



**FOR IMMEDIATE RELEASE**  
***Change in Professional Services***  
Effective July 1, 2025

Dear Savio Designs Clients,

It has been a joy and honor meeting you and working with you over the past 14 years to help create your online presence. I write to you today to let you know of a shift in Savio Designs' business direction. Effective today, we are shifting our focus from individual websites, design, and print, and focusing solely on larger, custom coded solutions for small businesses, entrepreneurs, and non-profits.

**What does this mean?**

We are no longer creating the more standard personal/business sites as we have done in the past. We are also no longer offering Graphic, Print, and Design Services.

**Why is this happening?**

When Savio Designs started, it sought to fill a niche for small businesses, entrepreneurs, and Non-Profits that couldn't afford thousands of dollars for a web designer, but still needed a web presence. As technology evolved, we helped those same clients create sites after they tried the "do it yourself builders" but became frustrated in the process. Technology has evolved further. The web builders and online design tools are more affordable, user friendly, and pervasive in the market (especially as AI is being incorporated in them), and the costs and time it takes to hand code sites has risen to a level that would no longer be affordable to charge the clientele we have built our business on (and was created to serve). Furthermore, the coding tools that I use and modules that I rely on to extend site functionality for a reasonable cost, are no longer being developed as the field has turned almost entirely to WordPress and online web builders. This changing landscape has necessitated us to discontinue creating the standard/simple websites as well as the Graphic/Print Design Services. We just can't afford to offer these services at a reasonable price to make it worthwhile for both parties.

### **What does this mean for my website?**

When your website was designed by Savio Designs, it was designed with the latest internet standards at the time of its creation. It should continue to work fine. As web standards change and evolve, code/etc. will become out of date, but that doesn't mean it will stop working (most browsers will still open sites designed with code from 1997, though every now and again web standards evolve where they no longer recognize or "play nice" with certain types of code). As I mention to every client, I always recommend that you do a complete site change every 3-5 years to bring your site up to date in coding, give it a fresh look and to take advantage of modern internet technologies, and to ensure that site security is brought to current standards. When you are ready for that change, sadly, we will no longer be able to offer our services.

### **What if my website is hosted with you?**

While we phased out our hosting services a while ago, we do have a handful of clients still hosted with us. We plan to decommission that server at the end of the year (2025). As we approach that time, we will give you further notice if it applies to you. We will be happy to assist you in transferring your site to another hosting provider. Should you choose to move your site before we decommission the server, we will be happy to assist you with that sooner. We are also happy to provide recommendations for hosting providers we have used and trust.

### **Will you still offer technical support?**

Yes, we are happy to offer technical support for our existing sites. Please note, though, that the support will be limited to what is already done. We won't be able to offer to create or design new things/add-ons to your site. We do not plan on renewing our licenses for the software we use to do a lot of this coding, so we will be limited in what we can do. Also, if issues arise from the age of the site (again, I do not anticipate this being the case for most clients any time soon), we may not be able to assist if it is something that would require new code due to changing web standards. Furthermore, you will still be able to access the how-to videos for your website via the client portal at: <https://my.saviodesigns.com>

### **Can you clarify more what you *will* be offering?**

Our professional services are now shifting to more customized solutions for the same type of clientele. These would be things that wouldn't be able to be built as easily by web builders, and are more custom-designed to the client's specific needs. Examples that we have already done/working on include a private portal with scheduling capabilities and a host of other community tools for the Castle Knights (a volunteer group at the Magic Castle in Hollywood), as well as a custom Volunteer and Service Tracker for Crespi Carmelite High School.

These projects are a bit more expansive, take more time, involve more team, and rely on a bit of a different type of coding. It still allows us to focus on the same type of client, while giving us bigger projects to work on (vs a bunch of small ones) and allows us to create for them something they can't get cheaper and easier elsewhere.

### **What do I do if I have any questions or concerns?**

Feel free to reach out to us if there is anything you are concerned about. Again, I want to assure you that your existing site should be working as it does now and should continue to do so for the foreseeable future. I truly thank you for trusting me with your web presence, it has been a great honor! The majority of our clients have come from "word of mouth", and I can't thank you all enough for sharing your positive experience with others and helping me grow our client base! I appreciate the opportunity to have had a small part of your own professional journey!

With all my best!



Chris Knabenshue

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