PROPOSAL
VANGUARD PROPERTY SERVICES

EXECUTIVE INTENT
BUILD A VENDOR-READY BRAND AND WEB PRESENCE THAT INCREASES TRUST AT
FIRST GLANCE AND CONVERTS DISCOVERY INTO CALLS AND BID REQUESTS.

●NAME @525

CLIENT NAME	●EMAIL @497 ●NAME @497
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DATE	FEBRUARY 27, 2026

●DATE @357 C

PROPOSAL
ACCEPTANCE

THIS SIGNATURE PAGE CONFIRMS THE SELECTED SERVICES AND PRICING BELOW.

ONE-TIME SERVICES

WEBSITE (ONE-PAGE)	**$3,000**
LOGO	**$500**
BROCHURE + BUSINESS CARDS	**$500**
GBP SETUP	**$500**
ONE-TIME SUBTOTAL	**$4,500**

MONTHLY SERVICES

SALES OUTREACH OS	**$500/mo**
LINKEDIN MANAGEMENT	**$200/mo**
LIGHT SEO OPTIMIZATION	**$800/mo**
MONTHLY RETAINER	**$1,500/MO**

INVESTMENT SUMMARY

DEPOSIT DUE NOW (50%)	**$2,250**
BALANCE DUE AT DELIVERY (50%)	**$2,250**
MONTHLY RETAINER	**$1,500/mo**

CLIENT SIGNATURE
SIGN BELOW

DATE
MM / DD / YYYY

ELECTRONIC SIGNATURE NOTICE: BY SIGNING, THE CLIENT AGREES THAT THIS ELECTRONIC SIGNATURE IS LEGALLY BINDING AND CONSTITUTES FULL ACCEPTANCE OF ALL TERMS, SCOPE OF WORK, PRICING, TIMELINES, AND RESPONSIBILITIES OUTLINED IN THIS PROPOSAL.

EXECUTIVE
SUMMARY

VENDOR-READY FROM DAY ONE. THIS PROPOSAL BUILDS A VENDOR-READY BRAND AND WEB PRESENCE TO MAKE VPS EASIER TO APPROVE, INCREASE TRUST AT FIRST GLANCE, AND CONVERT SITE TRAFFIC INTO CALLS AND BID REQUESTS.

01/ WEB PRESENCE

CLEAN, FAST, MOBILE-FRIENDLY ONE-PAGE WEBSITE WITH MULTIFAMILY-FOCUSED COPY, CLEAR CTAS, LICENSE DISPLAY, AND WARRANTY LANGUAGE.

02/ BRAND IDENTITY

LOGO SYSTEM USABLE ACROSS PROPOSALS, INVOICES, VENDOR PACKETS, UNIFORMS, AND DIGITAL PROFILES. LOOKS LEGITIMATE EVERYWHERE.

03/ LOCAL DISCOVERY

GOOGLE BUSINESS PROFILE SETUP FOR SEARCH AND MAPS VISIBILITY ALIGNED WITH GBP POLICY. INCREASES APPROACHABILITY FOR PROPERTY-MANAGEMENT DECISION MAKERS.

04/ SALES PIPELINE

OUTREACH OS, LINKEDIN, AND SEO RETAINER SERVICES TO GROW AND SUSTAIN VENDOR RELATIONSHIPS WITH PROPERTY MANAGEMENT GROUPS.

GOALS & SUCCESS

BUILD A VENDOR-READY BRAND AND WEB FOOTPRINT THAT SUPPORTS APPROVAL AND ACCELERATES TRUST WITH PROPERTY-MANAGEMENT DECISION MAKERS.

DEFINITION OF SUCCESS (WITHIN 45 DAYS)

WEBSITE LIVE WITH MULTIFAMILY-FOCUSED POSITIONING, CTAS, LICENSE DISPLAY, AND CLEAR SERVICE AREA.

LOGO SYSTEM DELIVERED IN ALL FORMATS AND ALIGNED ACROSS DIGITAL AND PRINT TOUCHPOINTS.

