# **Competitor Analysis for Premium Framer templates & Custom Services**

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| Platform / Channel | Who buys there | Typical template pricing & platform cut | Pros | Cons | Competitive Edge |
| ****Framer Marketplace**** (Direct Competitor) | Founders, designers switching to Framer; high intent | Catalog **2,000+** templates; **60+** plugins; **0%** marketplace cut to creators; **50% affiliate** on plan upgrades for 12 months via remix link. ([Framer](https://www.framer.com/marketplace/?utm_source=chatgpt.com)) | 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 **SaaS-ready kits** with growth components; lean into affiliate links inside docs/demos; keep thumbnails, speed, and updates sharp to win Popular ranking. |
| ****Webflow Template Marketplace**** | Agencies & startups that want visual dev with CMS | Live listings show **$29–$169** price points; reports indicate **~20% creator fee** ([Webflow](https://webflow.com/templates/all?utm_source=chatgpt.com), [bryntaylor.co.uk](https://www.bryntaylor.co.uk/writing/framer-or-webflow-templates?utm_source=chatgpt.com)) | Big pro buyer base; curated quality; mature CMS. | Harder learning curve: platform cut reduces take-home; migration from Framer not trivial. | Market our kits as **faster to ship** with **built-in animations** and **SaaS growth blocks** (changelog, integrations gallery, legal pack) out of the box. |
| ****ThemeForest** (Envato)** | Huge cross-platform audience; price-sensitive mass market (esp. WordPress) | **61,900+** items; exclusive author fee typically **12.5%–37.5%** of item price **plus buyer fee** (effective cut for new authors ≈50% on many SKUs). ([ThemeForest](https://themeforest.net/category/all?utm_source=chatgpt.com), [Envato Forums](https://forums.envato.com/t/how-much-fee-do-i-have-to-pay-as-exclusive-auther/307196?utm_source=chatgpt.com)) | Massive reach; buyers accustomed to templates. | Intense price competition; support expectations; economics favor marketplace, not creators. | Position premium **SaaS** kits with Framer performance. Don’t price-compete; win on polish, speed, and niche depth. |
| ****WordPress premium themes** (Divi/Astra + ThemeForest sellers)** | SMEs & bloggers; enormous installed base | WordPress powers **~43%** of the web (context for demand). Prices vary widely ($29–$89 single themes; subscriptions for theme clubs). ([w3techs.com](https://w3techs.com/technologies/details/cm-wordpress?utm_source=chatgpt.com)) | Ubiquitous, flexible, plugins for everything. | Maintenance overhead, plugin conflicts, speed concerns for startups that want polish fast. | Message “cleaner, faster launch than WP stacks; SaaS-ready patterns prebuilt”. Use comparison pages in our templates. |
| ****Squarespace**** (built-in templates) | Self-serve SMBs | Templates bundled with plan; strong design defaults. ([Squarespace Help](https://support.squarespace.com/hc/en-us/articles/216562268-Understanding-Squarespace-templates?utm_source=chatgpt.com)) | Beautiful baseline, easy to start. | Rigid structure; limited SaaS-specific patterns; less “startup-grade” credibility. | Showcase **SaaS credibility** (docs, security pages, release notes CMS) and **conversion systems** they lack. |
| ****Wix / Wix Studio**** (built-in templates) | DIY SMBs; agencies on Wix Studio | Large free catalog; marketplace for partner templates/apps. ([wix.com](https://www.wix.com/studio/templates/pricing-plans?utm_source=chatgpt.com)) | Huge reach, AI tools, fast to start. | “Generic” reputation; complex sites can get heavy; SaaS founders often graduate off Wix. | Sell **conversion-first** SaaS templates with faster perf & cleaner UX; offer WaaS to catch DIY churners. |
| ****Shopify Theme Store**** (e-commerce focus) | Merchants launching stores (SaaS/e-com founders overlap) | Premium themes frequently **$180–$400** one-time (official listings). ([Shopify Themes](https://themes.shopify.com/themes/exhibit/styles/home?utm_source=chatgpt.com)) | Enormous e-com audience; polished themes; one-time pricing. | Not relevant unless the niche is e-com SaaS; different stack. | Optional future line: **SaaS-for-e-com** landing kits; otherwise stay focused on Framer SaaS. |
| ****Carrd / Notion / Ghost templates**** (indie) | Indie hackers, personal brands | Very low-price points; simple. | Ultra-fast to publish. | Perceived as “lightweight”; limited credibility for funded SaaS. | Use **free Framer** to win this crowd, then upsell to **Pro SaaS kits** + WaaS. |

