The business proposal

From: [your agency], [address], [email]

For: Prairie Line Moving & Storage, a family-owned moving company with depots in Wichita and Derby, Kansas

Approver for the client: Nadia Ferreira, operations manager, [email]

Signs for the client: Gus Pruett, owner

Sent: Friday, February 12, 2027

Price holds until: Friday, March 12, 2027

1. THE DECISION ON ONE PAGE

1.1 What you're approving: a new website for both depots with an estimate request form that sends each request to the right depot, and updated Google Business Profiles for Wichita and Derby.

1.2 Price: $24,840, fixed, paid in three parts (section 7).

1.3 Dates: work starts within 10 business days of acceptance, and the site launches 12 weeks after the start.

1.4 What Prairie Line provides: the page text by the end of week 4, depot photos by the end of week 5, and one approver for every decision (section 8).

1.5 What isn't included: online payments, an instant price calculator and search work after launch (section 6).

1.6 To accept, sign section 11 by Friday, March 12, 2027.

2. WHAT WE HEARD

2.1 On the call of Monday, February 8, 2027, Prairie Line said most estimate requests arrive by phone during office hours, and the rest come through a form on the current site that emails one shared inbox.

2.2 Requests sent on a weekend wait until Monday, and a request for a Derby move sometimes reaches the Wichita office first.

2.3 The current site has one page for both depots, with one phone number and no hours.

2.4 Office staff can't change prices, crew photos or opening hours on the site without calling the person who built it.

3. WHAT WE'RE PROPOSING, PROMISE BY PROMISE

3.1 A site that tells each visitor which depot will handle the move, with a page per depot carrying its own phone number, hours and service area. Paid for by lines 4.2, 4.3 and 4.5.

3.2 An estimate request form that asks for the move size, the dates, both addresses and photos of large items, and sends each request by email and text to the dispatcher at the depot nearest the starting ZIP code, with a copy to the customer. Paid for by line 4.4.

3.3 Page text, prices, crew photos and hours that Prairie Line's office staff can change themselves, with a one-hour training call before launch. Paid for by line 4.3.

3.4 Both Google Business Profiles updated with the new pages, hours, photos and service areas. Paid for by line 4.6.

3.5 Fixes for anything that doesn't work as described here, free for 30 days after launch. Paid for by line 4.7.

3.6 Anything not listed in 3.1 to 3.5 isn't in the price. It can be added under section 9 at the prices in section 5.

4. PRICE, LINE BY LINE: $24,840

4.1 Discovery and site plan, 18 hours: $2,340

4.2 Five page designs (home, service, depot, estimate request, about), 12 hours each including two rounds of changes: $7,800

4.3 Building the five designs into 16 pages, with the editing setup and the training call in 3.3, 64 hours: $8,320

4.4 Estimate request form with routing by ZIP code, text and email alerts and a customer copy, 20 hours: $2,600

4.5 Content entry for 16 pages at $90 a page: $1,440

4.6 Google Business Profile updates for both depots, 4 hours: $520

4.7 Testing, launch and 30 days of fixes after launch, 14 hours: $1,820

4.8 Every hourly line is priced at $130 an hour.

5. PRICES FOR THINGS WE DISCUSSED AND DIDN'T PROPOSE

5.1 Online deposit payment on the estimate form, through a payment account in Prairie Line's name, 16 hours: $2,080

5.2 A further page design, including two rounds of changes: $1,560

5.3 Content entry for a further page: $90

5.4 A Spanish version of the 16 pages, with the translation supplied by Prairie Line, 22 hours: $2,860

5.5 Photography, one half-day at one depot: $750

5.6 Anything else at $130 an hour, quoted in hours before any work starts.

6. NOT INCLUDED

6.1 Writing the page text, which Prairie Line supplies by the date in 8.2.

6.2 An instant price calculator, which needs Prairie Line's own pricing rules and would be quoted separately once those exist in writing.

6.3 Search work, advertising or review replies after launch.

6.4 Hosting, the domain and email, which stay in Prairie Line's own accounts and are paid by Prairie Line directly.

6.5 Any change to Prairie Line's dispatch or moving software.

7. PAYMENT

7.1 40% on acceptance: $9,936

7.2 30% when the five page designs are approved: $7,452

7.3 30% at launch: $7,452

7.4 Invoices are due in 15 days. Approved changes are billed with the next payment.

8. SCHEDULE AND WHAT PRAIRIE LINE PROVIDES

8.1 Logins for the domain, hosting and both Google Business Profiles by the end of week 1.

8.2 Text for all 16 pages by the end of week 4.

8.3 Photos of both depots, trucks and crews by the end of week 5, or a photography half-day booked under 5.5.

8.4 A date in this section that's missed moves the launch by the same number of business days, and the price stays the same.

9. CHANGES AFTER ACCEPTANCE

9.1 Requests for changes go to us in writing through Nadia Ferreira, who approves them for Prairie Line.

9.2 We send a price within two business days, taken from section 5 where the work is listed there and in hours at $130 where it isn't, with any new launch date.

9.3 Work on a change starts after it's approved in writing.

10. HOW LONG THIS PRICE HOLDS

10.1 The price holds until Friday, March 12, 2027, for work starting within 10 business days of acceptance.

10.2 After that date, the same hours are priced again at the rate current on the day of acceptance.

11. ACCEPTANCE

Accepted for Prairie Line Moving & Storage: _____ Date: _____

For the agency: _____ Date: _____