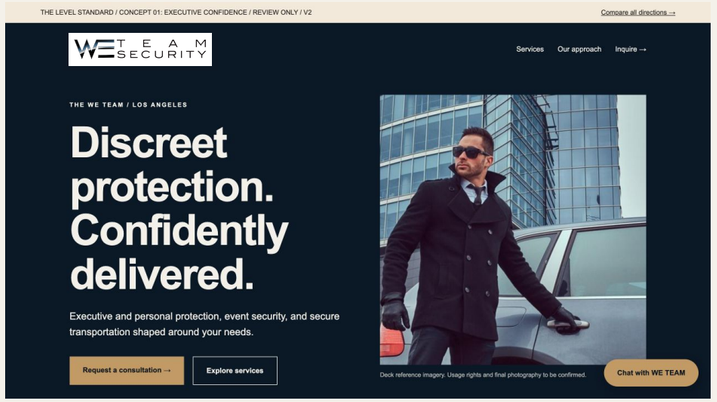
Web presence & continuing care

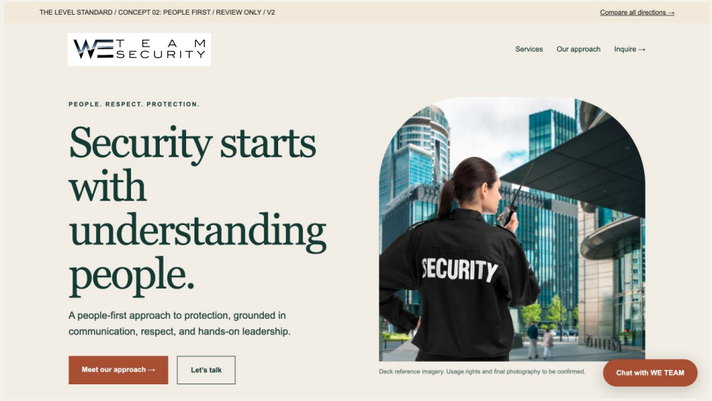
A more complete digital experience

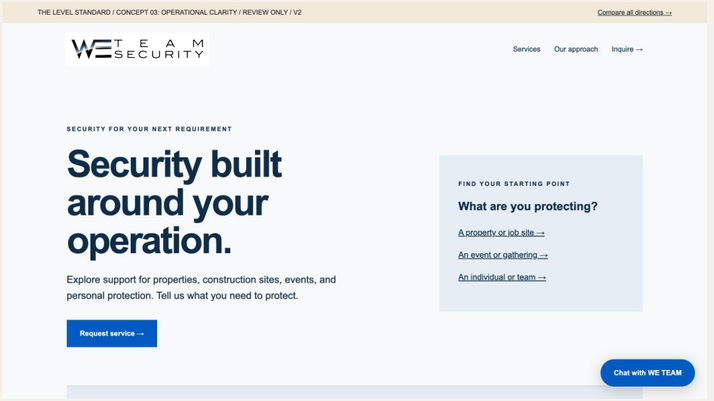
Three design directions
Proposed content architecture
Automated chat with human handoff



Three visual directions, one launch scope







A / Executive Confidence

Dark navy and gold.
Protection-led messaging.

B / People First

Warm cream and green. Editorial, people-led story.

C / Operational Clarity

White and blue. Direct service selection.

Choose the visual direction first. Any direction can use the smaller Essential Launch scope.

Recommended starting point / Essential Launch

$3,060 build / $2,960 after deposit

Five pages: Home, About, Services, Contact, and Privacy.

One selected design adapted to shared templates. Client-supplied copy and licensed images. One inquiry form, responsive layouts, search basics, and one consolidated revision round.

Guided chat: up to 10 approved scripted answers, one live inbox, two operators, and an offline follow-up form. Open-ended AI answers are a later upgrade.

Proposed fixed scope fee of $3,060, based on 36 estimated hours at $85/hour, confirmed after infrastructure review. Complex migration, new copywriting, extra pages, and custom integrations require a separate scope.

Milestone payments / manageable entry cost

$1,124

Kickoff

40% of $3,060, less the $100 already paid.

$918

Staging approval

30% after review of the agreed site and chat setup.

$918

Launch

Final 30% after acceptance, before production cutover.