GOOGLE BUSINESS PROFILE CLAIMED, VERIFIED, AND OPTIMIZED FOR SEARCH AND MAPS VISIBILITY.

BROCHURE AND BUSINESS CARDS READY FOR VENDOR PACKET LEAVE-BEHINDS AND PM MEETINGS.

MONTHLY RETAINER SERVICES ACTIVATED AND RUNNING (SEO, LINKEDIN, AND SALES OUTREACH OS).

WHAT VENDOR TEAMS TYPICALLY LOOK FOR

IDENTITY AND CONTACT
CLEAR COMPANY IDENTITY WITH DIRECT CONTACT DETAILS, OWNER/OPERATOR NAME, AND SERVICE AREA CONFIRMED ON THE WEBSITE.

LICENSE AND COMPLIANCE
PROOF OF LICENSING. CA CONTRACTOR LICENSE #1132904 DISPLAYED WITH CSLB VERIFY LINK. W-9 AND COI AVAILABILITY LISTED.

PROFESSIONAL DOCS
CLEAN PROPOSALS, PREDICTABLE COMMUNICATION, AND ORGANIZED JOBSITE STANDARDS. COLLATERAL THAT MATCHES ONLINE PRESENCE.

SCHEDULING AND COORDINATION
RESPONSIVE SCHEDULING AND RESIDENT COORDINATION PROCESS DOCUMENTED. REDUCES RISK PERCEPTION FOR PROPERTY MANAGERS.

BRAND &
MESSAGING

CORE POSITIONING STATEMENT

"MULTIFAMILY-FIRST WINDOW AND EXTERIOR SOLUTIONS — RELIABLE, REPEATABLE, AND EASY TO WORK WITH."

FOCUS: PROPERTY MANAGERS WANT FEWER HEADACHES, FASTER TURNAROUNDS, AND CONSISTENT OUTCOMES.

KEY MESSAGES

RELIABILITY	WE SHOW UP, COMMUNICATE, AND COMPLETE — CONSISTENTLY. NO CHASING.
SCALABILITY	EQUIPPED TO HANDLE MULTI-UNIT AND MULTI-PROPERTY SCOPES. ONE POINT OF CONTACT.
DOCUMENTATION	LICENSE, INSURANCE, W-9, AND INVOICE FORMATS READY BEFORE YOU ASK.
SERVICE AREA	ACTIVE IN REGION. AVAILABLE FOR EMERGENCY RESPONSE COORDINATION.
PROFESSIONALISM	REFERENCES AVAILABLE. PROPOSAL AND INVOICE STANDARDS MAINTAINED ACROSS EVERY JOB.

TRUST SIGNALS

CA CONTRACTOR LICENSE #1132904 DISPLAYED WITH CSLB VERIFY LINK.

WARRANTY LANGUAGE FOR LABOR AND MATERIALS (CLIENT-SPECIFIED AND APPROVED).

W-9 AND COI AVAILABILITY CONFIRMED ON THE SITE.

SERVICE AREA MAP OR TEXT CONFIRMING ACTIVE COVERAGE.

REQUEST A BID FORM WITH CLEAR RESPONSE TIMELINE EXPECTATION.

RECOMMENDED
STARTING PATH

THREE-PHASE ROLLOUT.

01

01/ PHASE 1 — FOUNDATION

CORE VENDOR CREDIBILITY BUILT. WEBSITE LAUNCHED WITH CLEAR MULTIFAMILY POSITIONING AND CONVERSION CTAS. LOGO SYSTEM DELIVERED IN ALL FORMATS. GBP CLAIMED, VERIFIED, AND OPTIMIZED. VPS IS NOW FINDABLE AND APPROVABLE.

02

02/ PHASE 2 — COLLATERAL

LEAVE-BEHIND MATERIALS FOR VENDOR PACKETS AND IN-PERSON PROPERTY MANAGER MEETINGS. BROCHURE ALIGNED TO WEBSITE MESSAGING. CARDS ALIGNED TO LOGO SYSTEM. PRINT-READY AND DIGITAL PDF.

