

# ITEMIZED ESTIMATE

Prepared by Will C. Web Design | For Ankur Rai, Autobunch / Vertical Doors Direct | 2026-05-23

This estimate covers the items Ankur asked to scope on 2026-05-23: three Shopify site builds, SEO, AEO, blog post creation, Wikidata entity creation, the vendor product scraper retainer, an app prototype, ongoing maintenance, Klaviyo management, and newsletter creation. Stores in scope: verticaldoors.shop (VDD, live), autobunch.com, audir8parts.com, huracanusa.com.

*Pricing reflects friend-rate / repeat-client discounts already discussed. Items marked PROPOSED are Will's first-pass rates for unscoped line items and are open to adjustment before signing.*

## Section 1. One-Time Fees

### 1a. Shopify Site Builds (cascading discount, SEO + AEO + Wikidata included)

Custom hand-coded Shopify storefront. Includes theme customization, product page templates, collection structure, cart and checkout polish, responsive design, performance optimization, and post-launch handoff. Full SEO + AEO is bundled into every build at no additional charge: technical SEO audit, on-page optimization, schema.org structured data (Product, Offer, Organization, BreadcrumbList), sitemap.xml, robots.txt, llms.txt with AI-bot allowlist, Search Console wiring, EEAT signals, citation-friendly content blocks for ChatGPT / Perplexity / Gemini / Claude pickup, and baseline rank report. Six Wikidata entities (Ankur, Autobunch parent company, and the 4 stores) are also bundled at no extra charge to seed the Google Knowledge Graph and reinforce AI-engine citation. See the Bundled at No Extra Cost table below for the standalone value of these inclusions. Base price reflects the standard Commerce tier (\$2,500).

The tiered discount applies in the order Ankur commissions the builds: the first build he chooses to have Will start is full price; the second is 50% off; the third is 75% off. Ankur picks which store gets which slot. Discounts are unlocked by commissioning, not by signing this estimate.

Order	Site	Standard	Discount	Price
1st build commissioned	Ankur's pick	\$2,500	Full price	\$2,500
2nd build commissioned	Ankur's pick	\$2,500	50% off	\$1,250
3rd build commissioned	Ankur's pick	\$2,500	75% off	\$625
			<b>Subtotal 1a</b>	<b>\$4,375</b>

### 1b. Klaviyo Build per New Store (bundle of 3)

Per-store full Klaviyo build matching the VDD scope already delivered: 13 flows, branded email + SMS templates, segments, contact migration from any existing platform, sending domain authentication (DKIM / SPF / DMARC), voice bible alignment to the store's audience, and live cutover. Standalone rate per store anchors at \$750 to \$1,500 per Will's prior scope. Bundle-of-3 rate offered here is \$800 per store.

Item	Qty	Each	Subtotal
Klaviyo build (bundle, 3 stores)	3	\$800	\$2,400 PROPOSED
		<b>Subtotal 1b</b>	<b>\$2,400</b>

### 1c. App Prototype (Autobunch, SEMA Nov 3 to 5 demo)

Working demo of the Garage feature (year / make / model / trim filter) plus Uber-style installer matching by ZIP. 5 to 10 fixture vendors, 5 to 10 fixture shops, no real Shopify sync, no real payment processing, no real installer notifications. Investor-shareable build via TestFlight (iOS) or Google Play Internal Testing (Android). Two paths are on the table; Will to lock the path after a research call with Ankur.