Ongoing planning budget: $165 care + $95 chat provider = $260/month

Starts at launch. One shared hour covers content and minor chat updates. Live operators are supplied by WE TEAM. Vendor fees and usage limits are confirmed before purchase.

First 12 months including build: $6,080 after credit. This is not an upfront invoice. Taxes and excluded services are additional.

How the Essential Launch price is calculated

Work phase	Hours × rate	Amount
Discovery and infrastructure review	4 × $85	$340
Content setup and page structure	4 × $85	$340
Responsive website templates	14 × $85	$1,190
Guided chat and human routing	6 × $85	$510
Testing, migration, and training	8 × $85	$680

36 hours × $85 = $3,060 total project fee

Work allocations explain the fee. They are not extra invoices on top of the milestone payments.

Exactly how milestone invoices are calculated

1 / KICKOFF

$3,060 × 40% = $1,224; less $100 deposit = $1,124 due

Due after written scope acceptance and before discovery/design work begins.

2 / STAGING APPROVAL

$3,060 × 30% = $918 due

Due when the client approves the five-page staging site and guided chat flow.

3 / LAUNCH ACCEPTANCE

$3,060 × 30% = $918 due

Due after agreed tests and handoff pass, before the approved production cutover.

$100 already paid + $1,124 + $918 + $918 = $3,060. No duplicate deposit credit.

Later phases and monthly billing

OPTIONAL FUTURE IMPLEMENTATION

Each later phase receives its own written scope and estimated hours. Phase fee = approved hours × $85. The quote excludes work already completed in Essential Launch.

Example only: a 10-hour approved enhancement = $850. At 40% / 30% / 30%, payments would be $340 / $255 / $255 against that phase’s kickoff, staging approval, and acceptance.

RECURRING CARE

$165/month to The Level Standard, plus the provider’s actual subscription, currently budgeted at $95/month. Planning total: $260/month beginning at launch, billed monthly.

The $100 credit is used on initial implementation only. Future phases, overages, taxes, and vendor changes require separate approval. No automatic enrollment in later implementation phases.

Essential Launch / content and delivery map

HOME → service pathways and inquiry
ABOUT → company story and leadership summary
SERVICES → approved offerings and 10 common questions
CONTACT → form, chat, verified contact details
PRIVACY → client-approved form and chat disclosures

Approximately 3–4 weeks after access and approved content are available.

36-hour allocation: discovery 4h, content setup 4h, responsive templates 14h, guided chat 6h, testing/migration/training 8h.

Later phases: separate leadership and service pages, deeper storytelling, and AI knowledge-base answers. Estimate only the remaining work when a phase is approved.

A clearer path from interest to inquiry

Make services easy to find

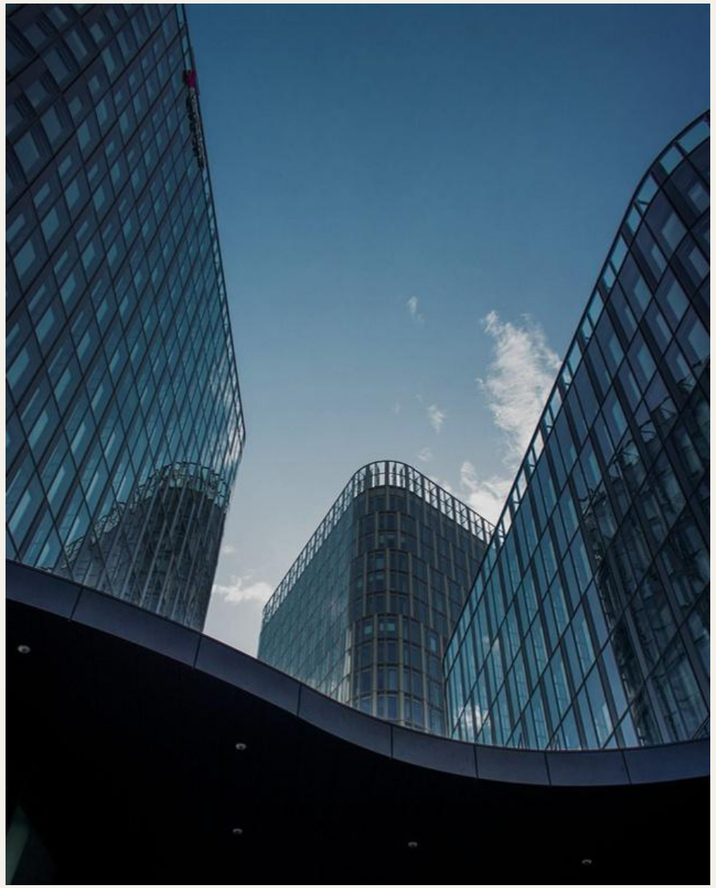
Organize the website around visitor needs and clear service descriptions.

