

## Competitor Analysis for Premium Framer templates & Custom Services Business Proposal.

Platform / Channel	Who buys there	Typical template pricing & platform cut	Pros	Cons	Competitive Edge
<b>Framer Marketplace</b> (Direct Competitor)	Founders, designers switching to Framer; high intent	Catalog <b>2,000+</b> templates; <b>60+</b> plugins; <b>0%</b> marketplace cut to creators; <b>50% affiliate</b> on plan upgrades for 12 months via remix link. ( <a href="#">Framer</a> )	Native audience for Framer; strong discovery; zero fee on sales + affiliate upside.	Ranking is algorithmic visibility must be earned with quality & engagement.	Double-down: ship <b>SaaS-ready kits</b> with growth components; lean into affiliate links inside docs/demos; keep thumbnails, speed, and updates sharp to win Popular ranking.
<b>Webflow Template Marketplace</b>	Agencies & startups that want visual dev with CMS	Live listings show <b>\$29–\$169</b> price points; reports indicate <b>~20% creator fee</b> ( <a href="#">Webflow</a> , <a href="#">bryntaylor.co.uk</a> )	Big pro buyer base; curated quality; mature CMS.	Harder learning curve: platform cut reduces take-home; migration from Framer not trivial.	Market your kits as <b>faster to ship</b> with <b>built-in animations</b> and <b>SaaS growth blocks</b> (changelog, integrations gallery, legal pack) out of the box.
<b>ThemeForest (Envato)</b>	Huge cross-platform audience; price-sensitive mass market (esp. WordPress)	<b>61,900+</b> items; exclusive author fee typically <b>12.5%–37.5% of item price plus buyer fee</b> (effective cut for new authors ≈50% on many SKUs). ( <a href="#">ThemeForest</a> , <a href="#">Envato Forums</a> )	Massive reach; buyers accustomed to templates.	Intense price competition; support expectations; economics favor marketplace, not creators.	Position premium <b>SaaS</b> kits with Framer performance. Don't price-compete; win on polish, speed, and niche depth.

<b>WordPress premium themes (Divi/Astra + ThemeForest sellers)</b>	SMEs & bloggers; enormous installed base	WordPress powers <b>~43%</b> of the web (context for demand). Prices vary widely (\$29–\$89 single themes; subscriptions for theme clubs). ( <a href="http://w3techs.com">w3techs.com</a> )	Ubiquitous, flexible, plugins for everything.	Maintenance overhead, plugin conflicts, speed concerns for startups that want polish fast.	Message “ <i>cleaner, faster launch than WP stacks; SaaS-ready patterns prebuilt</i> ”. Use comparison pages in your templates.
<b>Squarespace</b> (built-in templates)	Self-serve SMBs	Templates bundled with plan; strong design defaults. ( <a href="#">Squarespace Help</a> )	Beautiful baseline, easy to start.	Rigid structure; limited SaaS-specific patterns; less “startup-grade” credibility.	Showcase <b>SaaS credibility</b> (docs, security pages, release notes CMS) and <b>conversion systems</b> they lack.
<b>Wix / Wix Studio</b> (built-in templates)	DIY SMBs; agencies on Wix Studio	Large free catalog; marketplace for partner templates/apps. ( <a href="http://wix.com">wix.com</a> )	Huge reach, AI tools, fast to start.	“Generic” reputation; complex sites can get heavy; SaaS founders often graduate off Wix.	Sell <b>conversion-first</b> SaaS templates with faster perf & cleaner UX; offer WaaS to catch DIY churners.
<b>Shopify Theme Store</b> (e-commerce focus)	Merchants launching stores (SaaS/e-com founders overlap)	Premium themes frequently <b>\$180–\$400</b> one-time (official listings). ( <a href="#">Shopify Themes</a> )	Enormous e-com audience; polished themes; one-time pricing.	Not relevant unless your niche is e-com SaaS; different stack.	Optional future line: <b>SaaS-for-e-com</b> landing kits; otherwise stay focused on Framer SaaS.
<b>Carrrd / Notion / Ghost templates</b> (indie)	Indie hackers, personal brands	Very low-price points; simple.	Ultra-fast to publish.	Perceived as “lightweight”; limited credibility for funded SaaS.	Use <b>free Framer</b> to win this crowd, then upsell to <b>Pro SaaS kits</b> + WaaS.