Website Design and Development Proposal for Freed by Real Estate

Client: Michael Kramer
Business: *Freed by Real Estate*
Prepared by: Jet Gelardino
Website Goal: Unify multiple sub-brands under one central hub, with dedicated landing pages and lead funnels per brand.

You're building a website that acts as a unified hub for the *Freed by Real Estate* brand, with separate funnels and landing pages for:

- **Freed Lending** (Hard Money Lending)
- **Freed Investments** (Equity, Debt)
- **Freed Acquisitions** (Single & Multifamily Property Buying)
- **Freed Community** (Education, Networking)
- **Freed Mentorship/Coaching** (SMB & Single-Family Investing)

Each brand will function semi-independently while staying visually and strategically connected under one main website.

Structure & Features

Main Hub (Homepage + Core Setup) – $1,200

- Central brand homepage (FreedByRealEstate.com)
- Menu logic and funnel access to each sub-brand
- Mobile-first, clean layout and content flow
- SEO-ready structure
- Initial blog layout setup (if needed)
- Google Analytics & GHL tracking integration
- Easy to manage & secured backend

Sub-Brand Landing Page (5 units) – $600 each
Each unit includes:

- Custom funnel-ready landing page
- Lead generation form connected to GHL
- Supporting subpages (About, Contact, Offer page, etc.)
- CTA integration and clear path-to-conversion
- Minor layout adjustments to fit brand's assets
- Separate tracking (conversion or PnL-based if needed)

Tech & Integrations

- **Lead Platform**: GoHighLevel (Client's own GHL agency)
- **Tracking**: Separate analytics per sub-brand (GA4 or any preferred analytics)
- **Content Strategy**: Client to provide web copy, videos, graphics (Jet will refine and place them properly)
- **Security & Management**: SSL-ready, backend optimized for ease of use
- **SEO Optimization**: Every page will be optimized for performance and search

Timeline

Phase	Duration
Planning + Asset Gathering	1–2 Days
Initial Layout Design	1–2 Days
Each Sub-Brand Build	1 Week Each
Main Hub Setup	1 Week
Estimated Total Time	7 Weeks (depending on timely asset delivery)

Bonus

- **2 Months FREE Maintenance Support** (bug fixes, small edits, performance checks)
- Flexible collaboration during content revisions and testing phase

Investment Summary

Item	Cost
Main Website Hub	$1,200
5 Sub-Brand Funnels	$3,000 (5 × $600)
Total	**$4,200**

>>>Next Steps

Once you approve this proposal, we will:

- A **20% deposit** ($840) is required to secure your project slot and begin the planning/design phase.
- Once payment is confirmed, we'll move forward with onboarding and timeline planning.
- Set up a shared drive for asset gathering (text, graphics, video, etc.).
- Collect access credentials (hosting, WordPress, SEO tools, lead generation platforms).
- Begin planning and content mapping for each sub-brand.
- Set up hosting environment and prepare the foundation for development.

📅 **Book any additional meetings** here: https://jetgelardino.com/appointment/

>>>To move forward, simply reply "LET'S GO" to my email with your approval, and I'll begin the onboarding process and planning.

I'm excited to help bring all of your brands together in one strategic, powerful website that drives leads and supports each business unit's goals.

To your success,
Jet Gelardino
jetgelardino.com