

What a website with me costs, and what happens after it goes live

Everything you'd ask on a call, written down. The price, what's included, what isn't, and what you pay for changes later. **No surprise charges.** If it's not on this page, you won't be billed for it without a quote you've agreed to first.



7 of 10 founding spots left. After that, regular prices, and they don't change.

FOUNDING CLIENTS

The first 10 clients pay less. Here's why, and what it means for you.

I spent ten years as a nurse in long-term care, and I'm building my portfolio for senior-care businesses. So the first ten clients get a lower price, and in return your site becomes a case study I can show the next person.

The founding price covers what's on this page today: the build, the Foundation Plan, the Growth Accelerator, the care plan, extra pages and edits. It stays locked for as long as you're with me. If I add a new plan later, founding clients get the first look and a founding discount on it, but its price is set when it opens. If you leave and come back later, you come back at regular prices.

Calls, texts and AI minutes that I pay for each time they're used are never locked. They're passed through at cost, or capped inside a plan, as that plan says.

Once the tenth spot is taken, everyone pays the regular price. I don't do one-off deals, so the person after you gets treated exactly the way you were.

Every price, founding and regular

WHAT	FOUNDING (CLIENTS 1-10)	REGULAR (CLIENT 11 ON)
THE WEBSITE		
Launch One long page, built in 7 days	\$2,500 once or \$349/mo	\$3,500 once or \$499/mo
Signature Up to 6 pages, built in 7 days	\$5,500 once or \$499/mo	\$7,500 once or \$699/mo
Custom Logins, portals, payments. About 3 weeks	from \$9,000 once or from \$749/mo	from \$12,000 once or from \$1,099/mo
AFTER LAUNCH		
Foundation Plan Care, your lead app for leads, job applications and reviews, a monthly report and a quarterly video walkthrough. Part of every monthly plan	\$249/mo	\$349/mo
Growth Accelerator Everything in the Foundation Plan, plus the assistant on your site, online booking, replies to every job applicant, reminders for your team's documents, and heatmaps	\$449/mo	\$599/mo
Setup One time, for your lead app and plan. Waived for founding app clients, included with a website build	Waived for app clients	Foundation \$600 Growth \$900
Full Scale Everything in the Growth Accelerator, plus monthly short videos and ad assets	Not for sale yet	Not for sale yet

WHAT	FOUNDING (CLIENTS 1-10)	REGULAR (CLIENT 11 ON)
Care plan Care only, for a site you paid for once	\$99/mo	\$149/mo
Changes with no plan Text, photos, hours, prices	Quoted first	Quoted first
Extra page Beyond what your size includes	\$300	\$400
Bigger changes New section, form or feature	Quoted first	Quoted first

If you take the lead app without a website, you pay the first month at signing, then the plan price on the same day each month.

Extras and custom work are quoted on the call as set fees.

WHICH SIZE

Three sizes. Most senior-care businesses need the first one.

Launch

One long scrolling page that does the job of a five-page site. Up to 8 sections, a contact or booking form, click-to-call, a map, and the basics Google needs to find you.

Home-care agencies, solo practitioners, small practices

Signature

Up to 6 separate pages, one standout moving moment, help with your photos, up to 3 forms, and one simple tool like a care quiz. Pages for up to 3 towns you serve.

Businesses hiring, with several services or locations

Custom

Anything that stores data, has logins, takes payments or connects to other software. Always written up as a scope before any work starts.

Family portals, staff areas, online booking with payment

Already have a website? The app plugs in behind it.

What you sign up for

- The plan you pick: the Foundation Plan (\$249/mo founding, \$349 regular) or the Growth Accelerator (\$449/mo founding, \$599 regular).
- Setup, one time: \$600 for the Foundation Plan, \$900 for the Growth Accelerator. Waived for founding clients, and included when I build your website.
- You pay setup (unless it's waived), any extras and the first month when you sign. Then the plan price on the same day each month.
- A three-month minimum, then month to month. After the three months, stop any time with 30 days' notice. Setting the app up around your agency takes real time, and the minimum is how that's covered.
- Stopping inside the three months: you can do it in the app any time, two ways. Pay the rest of the three months in one payment, and your plan stops at the end of the month you've paid for. Or keep paying monthly, and it stops when the three months end. Either way, the three months are paid.
- Custom work (a connection to your CRM, a step built just for you) is quoted as a set price before I start.

