in a few short years. We were then instrumental in the company's acquisition by CTM (Corporate Travel Management), a \$4 billion global travel company. We were deeply involved with the merger, and served as Head of Marketing & Web Development for CTM North America, where our team built their website (now branded "Allure Travel"):

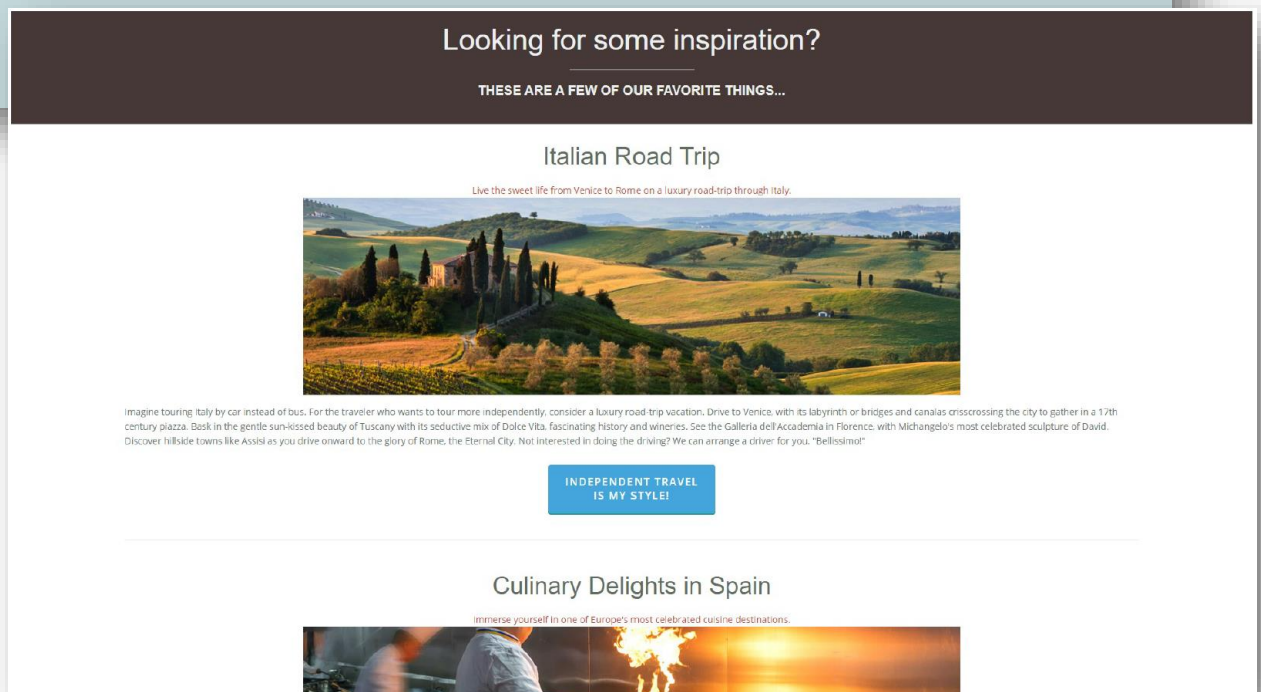
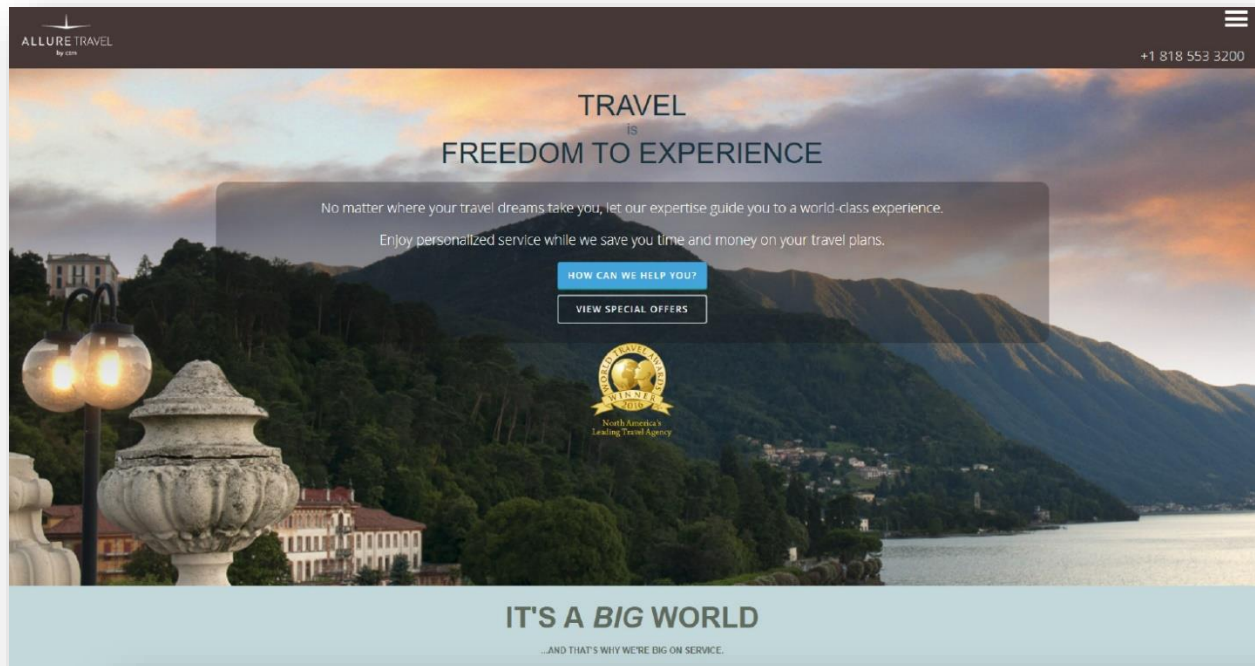
<https://www.alluretravel.com/>


