SWIFT BUILT
WEB & MARKETING

# Service Agreement

Websites · Hosting · Marketing · Drone

## PARTIES

Client business name _____ Contact name _____

Phone _____ Email _____

Address _____ Effective date _____

**Provider:** Swift Built Web & Marketing · Austin Swift, Web Director · 352-512-1904 · swiftbuiltweb@gmail.com · Ocala, Florida

## PACKAGES SELECTED · Every package: we respond within 2 business days.

**☐ A Hosting Takeover (0)**

☐ **$65/mo** ☐ **$715/yr** ☐ **Rebuilt pages $250/page ×** _____

**You get:** we move your site and host it, with SSL, backups, updates, uptime checks, small edits.
**Expect:** moved and ready 3 to 4 weeks after we receive your content and logins

**☐ B Website Package (1, 4, 5 or 6)**

☐ **Landing page (1) $250** ☐ **4 pages (4) $1,000 · 50% deposit $500** ☐ **5 pages (5) $1,250**
☐ **6 pages (6) $1,500** + hosting $65/mo

**You get:** design, mobile-friendly pages, a contact form, Google basics, and launch.
**Expect:** ready 3 to 4 weeks after we receive your content · 3 review rounds

**☐ C Marketing Package (0)**

**$30/mo + Metricool $5/mo** ☐ **Prepay $330/yr (Metricool still monthly)**

**You get:** 8 to 14 social posts a month. 8 guaranteed; up to 14 when you send us extra photos, videos or news. Plus Google Business Profile, Nextdoor, Search Console check, quarterly refresh.
**Expect:** posts go out weekly · we need page access, photos, and news

**☐ D Marketing Only (0)**
No website; we don't host

☐ **$400/mo** ☐ **$4,400/yr**

**You get:** social posting, Google Business Profile, Nextdoor, content led by drone photo and video. Drone photo/video shoots available at $150 / $250.
**Expect:** starts 3 to 4 weeks after we receive your content and access

**E Add-ons (per page)**

☐ **Service Area Pages (each = 1) $250 each / 5 for $1,250 · pages:** _____
☐ **Drone photo $150** ☐ **Photo + short video $250**

**Expect:** pages ready 3 to 4 weeks after we receive your content · drone files in 48 hours · add-ons as quoted $_____

**☐ F Digital Business Card & QR Codes**

☐ **$25 setup per business**
☐ **$5/mo for every 5 team members (1-5 $5/mo, 6-10 $10/mo, and so on)**
☐ **Prepay $55/yr per group of 5** · **members:** _____

**You get:** a phone card, wallet card, /card/ page with Save-contact vCard, and QR codes for each team member. Same price with a website package or on its own.

## TOTALS AND PAYMENT

One-time total $ _____ Monthly total $ _____ Yearly total $ _____

Deposit (50% of build) $ _____ Balance at launch $ _____

Payment method ☐ Credit or debit cards ☐ Cash App ☐ Zelle

Monthly services start billing when you're onboarded (site live or hosting moved).

**1-year term, then month-to-month. See page 2 for terms.**

## SIGNATURES

**Client**

_____ _____
Signature Date

_____
Printed name and title

**Austin Swift, Web Director, Swift Built Web & Marketing**

_____ _____
Signature Date

# Terms and Conditions

### 1. AGREEMENT

This Agreement is between the Client named on page 1 and Austin Swift, a sole proprietor operating as Swift Built Web & Marketing ("Swift Built"). It covers the services checked on page 1.

### 2. TERM AND RENEWAL

Each package runs for 12 months from the effective date. It then continues month-to-month until cancelled.

### 3. PREPAY

Client may pay 12 months up front and receive 12 months for the price of 11. Marketing Package prepay is $330 per year. The Metricool scheduling tool is required for the Marketing Package and is still billed monthly at $5. Digital Business Card & QR Codes prepay is $55 per year per group of 5 team members (1-5 people $55/yr, 6-10 $110/yr, and so on). The $25 setup is one-time per business and still applies.

### 4. PRICE ADJUSTMENT

After each 12-month term, Swift Built may adjust monthly service prices to reflect increased costs, by no more than $10 per month per service, with at least 30 days' written notice before renewal. Client may cancel before the new price takes effect.

### 5. DEPOSIT, BALANCE AND BILLING START

The 50% deposit applies only to the page build price. It is due before the build starts. The rest of the build price is due at launch, and the site goes live once it is paid. The $25 Digital Business Card & QR Codes setup is a one-time fee. Hosting and monthly services (marketing, Metricool, Marketing Only, and Digital Business Card & QR Codes) are not due up front. Their billing starts when Client is onboarded: when the site goes live, or when we take over Client's hosting.

### 6. PAYMENT AND TAXES

Swift Built accepts Cash App, Zelle, or credit or debit cards. Monthly services are billed in advance. Prices do not include sales tax; no sales tax is charged.

### 7. LATE PAYMENT

Payments not received within 10 days of the due date incur a $25 late fee. Services are paused until the late fee and all amounts owed are paid in full.

