

Dragos Belingher  
LaunchVerse  
Christchurch  
dragos.belingher@gmail.com  
www.launchverse.dev

Monday 12 May 2025

Ben

*Owner*

Novo Car Detailing - Christchurch

Dear *Client Name*,

Thanks for discussing your business with me last week. I've compiled 3 options I think will help your business.

Kind Regards,

*Dragos Belingher*

## **PROJECT OPTIONS**

I've listed 3 possible options below for the project. You will notice that option 3 has a monthly retainer service included. This provides you with on-going access to update the site or google ads if you decide to launch other campaigns.

### **Option 1 – Design and build custom website:**

I will design and build a custom website focused on booking appointments so you can focus on your work as the main priority.

Additional services under this option include:

- Integrating social media profiles
- Building a booking system to integrate with a calendar or email of your choice
- Integrating your email marketing service provider
- Google Analytics integration

**Option 2:**

This option includes everything from option 1, but also includes the following additional services:

- Submission to Google Search Console for SEO purposes
- Creation of 3 additional landing pages for various marketing campaigns
- Company Logo and branding designs – to be used in advertising e.g. business cards, Facebook ads.

**Option 3:**

This option includes everything from options 1 and 2, but also includes the following additional services:

- AdWords account setup, creating effective campaigns and monitoring for improvements
- Local directory submissions (this boosts your SEO results)
- Google local listing (this boosts your SEO results)
- Integrating and configuring additional CTA software tools like SumoMe
- Integrating live-chat software (Zopim)

## TERMS OF AGREEMENT

You will notice that I don't provide an hourly billing cost. This is harmful to you as it discourages efficiency and creativity from my part and in the end, we are both focused on the outcome and not inefficient hours worked.

The prices provided below are fixed, which means there are no hidden fees and I absorb all the risk in completing the project within these boundaries.

The pricing for each option is as follows:

Option 1 is \$1,000 once-off

Option 2 is \$1,450 once-off

Option 3 is \$2,300 once-off + a \$150/month retainer

Once-off fees are to be paid in full upfront and the retainer amounts are due at the beginning of each month.

Please select the option you prefer with an "X" and sign below:

Option 1 ☐

Option 2 ☐

Option 3 ☐

Name:

Client Name:

Signature:

Client Signature:

Date Signed:

Date Signed:

*Upon receipt of this agreement, I will send through a contract and an invoice for payment.*

Note: This proposal is only valid until 31 July, 2025