03

03/ PHASE 3 — PIPELINE

MONTH-TO-MONTH RETAINER SERVICES ACTIVATED ONCE FOUNDATION IS LIVE. SEO COMPOUNDS OVER TIME. LINKEDIN BUILDS RELATIONSHIPS WITH TARGET ICP. OUTREACH OS DRIVES PROACTIVE PIPELINE WITH PROPERTY-MANAGEMENT DECISION MAKERS.

NOTE: MONTHLY SERVICES CAN START CONCURRENTLY WITH PHASE 1 OR BE ACTIVATED AFTER SITE LAUNCH — WHICHEVER FITS VPS'S BANDWIDTH AND PIPELINE GOALS.

SCOPE OF
WORK

A. ONE-TIME SERVICES

WEBSITE DESIGN AND BUILD — $3,000

ONE SCROLLING PAGE, RESPONSIVE WEBFLOW BUILD. HTTPS/SSL. BASELINE SEO SETUP (PAGE TITLE AND META). CLICK-TO-CALL, CLICK-TO-EMAIL, AND A 'REQUEST A BID' FORM. VENDOR-READY SECTION: LICENSE, WARRANTIES, SERVICE AREA, AND ONBOARDING DOCS CHECKLIST. LAUNCH HANDOFF AND TRAINING.

LOGO DEVELOPMENT — $500

DISCOVERY INTAKE ON STYLE, COLORS, AND USAGE NEEDS. INITIAL CONCEPTS PLUS TWO REVISION ROUNDS. ALL STANDARD FORMATS FOR PRINT AND WEB (VECTOR AND RASTER). ICON MARK WHERE APPLICABLE. USAGE BASICS GUIDE.

BROCHURE AND BUSINESS CARDS — $500

ONE BROCHURE LAYOUT (PRINT AND PDF) DESIGNED FOR PROPERTY MANAGERS. BUSINESS CARD DESIGN ALIGNED TO LOGO SYSTEM. PRINT-READY FILES PLUS DIGITAL PDF VERSIONS. COPY POLISHED — NO HYPE, NO GUARANTEES.

GBP OPTIMIZATION AND SETUP — $500

CLAIM/ADD PROFILE AND SUPPORT VERIFICATION. OPTIMIZE CORE FIELDS: NAME, CATEGORIES, SERVICES, SERVICE AREA, HOURS, DESCRIPTION. ADD INITIAL PHOTOS. TRACKING LINKS AND LIGHTWEIGHT UPDATE WORKFLOW. REVIEW REQUEST GUIDANCE.

B. MONTHLY SERVICES (NO 3-MONTH MINIMUM)

SALES OUTREACH OS — $500/MO

ICP DEVELOPMENT (PM GROUPS, APARTMENT COMMUNITIES, PORTFOLIO OPERATORS). PROSPECTING SYSTEM: LIST BUILDING AND OUTREACH SEQUENCING. LEAD NURTURING CADENCE. MONTHLY REVIEW AND ITERATION. NO SPAM, NO FALSE URGENCY.

LINKEDIN MANAGEMENT — $200/MO

PROFILE AND POSITIONING CLEANUP. CONTENT SUPPORT: VENDOR-TRUST POSTS WITH A MINIMAL, PROFESSIONAL TONE. CONNECTION STRATEGY ALIGNED TO ICP (PROPERTY MANAGERS, REGIONAL MANAGERS, MAINTENANCE LEADERS). LIGHT REPORTING.

LIGHT SEO OPTIMIZATION — $800/MO

MONTHLY ON-PAGE REFINEMENTS (TITLES, HEADINGS, INTERNAL LINKING). LOCAL SEO ENHANCEMENTS (SERVICE-AREA LANGUAGE, TRUST CONTENT). TECHNICAL CHECKS AND FIXES WITHIN SCOPE. MONTHLY SUMMARY OF UPDATES.

SALES OUTREACH OS, LINKEDIN, AND SEO ARE COMBINED AS A $1,500/MONTH RETAINER. NO MINIMUMS. CANCEL OR PAUSE ANY TIME WITH 30-DAY NOTICE.