Path	Description	Price
<b>Path A</b>	Shopify-to-app converter (Tapcart / Plobal / Shopney) + custom Garage flow overlay. Lighter build. Adds a monthly Shopify-app subscription Ankur covers directly (~\$99/mo).	\$1,500 PROPOSED
<b>Path B</b>	Expo / React Native build with full custom Garage + installer matching. Heavier build, better demo control, no ongoing app-subscription cost.	\$3,500 PROPOSED
	<b>Subtotal 1c (Path B default)</b>	<b>\$3,500</b>

*Note: Apple Developer (\$99/yr) and Google Play (\$25 one-time) accounts not included in price. Ankur to provision under Autobunch or Will to provision under WCWD and transfer at handoff.*

### One-Time Total

Section	Amount
<b>1a. Shopify Site Builds (3, cascading discount, SEO + AEO + Wikidata included)</b>	\$4,375
<b>1b. Klaviyo Build per New Store (bundle of 3)</b>	\$2,400
<b>1c. App Prototype (Path B default, lock pending research)</b>	\$3,500
<b>ONE-TIME GRAND TOTAL</b>	<b>\$10,275</b>

### Bundled at No Extra Cost (Friend-Rate Inclusion)

The items below are folded into the Shopify build engagement in Section 1a at no additional charge. They are listed here for transparency on what comparable scopes would cost as standalone line items at standard rates. Inclusion activates when Ankur commissions his first Shopify build.

Bundled Item	Standard Rate	Quantity	Standard Total	Charged Here
<b>SEO + AEO setup per store</b>	\$400 / store	3 stores	\$1,200	\$0
<b>Wikidata entity creation</b>	\$150 / entity	6 entities	\$900	\$0
		<b>Total bundled value</b>	<b>\$2,100</b>	<b>\$0</b>

*Wikidata entities covered by this bundle: Ankur Rai (Q5 / person), Autobunch (parent company), Vertical Doors Direct, Autobunch.com, Audir8Parts.com, and HuracanUSA.com. Each entity ships with property*

statements, references, sitelinks, and ingestion-window monitoring through Google Knowledge Graph pickup. SEO + AEO covers the 3 newly built stores; standalone SEO + AEO on verticaldoors.shop is available on request and quoted separately.

## Section 2. Monthly Recurring

### 2a. Vendor Product Scraper Retainer (locked 2026-05-05)

Already verbally locked on the 2026-05-05 discovery call. Unlimited vendor catalog scraping with Autobunch-schema Shopify CSV delivery, vehicle-tag emission (make / model / trim), USD conversion + margin, body cleanup, metaobject safety, Frictionless schema validation, Excel preview workbook, and diff reports. 6-month term, 30-day termination either side, Net 7 monthly billing in advance.

Item	Rate
Vendor product scraper retainer	\$300 / month
<b>Subtotal 2a</b>	<b>\$300 / month</b>

### 2b. Care Plan per Site

Per-store ongoing maintenance: security updates, backups, uptime monitoring, small content / image swaps, 1 hour of changes per month included, plus priority response (24 to 48 hour turnaround on non-emergencies). Each site can be added or removed independently; default coverage below is all 4 stores.

Site	Rate
verticaldoors.shop	\$50 / month
autobunch.com	\$50 / month
audir8parts.com	\$50 / month
huracanus.com	\$50 / month
<b>Subtotal 2b (4 sites)</b>	<b>\$200 / month</b>

### 2c. Blog Post Add-On per Site

3 blog posts per month per site (research, write, optimize for SEO + AEO, publish, internal-link from at least 2 hub pages each). Pulls voice from the store's existing brand bible. Per-site, opt-in independently.

Site	Rate
verticaldoors.shop (opt-in)	\$40 / month
autobunch.com (opt-in)	\$40 / month
audir8parts.com (opt-in)	\$40 / month
huracanus.com (opt-in)	\$40 / month
<b>Subtotal 2c (all 4 sites opted in)</b>	<b>\$160 / month</b>

### 2d. Klaviyo Ongoing Management per Store

Per-store ongoing Klaviyo work after the build is live: flow performance monitoring, segment refinement, deliverability checks (open / click / spam / bounce trends), 1 A/B test per month, broken-link and image-fix sweeps, monthly performance snapshot. Does not include net-new flow design or net-new campaigns (those are quoted separately if scope expands).

