



# LAF Productions, Inc.

"Bringing LAFter Back to Business"™

Date: July 24, 2009

Subject: *Why Retainer-Based Compensation and Agency of Record Status?*

To Whom It May Concern:

Benefits and Attributes of Awarding Agency Retainer-Based Compensation:

- Consistent, level monthly billing.
- Client gets discounted rates for assured business.
- There is a quarterly evaluation of the agreement.
- If there has been agency overuse, we offer the client a 15% overuse refund with no extra charge.
- If the client overuses the retainer by more than 15%, we send a bill for the difference based on our blended agency rate.
- If the client does not use the full amount of the retainer during the first six months, we'll offer to repay the amount over the next five months through an hour's credit of 20% a month deducted from the retainer.

Benefits and Attributes of Awarding Agency of Record Status:

- Client to own all the work. The work-for-hire contingency is in effect for Agency of Record and their client.
- Over 100 years of published American case law exists regarding Agency of Record situations; therefore, both client and agency are more protected through precedent.

LAF Productions, Inc. is a partner who makes our clients money, not cost them money. A fee-driven, base income structure along with a performance mandate and reward is a great win/win situation for both a client and its Agency of Record.

Sincerely,

Larry D. Freeman  
President

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