Build confidence through people and evidence

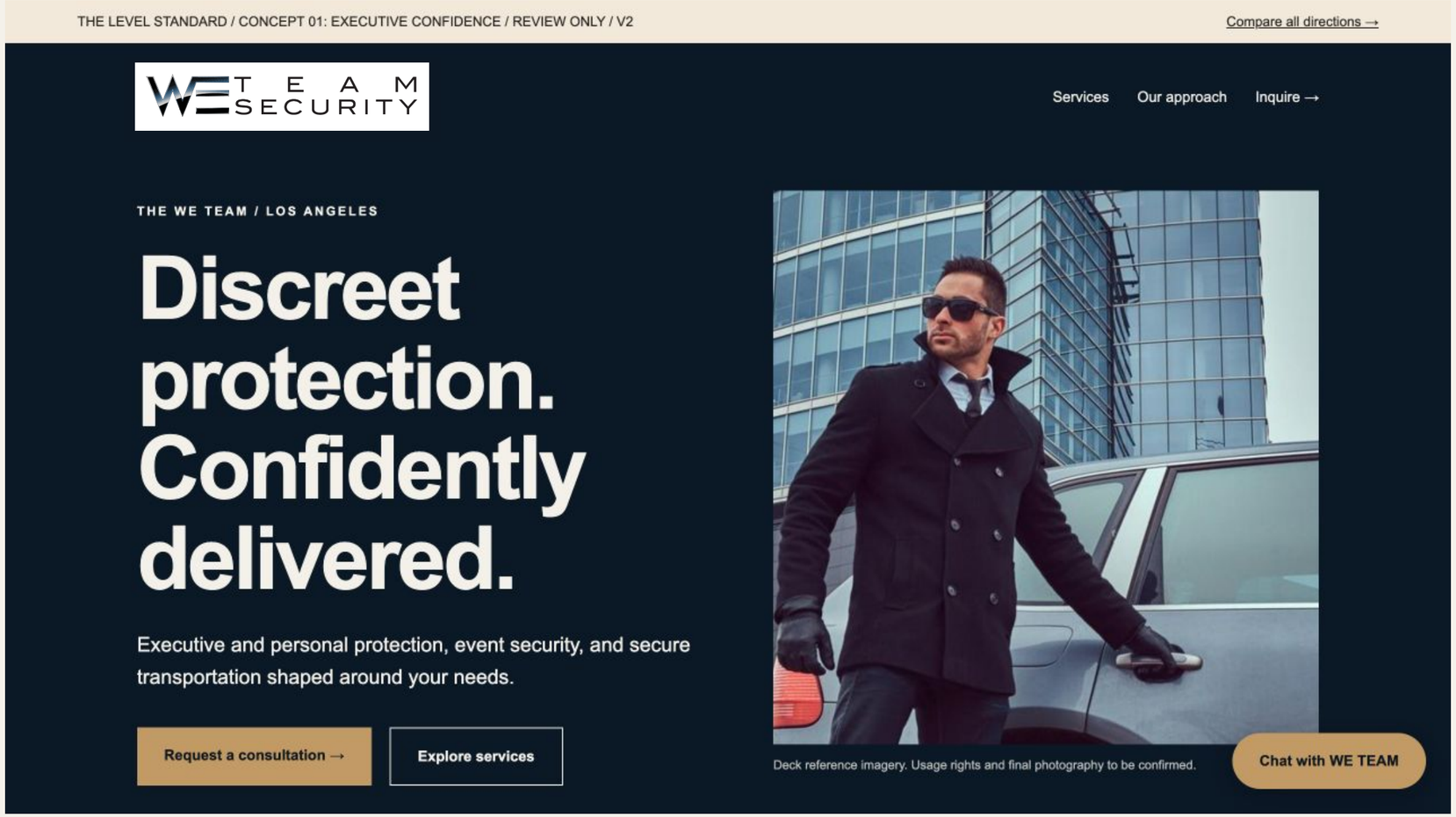
Use approved leadership profiles, photography, credentials, and service areas.