**BRASS RING
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pg. 24

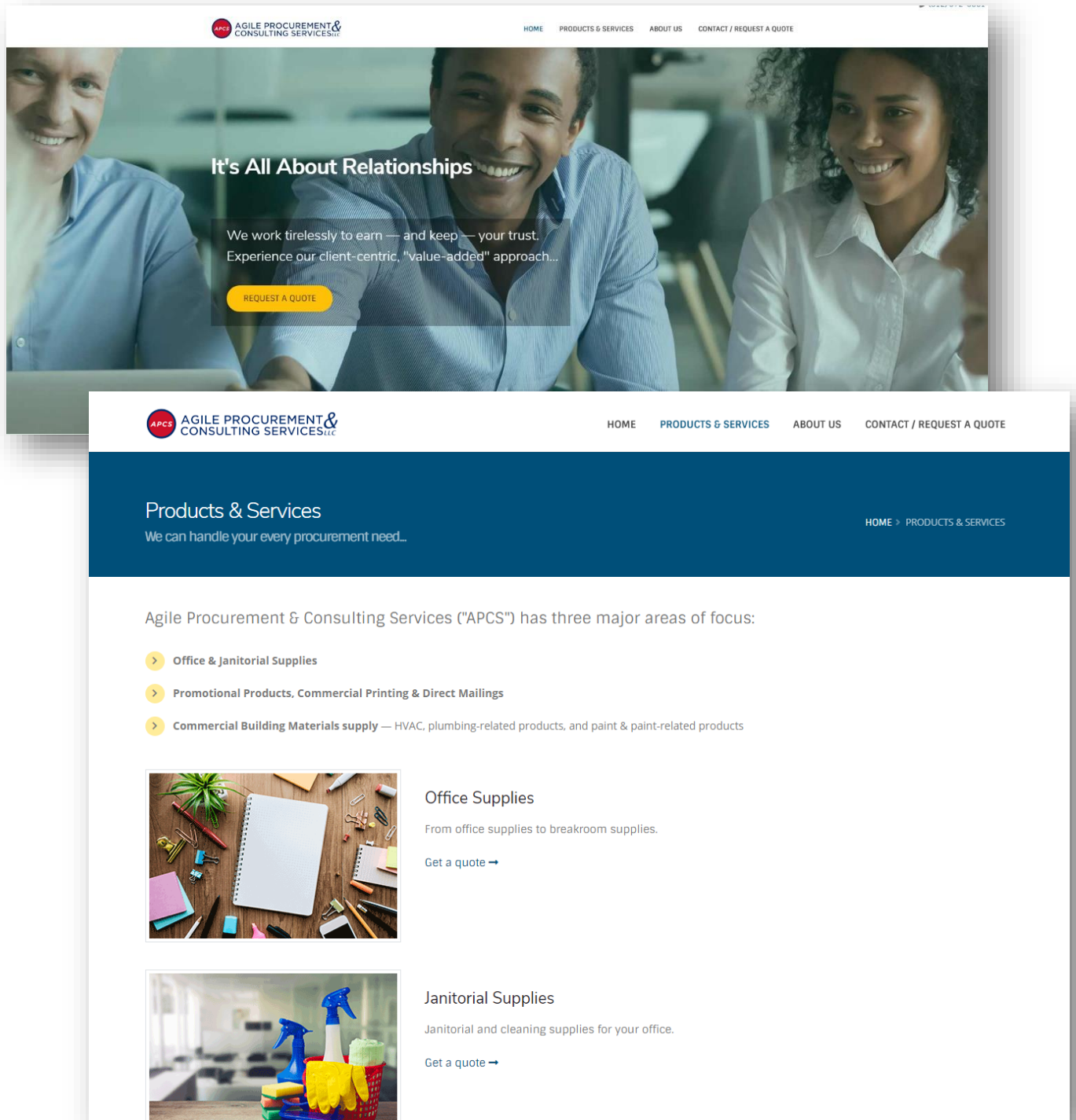
Allure Travel Website (CTM)