# **Cost & Scalability Comparison — Website Solutions**

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| Platform / Channel | Upfront Cost | Ongoing Cost | Total Yearly Cost (Typical) | Benefits (Scalability / Credibility) | Competitive Edge |
| My Proposal | Template: **$49–$149**  Optional WaaS setup  **$790–$1,490** | **$0** ongoing if DIY on Framer subdomain- **$5–$25/mo** if custom domain.  Optional WaaS care **$149–$299/mo.** | DIY (subdomain): **$49–$149 total.**  DIY (custom domain): **$109–$449/yr** + one-time template.  WaaS (with care): **$1.8k–$3.6k/yr** + one-time template/setup. | SaaS-ready templates (pricing tables, changelog CMS, 3D design, other integrations)  Launch in **days**, not weeks.  Optional WaaS for growth support | **Most flexible**: customers can start free (subdomain), DIY with minimal ongoing cost, or scale with WaaS. Credible SaaS site under $1.5k vs $5k–$10k agency builds. |
| Framer Marketplace (other creators) | **$49–$149** | **$0** if subdomain  **$5–$25**/mo if custom domain | DIY (subdomain): **$49–$149** total  Custom domain: **$109–$449/yr** + template | Native Framer ecosystem- Modern design templates | Lacks SaaS growth focus; no WaaS support. We offer **specialized SaaS kits** + optional WaaS. |
| Webflow Template Marketplace | Template: **$29–$169** | Webflow site plan **$29–$49/mo** | **$350–$800/yr** + template cost | Mature CMS- Strong professional/agency credibility | More expensive to run than Framer; harder to learn. We win with **lower ongoing costs + faster setup**. |
| ThemeForest (Envato – WordPress) | Template  **$29–$59** + hosting  **$20–$40/mo** + plugins (~$200/yr) | Hosting/plugins total **$40–$80/mo** | **$500–$1,000/yr** + template | Huge template library- Plugins for everything | High hidden costs and dev/maintenance time. We win with **simplicity** + **low-maintenance Framer stack**. |
| WordPress Premium Themes (Divi/Astra) | Theme  **$59–$89** + hosting  **$20–$40/mo** | Hosting/plugins: **$25–$50/mo** | **$300–$600/yr** | Flexible- Vast ecosystem | Requires technical upkeep and plugin management. We win on **speed + SaaS polish**. |
| Squarespace | Subscription included (no separate template fees) | **$23–$65/mo** | **$276–$780/yr** | Stylish default templates- Easy to edit | Not SaaS-specific; limited for scaling startups. We win on **SaaS-specific credibility** (docs, changelogs, legal). |
| Wix / Wix Studio | Subscription included | **$16–$59/mo** | **$192–$708/yr** | Large template library- Built-in AI tools | Perceived as generic; less credible for startups. We win with **premium startup-grade UX and Scalability**. |
| Shopify Theme Store | Theme  **$180–$400** + plan  **$29–$79/mo** | **$29–$79/mo** | **$528–$1,348/yr** + one-time theme | Best for e-commerce- Scales with merchants | Limited to e-com. We focus on **Design**, **SaaS/SME launches** including e-com. |
| Carrd / Notion / Ghost | **Free–$20** | **$20–$100/yr** | **$20–$120/yr** | Ultra cheap- Indie-friendly | Not credible for serious SaaS (no growth infra). We win with **Pro SaaS kits still <$150**. |