CR and GD Requirements and Standards

At Home Land Accounts, we keep your site agile and evolving. Whether you need design tweaks or new features, we follow a clear and transparent process to keep everything smooth and professional.

Request Process

All Change Requests (CR) and Graphic Design (GD) orders follow this workflow:

- Request → Quote → Proof → Paid → Push

    Request: You submit a request through the HLA ticketing system.

    Quote: We respond with a time estimate and project quote based on complexity.

    > If approved, we continue the development/design process

    > If denied, we'll discuss details and look for areas of improvement

    Proof: We build a preview or send a proof of the requested change or design.

    > If approved, you'll receive a payment link

    > If denied, we discuss what needs to change, and re-issue an updated quote

    Payment: After final approval, payment will need to be made in full before we push the finished product to the live environment, or send over any finished graphics.

    Push: Once paid, the change is deployed to your live site, or graphics are delivered.

Tier	CR Rate	GD Rate	Turnaround
Zero	$60/hour	$60	4-8 Business Days
One	$75/hour	$60	3-6 Business Days
Two	$90/hour	$60	2-4 Business Days

- Tier Two Bonus: You receive 2 free hours per billing cycle for either CR or GD. Unused hours do not roll over.

What Counts as a Change Request?

Any update, feature, or revision after the build-out is complete that is not caused by a developer error is considered a CR and is billable.

- No-Charge Examples:

  We accidentally used the wrong color code despite agreement.

  A page or link doesn't function as agreed in the final walkthrough.

- Billable Examples:

  You decide you no longer like your chosen layout or color palette.

  You request new content, pages, or stylistic changes that differ in any capacity from what the site currently contains.

  You revise verbiage or visual direction after delivery.

  Any other tweaks, changes, alterations, or additions to the site that require manual intervention.

Graphic Design Overview

We offer full-service graphic design at $60/hour across all tiers. This includes:

- Logos
- Print media
- Digital graphics
- Ad creatives
- Social media assets

- Proofing Notes:

  Initial proofs are included after pricing has been agreed to.

  If rejected, revised designs may incur extra charges depending on time already spent.

  Graphics can be updated at any time, but after the initial proofs are approved, updates or alterations will result in additional costs.

Delivery & Communication

All CR and GD work must be submitted through the ticketing system. Quotes, proofs, and delivery timelines are tracked there to ensure accountability and clear expectations.

- These are:

  On-site ticketing system

  Orders@HLAccounts.com

  Help@HLAccounts.com