⚠️ THINKING ABOUT BUILDING AN APP?

Stop Before You Waste Thousands.

What You Don't Know About App Development Could Destroy Your Budget—Unless You Hire Dealey Media International (DMI)

You've got a great idea for an app. You might even have a list of features in mind and a rough sense of what you want it to do.

So you ask for quotes.

Seems smart, right?

WRONG.
Here's the *terrifying truth*:

> **Most business owners end up massively overpaying for app development because they don't know what to ask, what to plan for, or how to scope the project correctly.**

And most developers? They'll quote based on what *you* ask for—**not what you actually need.**

💰 Here's Where It Gets Dangerous:

If your criteria are vague, incomplete, or missing technical considerations, you open the door for app companies to:

- Lowball their initial quote just to win your business...
- …then **add thousands in "unexpected" charges** when they "discover" more details you *should* have defined from the beginning.

We've seen this happen time and time again. Clients come to us *after* they've been financially bled dry by developers who charged extra for:

- API integrations that were "never mentioned,"
- Storage upgrades "they didn't expect,"
- Redesigns due to "poor user flow planning,"
- Or full rebuilds when the original code wasn't scalable.

It's not just expensive. It's devastating.

❗ THE SINGLE MOST IMPORTANT MOVE YOU CAN MAKE:

Hire Dealey Media International BEFORE you get app quotes.

Even if you're not sure about hiring us to build the app (though you should), at the very least:

> **Hire us to consult on your app project first.**

Here's why:

- We'll **help define the right criteria** developers need to quote accurately—so you don't get blindsided later.
- We'll **identify mission-critical decisions** like storage options, scalability, security, and automation that *must* be decided up front.
- We'll **structure your project with marketing in mind** so your app doesn't just function—it converts.
- We'll ensure your idea is **technically feasible, financially sustainable, and strategically sound** before you spend a single dollar on development.

🧠 MOST BUSINESSES FOCUS ON FEATURES.

But DMI Focuses on Function, Future, and ROI.

Anyone can say "I want an app that lets customers book appointments."

But we ask:

- How will the data be stored?
- Is the storage scalable and secure?
- Can this app be updated without constant App Store re-approvals?
- Will your marketing systems (CRM, email, SMS) integrate seamlessly?
- Will your team be able to manage the app internally without technical headaches?
- How can your existing marketing channels drive app usage *without* adding more marketing expenses?

DMI has already solved these questions for over 1,000 approved apps—and we'll solve them for you too.

🔍 SCARY STATS:

- **88% of apps are abandoned after a single use.**
- **Over 68% of budgets are burned fixing preventable mistakes.**
- **40% of first-time app submissions are rejected by app stores.**
- **Most businesses overpay by 30–70% due to unclear project scoping.**

Don't think it'll happen to you?
It already is.

👊 ENTER DMI: YOUR UNFAIR ADVANTAGE

- ✅ Over 1,000+ approved apps (no rejections)
- ✅ Experienced with **scalable, secure backends** and **app store requirements**
- ✅ Deep integration of **marketing + development** to grow ROI, not just downloads
- ✅ Transparent billing, no bait-and-switch quoting
- ✅ Trusted by brands across industries who demand smart, strategic execution

🧠 WHAT TO DO NEXT:

If you're thinking about building an app, **do NOT get quotes yet.**

Instead, schedule a short consultation with DMI first—**to bulletproof your app strategy, avoid hidden development costs, and protect your ROI.**

You'll walk away with:

- A fully defined scope of work,
- Strategic recommendations that fit your goals,
- And clarity on what your app really needs to succeed.

💥 **DON'T LET YOUR DREAM APP TURN INTO A FINANCIAL NIGHTMARE.**

BOOK A 30 MINUTE "DISCOVERY" CALL