### 8. CANCELLATION

Either party may cancel by written notice, including email. After the first 12 months, month-to-month services end at the close of the current paid month, with 30 days' written notice. If Client cancels during the first 12-month term, Client pays the remaining balance of the 12-month term. Client also pays for all work done up to the cancellation date.

### 9. OWNERSHIP

Client owns its content, logos, photos, and domain name. Once paid in full, Client owns the finished website delivered under this Agreement. Third-party themes, plugins, and tools stay under their own licenses.

### 10. WORDPRESS BACKUP AND EXIT

When services end, Client receives a full backup of its WordPress site, including files and database. Swift Built will also help transfer domain and hosting access to Client. The backup is delivered once all amounts due are paid.

### 11. NO GUARANTEED RESULTS

Swift Built does not guarantee Google rankings, traffic, leads, sales, or any other results. Search engines and social platforms control their own systems.

### 12. CLIENT RESPONSIBILITIES

Client supplies its content, images, and logins on time. Client reviews and approves work promptly. Client is responsible for the accuracy and legality of everything it provides. Delays caused by missing content or approvals may move the schedule.

### 13. DRONE SERVICES

Drone packages are $150 for photos or $250 for photos plus a short video. Add-ons are quoted separately. Files are delivered within 48 hours. Flights may be rescheduled for weather, safety, or airspace limits.

### 14. PORTFOLIO

Swift Built will show Client's work in its portfolio or marketing only with Client's written OK.

### 15. CONFIDENTIALITY

Each party keeps the other's non-public information private. This includes logins, customer data, and business details. Each party uses that information only to perform this Agreement.

### 16. LIMITATION OF LIABILITY

Swift Built is not liable for indirect, incidental, or lost-profit damages. This includes outages or losses caused by hosts, platforms, or other third parties. Swift Built's total liability is limited to the fees Client paid under this Agreement in the 12 months before the claim.

### 17. GOVERNING LAW AND VENUE

Florida law governs this Agreement. Any dispute will be heard in the courts of Marion County, Florida.

### 18. ENTIRE AGREEMENT AND CHANGES

This Agreement, including page 1, is the entire agreement between the parties. Any change must be in writing and accepted by both parties; email counts. If any part is found unenforceable, the rest still applies.

## PACKAGE TOTALS

| Package | Build | Monthly | First year | Prepay the year | Year 2 | Year 2 prepaid |
|---|---|---|---|---|---|---|
| **Landing Page (1 page)**<br>$250 + $65 × 12 | $250 | hosting $65/mo | $1,030 | $965 | $780 | $715 |
| **Website Package (4 pages)**<br>$1,000 + $65 × 12 | $1,000 | hosting $65/mo | $1,780 | $1,715 | $780 | $715 |
| **Website Package (5 pages)**<br>$1,250 + $65 × 12 | $1,250 | hosting $65/mo | $2,030 | $1,965 | $780 | $715 |
| **Website Package (6 pages)**<br>$1,500 + $65 × 12 | $1,500 | hosting $65/mo | $2,280 | $2,215 | $780 | $715 |
| **Bring your current site**<br>$250 x pages + $65 × 12 | $250/page | hosting $65/mo | $250 x pages + $780 | $250 x pages + $715 | $780 | $715 |
| **Marketing Package**<br>$30 × 12 + $5 × 12 | — | marketing $30/mo + Metricool $5/mo | $420 | $390 | $420 | $390 |
| **Marketing Only**<br>$400 × 12 | — | $400/mo | $4,800 | $4,400 | $4,800 | $4,400 |
| **Hosting Only**<br>$65 × 12 | — | hosting $65/mo | $780 | $715 | $780 | $715 |
| **Digital Business Card & QR Codes (per group of 5 team members)**<br>$25 + $60 | $25 setup per business | $5/mo per group of 5 | $85 | $80 | $60 | $55 |
| **Service Area Pages**<br>$250 each, or 5 for $1,250 | $250 each, or 5 for $1,250 | — | $250 each, or 5 for $1,250 | — | — | — |
| **Drone photo**<br>$150 | $150 | — | $150 | — | — | — |
| **Drone photo plus a short video**<br>$250 | $250 | — | $250 | — | — | — |
| **Bring your current site, 1 page** (example)<br>$250 + $65 × 12 | $250 × 1 = $250 | hosting $65/mo | $1,030 | $965 | $780 | $715 |
| **Bring your current site, 4 pages** (example)<br>$1,000 + $65 × 12 | $250 × 4 = $1,000 | hosting $65/mo | $1,780 | $1,715 | $780 | $715 |
| **Bring your current site, 5 pages** (example)<br>$1,250 + $65 × 12 | $250 × 5 = $1,250 | hosting $65/mo | $2,030 | $1,965 | $780 | $715 |
| **Bring your current site, 6 pages** (example)<br>$1,500 + $65 × 12 | $250 × 6 = $1,500 | hosting $65/mo | $2,280 | $2,215 | $780 | $715 |

First year = build + 12 × included monthly fees. Prepay the year = build + 11 × those fees, except Metricool, which stays $5/month and is not part of the $330/yr marketing prepay. Year 2 is monthly × 12, or prepaid × 11.