Give every visitor a next step

Offer an inquiry form and chat, with clear expectations about staff availability.

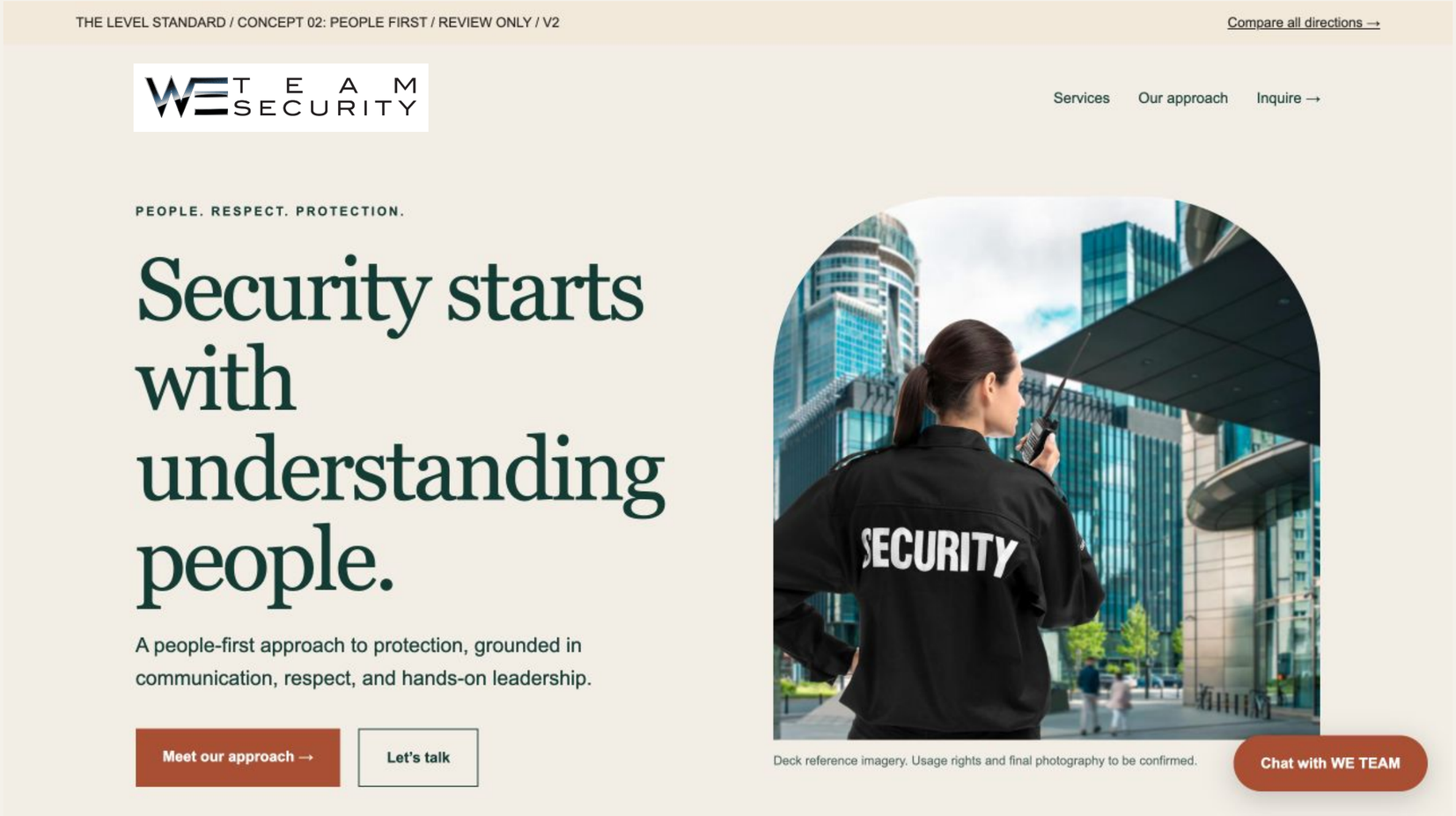


Executive Confidence



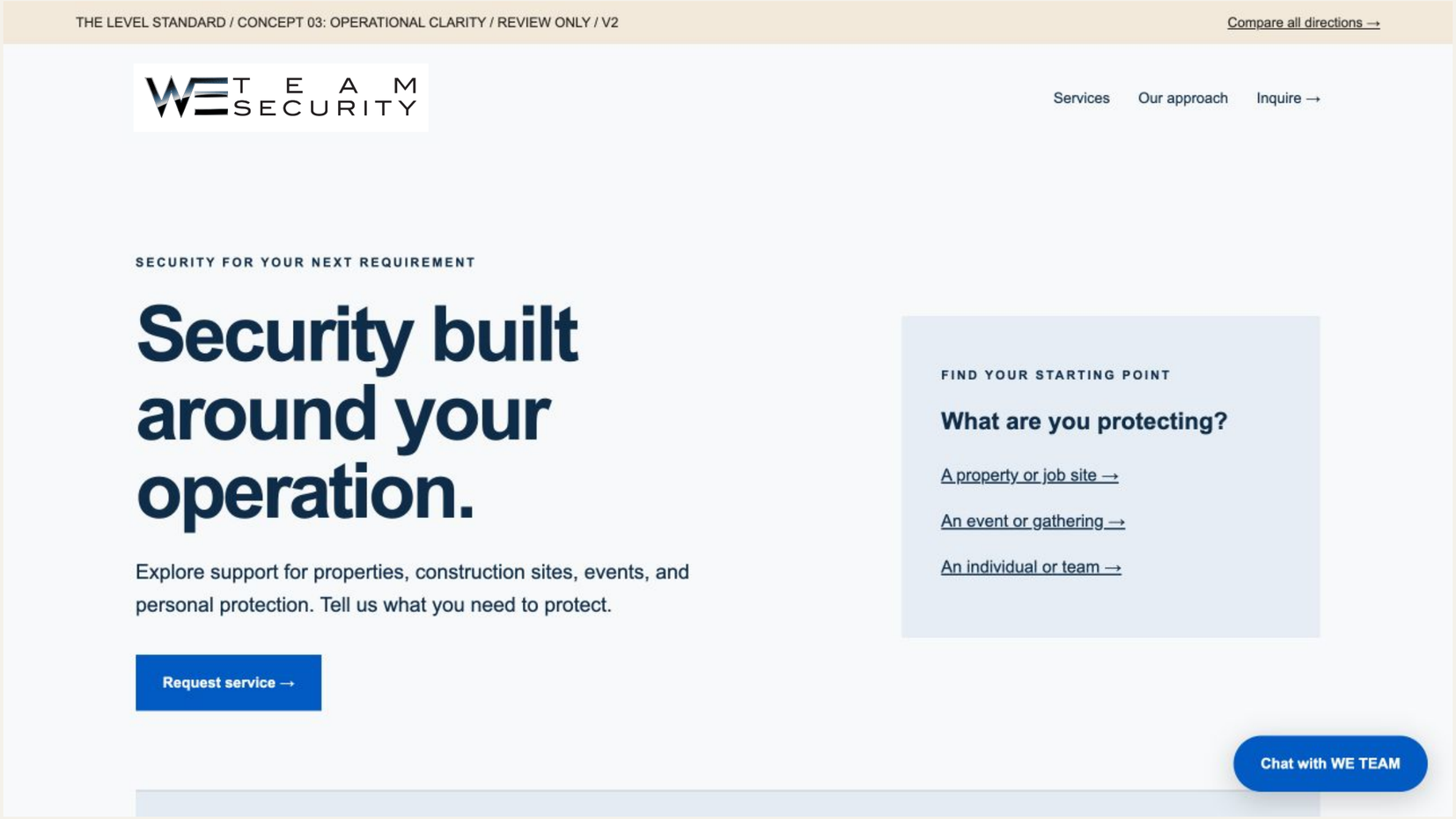
Premium positioning for personal protection and high-touch engagements.

People First — recommended



Warm editorial design that emphasizes relationships and the firm’s service philosophy.

Operational Clarity



Service-led navigation for property managers, event organizers, and commercial buyers.

Expanded option / eight-page content map

HOME

ABOUT
Company story and approach

LEADERSHIP
Approved biographies and portraits

SERVICES
Overview and service categories

PERSONAL PROTECTION
Scope, process, common questions

PROPERTY & SITE SECURITY
Client needs and inquiry prompts

CONTACT / INQUIRY
Form, chat, verified contact details

PRIVACY
Form and chat data practices

Events, training, and other approved offerings appear within Services at launch. Further detail pages are a future phase.

