

PERFECTCREDITS

Website, Brand Identity, Customer Portal & CRM Development Proposal

Prepared for: PERFECTCREDITS | Attn: Nicky Keating, Owner

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The opportunity

Build a welcoming customer-facing credit services website supported by an expandable digital operating platform. The public website will help visitors understand available services and request consultations; higher-tier packages add secure account management and internal operations.

Three development packages

PACKAGE	INVESTMENT	TIMELINE
01 · Website Only	\$4,500	3–4 weeks
02 · Website + Portal	\$9,500	6–8 weeks
03 · Complete Platform	\$18,500	12–16 weeks

01 · Website Only — \$4,500

Brand direction (wordmark, color and type), mobile-responsive website, core pages, consultation form, credit education, SEO fundamentals, analytics setup and launch testing.

02 · Website + Portal — \$9,500

All Website Only deliverables, expanded brand identity, secure customer registration, customer dashboard, document uploads, case status visibility and lightweight administrative controls.

03 · Complete Platform — \$18,500

All Website + Portal deliverables, comprehensive brand system, administrative CRM, leads, customers, dispute tracking, staff tasks, email/SMS workflows, billing integration, reporting, permissions and audit logs.

Payment schedule

40% at initiation · 30% at design/core development approval · 20% at functional testing/client review · 10% at deployment and handover.

Scope and compliance notes

Hosting, ongoing maintenance, third-party fees, payment processing, credit report data integrations and out-of-scope features are excluded unless separately agreed. Service contracts, disclosures, cancellation rights, fee practices and dispute processes require review by qualified counsel before public launch. No credit score outcome is guaranteed. Delivery estimates begin after scope approval and receipt of required materials.

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For PERFECTCREDITS — Nicky Keating, Owner