Prior to CTM's acquisition of Montrose Travel, the company maintained its own leisure travel brand called "Allure Travel". In 2019, Allure Travel absorbed the Montrose Travel brand, but prior to this we personally built and maintained a separate website specifically for Allure Travel. Here are a couple screenshots:



Agile Supply Company

This client is a Chicago-based procurement firm. The website is mostly informational with the ability for the user to “request a quote” on products and services. A full e-commerce site is on the horizon.



Compare Features

				
	SaniSpray HP 20 Corded Part #102138914	SaniSpray HP 20 Cordless Part #102138922	SaniSpray HP 65 Part #102138930	SaniSpray HP 130 Part #102138948
Price (Excludes tax & shipping)	\$908	\$1,355	\$1,655	\$3,725
Type	Corded handheld	Cordless handheld	1.5 gal hopper w/lid	Roll & go cart setup
Spray	Spray 20 oz./min	Spray 20 oz./min	Spray 65 oz./min	Spray 130 oz./min
Flow	Adjustible 0-1000 psi	Adjustible 0-1000 psi	Adjustible 0-1000 psi	Adjustible 0-1000 psi
Duty Cycle	Up to 15 gal/week	Up to 15 gal/week Spray 2.5 gal/battery charge	Up to 50 gal/week	Up to 100 gal/week
Usage	Handheld gun	Handheld gun	Hose & Gun	Two Hoses & Guns
Weight	10 lbs.	10 lbs.	39 lbs.	98 lbs.
Availability Est. 7-day business days delivery	Available now	Available May 11 (preorder)	Available now	Available now
Notes	Cannot be used with alcohol-based disinfectant			

GET DETAILS OR ORDER

<https://agilesupplycompany.com>



Brass Ring Consulting Group is a full-service consulting firm, specializing in Marketing, Web Development, Product Strategy, Finance, Business Planning and Venture Funding.

We've been there on the front lines: writing and executing award-winning business plans and marketing plans, developing standalone and web-based applications to solve complex business needs or to deliver exceptional customer experiences, and raising millions in funding from angel and venture capital investors. We've played a key role in generating billions of dollars in revenue for our clients.

Our experience allows us to do what others can't — look at your business holistically.

Visit <https://www.brassringconsult.com> for more information.