Homepage content maps

A / Executive Confidence

Protection-led hero
Priority services
Approved trust evidence
Consultation process
Inquiry and chat

B / People First

People-led hero
Service philosophy
Leadership introduction
Service pathways
Inquiry and chat

C / Operational Clarity

Service-selection hero
Property and event needs
Engagement process
Common questions
Inquiry and chat

Shared navigation keeps services, company information, and contact accessible across all directions.

Imagery with a clear purpose



People and professional presence



Client environments



Planning and operational support

Reference imagery comes from the supplied deck. Confirm usage rights and replace with authentic team photography where available. These images do not verify staff identities or operational capabilities.

Service page content map

01 Service purpose and intended client

02 Typical needs and approved service scope

03 How an engagement is scoped

04 Relevant credentials and common questions

05 Request a consultation or open chat



WE TEAM approves availability, qualifications, claims, and contact details before publication.

Automated assistance, with a human route

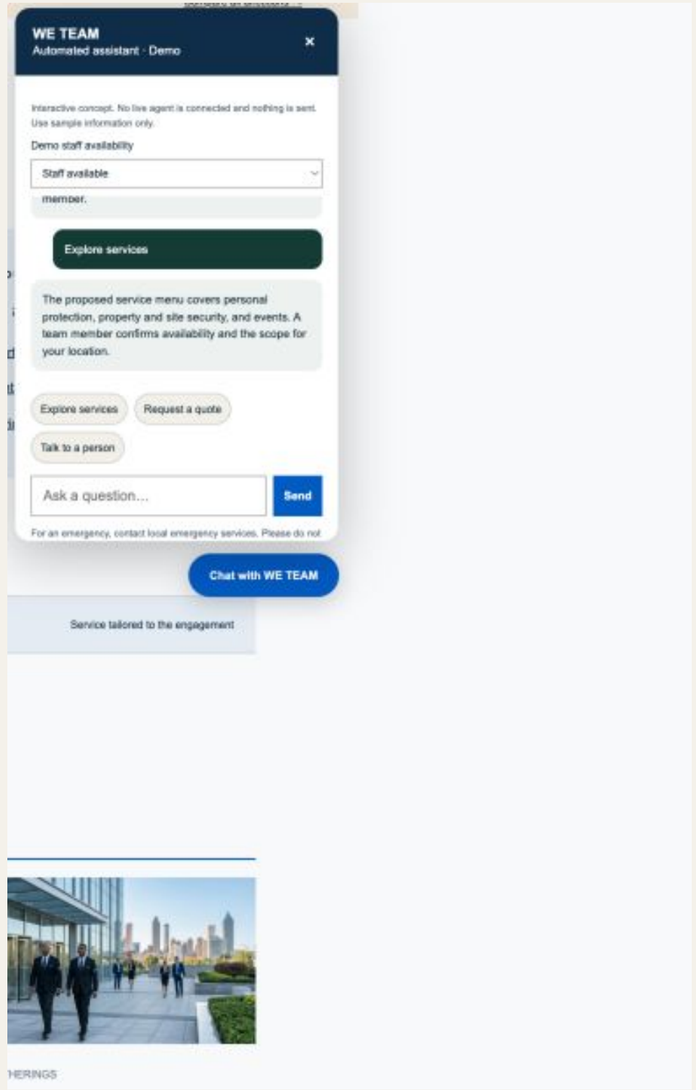
The assistant answers approved questions

Service categories, inquiry steps, and general company information form the initial knowledge base.

Visitors can ask for a person at any time

The live team receives the conversation context. Automated replies pause during human handling.

This preview is a simulation. Production requires a configured chat provider and staffed inbox.



Proposed conversation flow

VISITOR OPENS CHAT

Automated greeting identifies the assistant and offers service help or a person.

APPROVED ANSWER OR HANDOFF

Questions outside the knowledge base, a request for a person, or a quote request route to the team.

STAFF AVAILABLE

Assign the conversation with its transcript. If nobody accepts within the agreed wait time, offer follow-up.

OFFLINE OR UNAVAILABLE

Collect a reply email and brief inquiry. Create a follow-up item with the conversation history.

Chat responsibilities and boundaries

WE TEAM

Names two initial operators and an inbox owner.

Approves staffed hours, response targets, answers, and escalation contacts.

