

— WEBSITE PROPOSAL

# Your website, *ready to go live.*

A custom, one-of-a-kind home online for a Lahaina-rooted REALTOR®.

PREPARED FOR

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Real Broker · RS-85956

PREPARED BY

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Frontline Web Designs

DATE

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Valid 30 days



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THE SITE YOU ALREADY LOVE

# Built for how you actually work.

You have already seen it live. This is not a template with your name dropped in. It was designed from the ground up around your story: born and raised in Lahaina, guiding families through buying, selling, and rebuilding after the fire, with faith and 'ohana at the center.

The design speaks **custom, expensive, and one of a kind** on purpose. A cinematic West Maui hero, a signature interactive listing card, editorial typography, and real motion. It reads like the work of a REALTOR® who takes the job seriously, because it is yours alone. Nobody else has this site.

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WHAT'S INCLUDED IN THE BUILD

✓ **Cinematic hero**

Graded West Maui coastline with slow motion, depth, and a staged reveal.

✓ **Signature listing card**

An interactive, one-of-a-kind centerpiece that does marketing work.

✓ **Photo-led property cards**

Current listings and recent sales shown like a luxury brochure.

✓ **Your story section**

Your headshot, your voice, your Lahaina roots front and center.

✓ **Works on every phone**

Fully responsive. Most of your clients will find you on mobile.

✓ **Fast and secure**

Loads in a blink, hosted with SSL. No slow WordPress bloat.

✓ **Accessible (WCAG AA)**

Readable contrast, keyboard friendly, real alt text.

✓ **Built SEO-ready**

Clean code, page titles, and keyword tags built into the site so search engines can read it properly.

✓ **Direct contact + call**

Tap to call, email, and message straight from the page.

✓ **Instagram tie-in**

Links your @laurenpalakiko hub, where your audience already lives.



Frontline Web Designs  
WEBSITES THAT WORK

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— THE INVESTMENT

# A founding-client rate.

I am building a small portfolio of real, live Maui client sites, so the price below sits well under my standard rate.

## Your custom REALTOR® website

Design, build, and launch. One-time.

~~\$2,000~~

**\$500** ONE-TIME

### Full custom design + build

The complete site you have already previewed

**Included**

### Launch & hosting setup

Point your domain, SSL, final photo and detail swap, go live

**Included**

### First year hosting

Fast, secure hosting for your first 12 months

**Included**

### Free small revisions for 30 days

Send me tweaks and small edits for a month after launch, no charge

**Included**

One flat price, no hidden fees. The optional add-ons on the next page are entirely up to you.



— OPTIONAL ADD-ONS

# Grow it when you're ready.

The site stands on its own. These are here for whenever you want more, and can be added any time, before or after launch.

## Google Search & SEO Setup

**\$200 one-time**

Get actively found on Google. I submit your site for indexing, connect Search Console and your Google Business Profile, and tune your pages for local Maui real-estate searches.

## Website Care Plan

**\$50/mo**

Ongoing updates, new listings, photo swaps, edits, backups, SEO upkeep, and hosting after your first year. Cancel anytime.

## Frontline AI Assistant

**\$300 setup + \$75/mo**

A chat helper on your site that answers questions and captures leads for you 24/7.

## What the AI Assistant covers

**\$300 setup (one-time):** training the bot on your business (listings, services, hours, and buying, selling, and rebuilding FAQs), wiring up lead-capture email and Cal.com booking, styling it to your brand, and embedding it on the site.

**\$75 per month:** hosting, the AI running costs behind every conversation, and keeping the assistant's knowledge up to date as your listings and details change.



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THE HONEST PART

# Why so far below my normal rate?

No catch. A real, live site working for a real Maui REALTOR® is worth more to me right now than the full fee, because it becomes proof of my work for future clients.

In return, all I ask is a short Google review once you are happy, or a quick shout-out on your socials, plus your okay to feature the site in my portfolio.

That is it. The site, the domain, and every lead it brings in are yours.

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HOW TO SAY YES

1

### Give the go-ahead

Reply and confirm you want to move forward at the founding rate.

2

### Send me the real details

Your current listings, recent sales, best headshot, and the contact info you want on the site.

3

### I take it live

I point it to your domain, swap in your real content, and launch it for the world to see.

## Ready when you are.

Book a quick call or just send me a message and we will get your site live this week.

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Tanner Mosher

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