Store	Rate
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<b>verticaldoors.shop (live since 2026-04-20)</b>	\$100 / month PROPOSED
<b>autobunch.com (after build + Klaviyo cutover)</b>	\$100 / month PROPOSED
<b>audir8parts.com (after build + Klaviyo cutover)</b>	\$100 / month PROPOSED
<b>huracanusa.com (after build + Klaviyo cutover)</b>	\$100 / month PROPOSED
<b>Subtotal 2d (4 stores at full ramp)</b>	<b>\$400 / month</b>

### 2e. Newsletter Creation

1 master newsletter per month under the Autobunch parent brand (covers all 4 stores). Includes copy, design, segment targeting, schedule + send, and post-send performance summary. Per-store dedicated newsletters can be added at the same rate per newsletter if Ankur wants store-specific lists.

Item	Rate
<b>Autobunch master newsletter (1 / month)</b>	\$150 / month PROPOSED
<b>Subtotal 2e</b>	<b>\$150 / month</b>

### Monthly Recurring Total

Section	Amount
<b>2a. Vendor scraper retainer (locked)</b>	\$300 / month
<b>2b. Care plan (4 sites)</b>	\$200 / month
<b>2c. Blog posts (all 4 sites opted in)</b>	\$160 / month
<b>2d. Klaviyo management (4 stores at full ramp)</b>	\$400 / month
<b>2e. Newsletter (1 master / month)</b>	\$150 / month
<b>MONTHLY GRAND TOTAL (full coverage)</b>	<b>\$1,210 / month</b>

## Section 3. Year-1 Totals (Reference)

Component	Amount
<b>One-time (Section 1)</b>	\$10,275
<b>Monthly recurring x 12 months (Section 2, full coverage)</b>	\$14,520
<b>YEAR-1 TOTAL (full coverage)</b>	<b>\$24,795</b>

*Year-1 figure assumes every monthly line item runs at full coverage for the full 12 months. Real spend is lower if any line is opted out, scaled back, or delayed in its start date.*

## Section 4. What is Included

Across all line items, the following is always covered without extra charge:

- Email and SMS support during business hours (Mon to Fri, 9am to 6pm PT).
- Docs-first delivery: every build ships with a handoff README and the file paths needed to maintain or hand off to another vendor later.
- Client ownership: Ankur owns all final assets, code, content, and Wikidata entities after payment clears on the corresponding deliverable.
- Frictionless schema validation on every Shopify CSV delivery (vendor scraper retainer).
- AI-bot allowlist + llms.txt curation on every SEO + AEO-treated store.

- Post-launch fix window of 14 days on every one-time site or Klaviyo build, no additional charge.

## **Section 5. What is Not Included**

- Apple Developer fees (\$99 / year) and Google Play registration (\$25 one-time) for the app prototype.
- Paid ad spend on Google Ads, Meta Ads, or any other paid channel. Will runs the audit (separate free trial scope), Ankur owns the spend.
- Shopify plan fees, app-subscription fees (e.g., Tapcart / Plobal monthly), Klaviyo subscription fees. These are Ankur's direct vendor costs.
- Major new feature work outside the scope above (e.g., the AI build recommender, the roadside subscription, the installer database). Quoted separately when scoped.
- Photoshoots, vendor relationship management, customer service, returns processing, fulfillment, inventory.

## **Section 6. Payment Terms (Proposed)**

- One-time fees: 50% on signed scope, 50% on delivery. Invoiced via PayPal.
- Monthly recurring: invoiced on the 1st, due Net 7. PayPal preferred; ACH or check OK on request.
- Vendor scraper retainer (Section 2a) follows the terms already agreed on 2026-05-05: monthly in advance, Net 7, 30-day termination.
- Referral commission option remains open: if Ankur refers another client to Will, he can elect either 33% cash (capped \$500 per project) or 75% project credit (uncapped) per the standing referral commission agreement template.

*Quote valid through 2026-06-23 (30 days). Numbers may shift after the research-phase items above are resolved.*

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