TIMELINE &
MILESTONES

DAYS 0-3	**KICKOFF** COLLECT SERVICES LIST, WARRANTY WORDING, LICENSE NUMBER, SERVICE AREA, CONTACT DETAILS, BRAND PREFERENCES, AND ANY EXISTING ASSETS OR PHOTOS. KICKOFF CALL SCHEDULED WITHIN 2–3 BUSINESS DAYS OF DEPOSIT.
DAYS 4-20	**LOGO DEVELOPMENT (~20 DAYS)** INITIAL CONCEPTS DELIVERED, TWO REVISION ROUNDS, THEN FINAL FILES IN ALL FORMATS. REVIEW/APPROVAL REQUIRED WITHIN 2 BUSINESS DAYS PER ROUND TO STAY ON SCHEDULE.
DAYS 7-50	**WEBSITE BUILD (30–45 DAYS)** SECTIONS FINALIZED, COPY AND LAYOUT APPROVAL, WEBFLOW BUILD WITH SSL/HTTPS, BASELINE SEO SETUP, QA, LAUNCH, AND HANDOFF WITH EDITOR ACCESS AND TRAINING.
DAYS 7-21	**GBP SETUP (PARALLEL, 7–14 DAYS)** CLAIM/VERIFICATION STEPS DEPEND ON GOOGLE'S PROCESS. PROFILE OPTIMIZATION, PHOTOS, AND TRACKING SETUP COMPLETED ONCE VERIFIED. TIMELINE CANNOT BE GUARANTEED DUE TO GOOGLE'S VERIFICATION PROCESS.
POST-LOGO	**BROCHURE AND CARDS (~14 DAYS)** DESIGNED AFTER LOGO APPROVAL TO ENSURE BRAND CONSISTENCY. PRINT-READY FILES PLUS DIGITAL PDF DELIVERED. ALIGNED TO WEBSITE MESSAGING FOR A SEAMLESS VENDOR PACKET EXPERIENCE.
ONGOING	**MONTHLY RETAINER SERVICES** START CONCURRENT WITH PHASE 1 OR AT SITE LAUNCH (CLIENT'S CHOICE). MONTH-TO-MONTH WITH NO MINIMUM COMMITMENT.

REVIEW/APPROVAL TURNAROUND FROM VPS WITHIN 2 BUSINESS DAYS PER ROUND IS REQUIRED TO MAINTAIN ESTIMATED DELIVERY WINDOWS.

INVESTMENT &
PRICING

ONE-TIME SERVICES

WEBSITE DESIGN + BUILD (ONE-PAGE WEBFLOW, BASELINE SEO)	**$3,000**
LOGO DEVELOPMENT (2 REVISIONS, ALL FORMATS)	**$500**
BROCHURE + BUSINESS CARD DESIGN	**$500**
GBP OPTIMIZATION + SETUP	**$500**
ONE-TIME SUBTOTAL	**$4,500**

PAYMENT SCHEDULE

DEPOSIT DUE NOW (50%)	**$2,250**
BALANCE DUE AT DELIVERY (50%)	**$2,250**

MONTHLY SERVICES

SALES OUTREACH OS (ICP, PROSPECTING, LEAD NURTURING)	**$500/MO**
LINKEDIN MANAGEMENT	**$200/MO**
LIGHT SEO OPTIMIZATION	**$800/MO**
MONTHLY RETAINER	**$1,500/MO**

NO MINIMUM COMMITMENT — CANCEL OR PAUSE ANY TIME WITH 30-DAY NOTICE.

ASSUMPTIONS &
CLIENT RESPONSIBILITIES

TO STAY ON SCHEDULE AND DELIVER ACCURATELY, VPS PROVIDES THE FOLLOWING. ALL COMPLIANCE-SENSITIVE ITEMS ARE PROVIDED BY THE CLIENT AND APPROVED BEFORE PUBLICATION.

ASSUMPTIONS

— VPS WILL PROVIDE ACCURATE LEGAL BUSINESS DETAILS AND APPROVE FINAL WORDING FOR ALL COMPLIANCE-SENSITIVE ITEMS (LICENSE, WARRANTIES, SERVICE DESCRIPTIONS).

