ONE-TIME SETUP SUPPORT

Full business system: everything included

Everything in Website and booking, plus your own dashboard, customer records, a customer portal and automatic follow-ups, so bookings, customers and payments live in one place.

ONE-TIME FEE

$5,500–$7,000

Paid in 4 parts: 20% to start, 30% at design approval, 30% after testing, 20% at handover

Includes $950 of add-ons free

42 days	6 pages	2 rounds
Up to launch	Extra $65 each	Of changes

WHAT SETS YOUR PRICE

Your fee depends on your team and how you work

Your written plan gives the exact fee before work starts.

About $5,500

One team, appointments

Up to 5 staff, with booking, dashboard, customer records, portal and follow-ups.

About $6,250

Bigger team or extras

6 or more staff, or memberships, packages, pets, vehicles or homes on customer profiles.

About $7,000

Job-based work or several locations

Leads, estimates and a jobs board where you assign technicians, or more than one location.

HOW IT GOES

From first call to launch in 42 days

Your time: about 8 to 10 hours in total

1

DAY 1

Discovery call

2 to 3 hours on your services, team, customers, payments and daily routine.

2

DAYS 2 TO 10

Design and plan

Pages designed and written, your old records checked and matched up.

3

DAYS 11 TO 32

Build

Booking, payments, dashboard, customer records, portal and follow-ups. Data imported.

4

DAYS 33 TO 41

Review and test

You and your staff try it on a preview link. Two rounds of changes.

5

DAY 42

Go live

Domain connected, launch checklist, and training for you and your staff.

EVERY FEATURE

What we build for you

Continued on page 2

1 · Everything in the Website and booking plan

Up to 6 pages · Design in your brand · Page text written for you · Search-ready basics · Google Analytics · Online booking, day and night · Deposits and payments · Text and email reminders · Business texting number · Google Business Profile Free · $150 value

2 Admin dashboard

See how the business is doing without adding anything up by hand.

- ✓ Key numbers: revenue, bookings, new customers, average sale and no-shows
  Most with a comparison to the last period and a trend line.
- ✓ Switch numbers and charts between the last 7, 30 or 90 days
- ✓ Revenue chart, and bookings for the next 14 days
- ✓ Most popular services, and how booked each team member is
- ✓ Recent activity: bookings, requests, payments and messages
- ✓ Works on phone, tablet and computer, in your own words
  Clients, guests or patients: whatever you call them.

3 Calendar, appointments and team

Run the day from one calendar, with every team member in view.

- ✓ Day calendar with a column for each team member
- ✓ Appointment list you can filter by date, team member and status
- ✓ Check in, complete or mark a no-show from any appointment
- ✓ Move, cancel or add bookings for phone and walk-in customers
- ✓ Block time off for breaks, holidays and staff leave
- ✓ Weekly team schedule showing shifts and how full each one is
- ✓ Team logins with roles
  Owner, front desk and staff each see only what they need.
- ✓ Edit your services, prices, hours and team yourself

4 Data import, up to 1 million records Free · $800 value

Start on day one with your full history, not an empty system.

- ✓ Customers, contact details, notes and tags
- ✓ Past visits and payments, so history and lifetime spend are right
- ✓ Memberships, packages, pets, vehicles or homes linked to the right customer
- ✓ Each customer's permission for offers, kept as it was
- ✓ Open leads, estimates and unpaid invoices, for job-based work

5 Customer records

Every customer's history, spend and notes in one profile.

- Customer list with visits, last visit, lifetime spend and tags
- Quick lists: new this month, VIPs, at risk and coming up
  At risk means no visit in 60 days and nothing booked.
- New customers added automatically from online bookings
  Matched by email to avoid duplicates.
- Full history of visits and payments, with private staff-only notes
- Memberships, packages, pets, vehicles or homes on file, if you use them

6 Customer portal

Customers look after their own visits and payments, so you get fewer calls.

- Customers sign in to their own secure account
- Upcoming and past visits, with "Book again" in one tap
- Reschedule from real open times, or cancel with your policy shown first
- Deposits, balances and a receipt for every payment
  Job-based businesses also get invoices paid online.
- Message you, with every reply kept in one conversation
- Update their details and choose whether they get offers

7 Follow-ups and review requests

Bring customers back and collect reviews without chasing anyone. Sent from your monthly plan's text and email allowance.

- Thank-you message after each visit
  For example an email 3 hours later.
- Review request with a link to your Google review page
  For example a text the next day.
- Rebooking reminder timed for your business
  For example 3 weeks for a barber, 6 months for a dentist.
- See upcoming messages and stop any one before it goes out
- One inbox for customer texts, emails and portal messages
- Lists of who is due to rebook, who has lapsed and birthdays this month

8 Leads, estimates and jobs

For job-based work such as trades and projects, at the top price. Track each request from first contact to finished job.

- Every request lands on a lead board with your own stages
- Call, text or email a lead in one tap, noted on the lead
- Assign a lead to a team member, or mark it lost with a reason
- Written estimates with options, approved online by the customer
- Turn a lead into a customer or a job in one click
- Jobs board: set times, assign technicians, tick off checklists
  Customers follow each job's progress in their portal.

9 Launch, training and handover

Everything tested with real money and real messages before customers see it.

- Real test bookings and payments made end to end, then refunded
- Every automatic message checked on a real phone and inbox
- A 90-minute training for you and your staff, plus a cheat sheet
- All accounts (Stripe, Google, domain) in your name
- Two weeks of fixes after launch for anything that does not work as promised

What we need from you

1. 2 to 3 hours for the discovery call
2. Services, prices, staff, hours and booking rules
3. Cancellation, deposit and membership terms
4. Logo and photos of your work
5. Exports from your current system
   We help you get them.
6. A domain and a Stripe account in your name

Comes with Growth ($349/mo)

AI receptionist, lead qualification, quote assistant and review reply drafts

12 social posts a month, designed and posted for you

Monthly SEO updates

Set up during your build, switched on when Growth starts.

Changes and updates

Extra round before launch	$50
Quick update after launch	$25
Bundle of 5 updates	$50
Larger work, quoted first	$65 / hour
On Standard or Growth	Included

AFTER LAUNCH · RECOMMENDED

Growth monthly support

Switches on your AI tools, social posts and monthly SEO. Your texts and emails run on this plan too: 5,000 texts and 10,000 emails a month, with advanced security and up to 5 hours of changes. Change plans or stop at the end of any month.

$349 / month