The pricing proposal

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

For: Brandvold Hardware, four family-owned hardware stores in Fort Wayne, Indiana

Approver for the client: Marisol Teague, marketing manager, [email]

Sent: Tuesday, February 9, 2027

Both prices hold until: Thursday, March 11, 2027

1. WHAT THIS PRICES

1.1 A new website for Brandvold Hardware, as agreed on the discovery call of Wednesday, February 3, 2027: a home page, a page for each of the four stores, a rental equipment catalog with a form for requesting a reservation, and the other pages listed in section 2.

1.2 Every price below is built from $140 an hour, except content entry and photography, which are priced per page and per half-day.

1.3 The client chooses version A or version B in section 11. Both versions include two rounds of changes on each page template, testing, launch and 30 days of fixes.

2. VERSION A, THE FULL SITE: $28,080

2.1 Discovery and site plan, 22 hours: $3,080

2.2 Six page templates (home, store, rental catalog, rental item, project guides, careers), 13 hours each including two rounds of changes: $10,920

2.3 Rental catalog of up to 90 items, with a reservation request form that emails the store holding the item, 46 hours: $6,440

2.4 Content entry for 24 pages at $95 a page: $2,280

2.5 Photography, one half-day at each of the four stores at $780: $3,120

2.6 Testing, launch and 30 days of fixes after launch, 16 hours: $2,240

3. VERSION B, THE SMALLER SITE: $22,500

3.1 Version B is version A with the lines below taken out, and nothing else changed.

3.2 Page templates: four instead of six, leaving out project guides and careers (minus $3,640): $7,280

3.3 Content entry: 20 pages instead of 24, leaving out the four pages those two templates would carry (minus $380): $1,900

3.4 Photography: two half-days instead of four, with the client supplying photographs of the other two stores (minus $1,560): $1,560

3.5 Discovery, the rental catalog, testing, launch and the 30 days of fixes are priced as in version A.

3.6 Anything taken out here can be added later at the price in section 5.

4. NOT IN EITHER PRICE

4.1 Writing the page text, which the client supplies by the dates in section 8.

4.2 Listing store stock for sale or taking payment online.

4.3 Taking rental payments or deposits online. The form sends a request, and the store confirms it by phone.

4.4 Hosting, the domain and email, which stay in the client's own accounts and are paid by the client directly.

4.5 Any change to the client's point-of-sale or inventory software.

5. PRICES FOR ADDITIONS

5.1 A further page template, including two rounds of changes: $1,820

5.2 Content entry for a further page: $95

5.3 A further photography half-day: $780

5.4 A third round of changes on any page template: $560

5.5 Ten further items in the rental catalog: $140

5.6 Anything not listed: $140 an hour, quoted in hours before the work starts.

6. WHEN THE PRICE GOES DOWN

6.1 The price goes down only when a line in section 2 comes out, or when the client takes over one of the tasks in 6.2 and 6.3. The hourly rate stays at $140 in every version.

6.2 If the client enters its own page text into the site, the price goes down by $95 for each page it enters.

6.3 If the client supplies photographs of a store in place of a photography half-day, the price goes down by $780 for that store.

6.4 Any line taken out or handed over is written into section 11 when the client accepts.

7. PAYMENT

7.1 35% on acceptance, 35% when the approver accepts the page templates, and 30% at launch.

7.2 For version A that is $9,828, $9,828 and $8,424. For version B it is $7,875, $7,875 and $6,750.

7.3 Invoices are due within 15 days. A change accepted under section 10 is invoiced with the next payment in 7.1.

8. DATES

8.1 Work starts within 10 business days of acceptance, and the target launch date is Friday, May 28, 2027, the Friday before Memorial Day weekend.

8.2 The client supplies the text for each page template within five business days of that template's approval. If text arrives late, the launch date moves by the same number of business days.

9. HOW LONG THIS PRICE HOLDS

9.1 Both versions hold their price until Thursday, March 11, 2027, for work that starts by the date in 8.1.

9.2 After that date, the agency prices the same hours again at its hourly rate on the day the client accepts.

10. CHANGES AFTER ACCEPTANCE

10.1 A change is requested in writing. The agency replies within two business days with its price, taken from section 5 wherever the change is listed there, and its effect on the launch date.

10.2 Work on a change starts only after the approver accepts its price in writing.

11. ACCEPTANCE

Version chosen: [ ] A, $28,080 [ ] B, $22,500

Lines taken out or handed over under section 6: _____

Accepted for the client: _____ Date: _____

For the agency: _____ Date: _____