Handles live conversations and follow-up.

THE LEVEL STANDARD

Configures the widget, knowledge base, routing, and reporting.

Trains staff and tests online, offline, and unanswered-chat paths.

Reviews chat performance under the selected care plan.

The bot does not promise pricing, staffing availability, protection outcomes, or emergency dispatch. Avoid collecting sensitive security plans. Confirm privacy notice, retention, and access permissions before launch.

Proposed chat platform and launch scope

Crisp Essentials / planning allowance $95 per month

Published plan includes a shared inbox, workflow automation, routing, and AI credits. Usage above included credits may add cost. Confirm features and billing at procurement.

Initial implementation

One website, English, up to 20 approved FAQs, two configured operators, one shared queue, online/offline routing, and one training session.

Third-party chat runs on the provider’s platform even when the website runs on The Level Standard servers. Custom integrations, multilingual chat, and live staffing are separate.

Sources: crisp.chat/en/pricing/ and help.crisp.chat (AI escalation documentation), reviewed November 12, 2026.

Expanded option / implementation effort

Direction Website Chat addition Total hours

Executive Confidence 52–70 18–26 70–96

People First 56–76 18–26 74–102

Operational Clarity 60–82 18–26 78–108

Chat work: knowledge preparation 4–6h, configuration 6–8h, scenario testing 4–6h, training and handoff 4–6h.

Includes eight pages, responsive build, one inquiry form, search basics, two revision rounds, up to 20 redirects, launch testing, and handoff. Final scope follows infrastructure review.

Expanded option / delivery roadmap

WEEK 1 Discovery and content approval

WEEK 2 Selected design and staging build

WEEK 3 Page completion and chat configuration

WEEK 4 Testing, staff training, and client review

WEEK 5 Launch and monitoring

A and B: approximately 4–5 weeks. C: approximately 5–6 weeks. Timing starts when access and essential content are available. Feedback assumed within two business days.

Hosting transition and continuity

Inventory with the current webmaster

Confirm hosting, CMS, domain, DNS, email dependencies, backups, licenses, and account ownership.



Build and verify before cutover

Use staging. Back up the existing site and DNS records. Test forms, chat, HTTPS, and redirects.

Controlled launch and rollback

Preserve email records. Monitor for 48–72 hours. Retain the previous host for a proposed 14-day rollback window.

Ongoing management with chat

$165 / month

Website care

Hosting and HTTPS, monitoring, backups, routine update review, monthly form checks, and one hour of content edits.

$250 / month

Website care + chat oversight

Website care plus one additional hour for answer updates, handoff checks, and conversation-quality review.

Expanded care planning total: $250 management + $95 provider = $345/month

Provider fees, usage overages, and live staffing are separate. Included hours expire monthly. Approved extra work: $85/hour. Business-hours support; no 24/7 staffing commitment.

Expanded option / build investment

Direction Gross estimate After $100 credit

Executive Confidence $5,950–$8,160 $5,850–$8,060

People First $6,290–$8,670 $6,190–$8,570

Operational Clarity $6,630–$9,180 $6,530–$9,080

Expanded option, first 12 months: $10,330–$12,710

People First after deposit + 12 × $345. Excludes taxes, usage overages, domain/email, premium licenses, and out-of-scope work. The $100 credit applies once across build and care, with allocation documented.

Decisions for the proposal meeting

01 Preferred design and priority audience

02 Final content map and two service detail pages

03 Chat operators, staffed hours, and follow-up owner

04 Scope, budget cap, and ongoing plan

05 Webmaster handoff and kickoff conditions

Recommendation: select one visual direction and begin with Essential Launch. Expand after the site proves useful.

Scope assumptions and references

Public website and supplied deck

Company direction and imagery: user-supplied investor deck, especially pages 4–7 and 17. Public content review: weteamsecurity.com, /about-us-2/, /services/, /book_now/. No administrative or security audit performed.

Chat platform

https://crisp.chat/en/pricing/
https://help.crisp.chat/en/article/how-to-configure-escalation-with-hugo-ai-agent-sqbm34/
Vendor terms and usage are confirmed before purchase.

Approval and exclusions

Copy, imagery rights, credentials, privacy wording, and contact details require approval. Confidential fundraising information stays out of the public website and bot. Custom CRM, payments, portals, legal drafting, and live operators are outside scope.