— COMPLIANCE OR ONBOARDING DOCUMENTS REFERENCED ON THE SITE (W-9, COI, ETC.) ARE PROVIDED BY VPS. DROVER INSIGHTS DOES NOT GENERATE LEGAL DOCUMENTS.

— LICENSE NUMBER IS CLIENT-PROVIDED AND VERIFIED VIA CSLB LICENSE CHECK. CA CONTRACTOR LICENSE #1132904.

— NO BEFORE/AFTER PHOTOS ARE REQUIRED. WE POSITION VPS ON PROCESS CLARITY, WARRANTY DETAILS, AND DOCUMENTATION READINESS — NOT IMAGERY.

CLIENT RESPONSIBILITIES (TO STAY ON SCHEDULE)

CONTACT DETAILS

PHONE, EMAIL, ADDRESS, OWNER NAME, AND PREFERRED CONTACT ROUTING CONFIRMED BEFORE BUILD BEGINS.

PHOTOS / ASSETS

ANY ALLOWABLE JOBSITE PHOTOS (SMARTPHONE OK), TEAM PHOTOS, OR EXISTING BRANDED ASSETS. IF NONE ARE AVAILABLE, WE PROCEED MINIMAL.

VENDOR DOC LIST

AVAILABILITY LIST OF ONBOARDING DOCS (W-9, INSURANCE CERTIFICATE, INVOICE FORMAT PREFERENCES) FOR WEBSITE 'VENDOR-READY' SECTION.

KICKOFF / DISCOVERY CALL

CLIENT MUST ATTEND A SCHEDULED KICKOFF AND DISCOVERY CALL PRIOR TO BUILD START. THIS CALL DIRECTS SCOPE, MESSAGING PRIORITIES, AND DESIGN PREFERENCES — REQUIRED TO KEEP THE PROJECT ON TIMELINE.

REVIEW TURNAROUND

COPY AND DESIGN APPROVALS WITHIN 2 BUSINESS DAYS PER ROUND. REQUIRED TO MAINTAIN ESTIMATED DELIVERY TIMELINES.

RISK &
EXPECTATIONS

WE RUN AN HONEST ENGAGEMENT. THE FOLLOWING ITEMS ARE OUTSIDE OUR CONTROL.

NO SEO GUARANTEES

NO SEO RANKINGS OR LEAD VOLUME GUARANTEES. BASELINE SEO IS FOUNDATIONAL BEST PRACTICE. ONGOING SEO IS ITERATIVE AND RESULTS VARY BY MARKET, COMPETITION, AND CONTENT QUALITY.

NO VENDOR APPROVAL GUARANTEES

WE IMPROVE CREDIBILITY SIGNALS AND REDUCE PROCUREMENT FRICTION, BUT EACH PROPERTY MANAGEMENT GROUP'S APPROVAL REQUIREMENTS DIFFER.

NO SPAM TACTICS

SALES OUTREACH OS IS RELATIONSHIP-BASED. OUTCOMES DEPEND ON LIST QUALITY, OFFER CLARITY, RESPONSIVENESS, AND MARKET CONDITIONS.

GBP VERIFICATION TIMING

GBP VERIFICATION TIMELINE IS CONTROLLED BY GOOGLE. WE SUPPORT ALL STEPS BUT CANNOT GUARANTEE COMPLETION DATES.

SEARCH DISPLAY OUTCOMES

GOOGLE EMPHASIZES HELPFUL, USER-FIRST CONTENT. WE FOLLOW GUIDANCE BUT DO NOT CONTROL SEARCH DISPLAY OR RANKING OUTCOMES.

READY TO PROCEED

USE THE SIGNATURE PAGE AT THE BEGINNING OF THIS DOCUMENT AS THE FORMAL ACCEPTANCE.   >
ONCE THE DEPOSIT IS RECEIVED, WE'LL SCHEDULE THE KICKOFF CALL WITHIN 2–3 BUSINESS DAYS.