

INVOICE DMM-2026-0410 · APRIL 10, 2026

# Two Brands. One Invoice.

Matt — here's the formal invoice for the full bundle: repositioned All Task Services, brand-new All Task Boxes, dual-route quoting, SEO, and GBP. Every line benchmarked against market.

CLIENT	INVOICE DATE	DUE	AGENCY
<b>Matt Thompson</b>	<b>April 10, 2026</b>	<b>Upon Receipt</b>	<b>Dollar Made Media</b>

✓ 2-SITE BUNDLE DEAL
\$6,994

**BOTH WEBSITES — ONE PRICE**

Stacked scope with a multi-project loyalty discount because you came back for a second Thompson brand.

\$5,997

YOU SAVE \$997 · LOYALTY DISCOUNT

LINE ITEMS · WHAT YOU'RE GETTING

#	SERVICE	YOUR PRICE	MKT LOW	MKT MID	MKT HIGH
01	SITE 1 — ALL TASK SERVICES				
	<b>ATS Website Rebuild &amp; Repositioning</b>	\$3,997	\$4,500	\$8,500	\$15,000
	Four-sector repositioning: Commercial, Residential, Medical, Industrial. New H1, hero rebuild, sector tracks, services page, deployment. Prior-quoted scope — now delivered and live.				
02	SITE 2 — ALL TASK BOXES · NEW				
	<b>ATB Launch Website (15-unit fleet)</b>	\$1,997	\$3,500	\$6,000	\$9,500
	Brand-new launch site. Glass header, SVG hero, 15-unit fleet grid, 6-city service area, FAQ, quote form. LocalBusiness + FAQPage schema. Deployed and live.				
03	ATB FEATURE · NEW				
	<b>ATB Dual-Route Quote + Briefing Sync</b>	\$500	\$800	\$1,500	\$2,800
	Contractors / Homeowners two-track quote split with smart routing. Private client briefing dashboard synced with gold-themed ATB tab and 8-step status tracker.				
04	GROWTH · NEW				
	<b>ATB Local SEO + GBP Launch From Zero</b>	\$500	\$900	\$1,800	\$3,500
	Full Tier-1/2/3 keyword map for ATB. Brand-new Google Business Profile built from zero with schema markup and review generation flow.				

INVOICE vs. MARKET · THE HEADLINE

YOU'RE PAYING APPROXIMATELY

**\$11,803**

**BELOW MARKET MIDPOINT · 66% UNDER**

Your bundled total of \$5,997 lands 66% below the \$17,800 market midpoint for this scope. The high end of the market would have quoted \$30,800+ for the same work.

DETAILED LINE ITEM ANALYSIS

### 01. ATS Website Rebuild & Repositioning

Your price: **\$3,997** · Market range: \$4,500 – \$15,000 · Market midpoint: \$8,500

- Clutch.co (2025): Multi-vertical commercial service sites typically run \$4,500–\$15,000 for agency builds in the US.
- WebFX pricing guide: Mid-market business rebuilds with 4+ service verticals average \$8,000–\$10,000.
- UpCity 2025 benchmarks: Repositioning + rebuild for multi-sector contractors ranges \$6,000–\$12,000.

✓ **YOUR PRICE IS FAR BELOW MARKET — delivered at the loyalty-locked \$3,997 original scope.**

### 02. ATB Launch Website (15-unit fleet)

Your price: **\$1,997** · Market range: \$3,500 – \$9,500 · Market midpoint: \$6,000

- Container rental launch sites from specialized firms: \$4,000–\$8,000 (Clutch, Hostinger Tutorials 2025).
- Custom fleet/inventory sites with interactive grids: \$5,000–\$9,500 (UpCity, WebFX).
- Freelancer launch builds on Upwork for similar scope: \$3,500–\$7,000 verified bid averages.

✓ **YOUR PRICE IS BELOW MARKET — brand-new launch site delivered at half the mid-market rate.**

DETAILED LINE ITEM ANALYSIS · CONTINUED

### 03. ATB Dual-Route Quote + Briefing Sync

Your price: **\$500** · Market range: \$800 – \$2,800 · Market midpoint: \$1,500

- Custom quote-routing logic with conditional flows: \$800–\$2,800 on Arc.dev 2025 rate data.
- Dashboard/portal feature add-ons: \$1,000–\$2,500 for contractor CRM-style integrations (Upwork).
- ZipRecruiter freelance dev rates: 8–15 hours at \$75–\$125/hr = \$600–\$1,875 for this scope.

✓ **YOUR PRICE IS BELOW MARKET — dual-route logic at the freelance floor.**

### 04. ATB Local SEO + GBP Launch From Zero

Your price: **\$500** · Market range: \$900 – \$3,500 · Market midpoint: \$1,800

- Local SEO Tier-1 keyword mapping + schema: \$900–\$3,500 (LocalSEOGuide 2025 benchmarks).
- Google Business Profile setup from zero with category optimization: \$400–\$1,200 (BrightLocal).
- Review generation flow + reputation setup: \$300–\$900 additional (LocalSEOGuide).

✓ **YOUR PRICE IS BELOW MARKET — full-stack local SEO at entry-level pricing.**

SOURCES · 9 CITED

**Clutch.co**

Agency web design pricing directory — 2025–2026 benchmarks

**Hostinger Tutorials**

Web design cost breakdown by complexity and scope

**ZipRecruiter**

Freelance web design rate averages by region

**UpCity**

Web design cost reports by service category and market

**Arc.dev**

Freelance developer rate marketplace — 2025 rate data

**LocalSEOGuide**

Google Business Profile setup & management pricing

**WebFX**

Web design pricing guide for small/mid-market businesses

**Upwork**

Freelance web design bid averages — verified US rates

**BrightLocal**

Local SEO pricing benchmarks — 2025 industry report

PAYMENT · 50/50

STEP 01 · DUE NOW

**50% DEPOSIT**

**\$2,998.50**

Locks scope · closes out delivered work

STEP 02 · ON HANDOFF

**50% FINAL**

**\$2,998.50**

Real ATB logo · final walkthrough · sign-off

PAY VIA

**APPLE PAY**

Text (918) 949-8755

**PAYPAL**

paypal.me/KaneDollar/2998.50

**CHECK**

Payable to Kane Dollar / DMM

A NOTE FROM KANE

Matt — thanks for trusting DMM with a second Thompson brand in the same window. Both sites are live, benchmarked below market on every line, and the loyalty discount is baked in because you came back for more. Medical / Dental Development is queued for Phase 2 whenever you lock the name. Let's keep building.

— Kane, Dollar Made Media