What setup includes

- Your brand, your words and your stages
- Your current website form connected
- Your first replies and a facts sheet, drafted from our call
- Up to 50 existing records brought in
- Your starting numbers written down, so we can both see what changes
- Live within 14 days, with one training call

The 14-day promise. Live within 14 days of getting what I need from you, or your first month is free. The 14 days start once I have everything on your setup list (your logins, your words and your records), and I tell you the start date in writing. If your first month is already paid, I refund it.

Your phone number

Your website gets its own number: a one-time \$150, then the number and its minutes at cost each month. You keep your existing number. Your phone forwards the calls you don't pick up to the new one, so nothing changes on your cards or your Google listing. I don't move (port) existing numbers.

What's included each month, and what isn't

- Hosting, monitoring and support for your app
- Small changes within 48 hours: your reply wording, stages, facts sheet, alert settings and who's on your team
- A monthly report, with one change made from it, and a short video every quarter walking through your numbers
- Not included: new features, connections to other systems, and anything built just for you. Each is quoted as a set price before I start, never by the hour
- Calls, texts and AI use are passed through at cost and never locked at a founding price

If you stop. The app stops at the end of your notice. Before then you can export your leads from the app, and they're yours. The software behind the app stays mine; anything built just for your agency says in your agreement whether you own it or have a licence to use it.

Extras are set fees, the same for every client. A second location, bringing in more than 50 records, text-message registration, email from your own domain, going live in under 7 days, or an extra training call. We go through any you need on the call, and they're in your written quote.

Pay once, or pay monthly with nothing down

Pay once

You pay for the build and the site is yours on launch day.

- The Foundation Plan is free for the first 60 days after your site goes live: care, your lead app and the monthly report. The clock starts at launch, not when you pay.
- After that, you choose: the Foundation Plan, the Growth Accelerator, care on its own, or no plan at all, with any change priced before I start. Leads from your site keep reaching you by email whichever you choose.
- Nothing turns into a charge on its own. No card is needed at launch. Ten days before your free 60 days end I'll email to ask whether you want to keep it, and remind you once, two days before. Say nothing and nothing is charged.
- Hosting stays free whichever you choose.

Pay monthly

You pay nothing until the site is live and you've approved it.

- Billed monthly with a twelve-month minimum, because I build the site before you pay anything.
- The Foundation Plan is included: hosting, care, small edits, your lead app, a monthly report and a quarterly video walkthrough of your numbers.
- After month twelve it carries on at the same price, month to month, until the site is paid off. Stop any time with 30 days' notice ([what happens to the site](#) if it isn't paid off yet).
- Each payment is two parts: the Foundation Plan price for that month (\$249 founding, \$349 regular), and the rest toward the site. Once the part toward the site adds up to the pay-once price, it's paid off and yours.
- From then on you pay only the Foundation Plan price. Or move up to the Growth Accelerator, down to care on its own, or to no plan at all, with any change priced before I start. Hosting stays free either way.
- Want to own it sooner? Any time, even in the first year, pay what's left toward the site in one payment. The monthly drops to the Foundation Plan price from then on.

IF SOMETHING GOES WRONG

A missed payment, a dispute, or stopping early

This is about the monthly plan, where I've built the site before you've paid for it. On the Foundation Plan, the Growth Accelerator or the care plan, a missed payment just stops the plan. Your site stays up, because it's yours. One exception: on the app on its own, inside its three-month minimum, the rest of the three months is still owed.

A payment fails. Stripe tries your card again over the next couple of weeks and emails you a link to update it. I'll send you a note too, because it's nearly always an expired card. If it's still unpaid after 14 days, I pause the site behind a simple "back soon" page. Nothing is deleted. Pay what's owed and it's back up within a day.

Still unpaid after 30 days. The plan ends. If that's inside your first twelve months, the rest of the twelve months is still owed. After month twelve nothing more is owed, but the site isn't paid off yet, so it stays offline unless you pay what's left toward it.

You stop before it's paid off. After month twelve you can stop with 30 days' notice. The site comes offline at the end of your notice. You can keep it instead by paying what's left toward it.

A charge is disputed with your bank. Talk to me first, please. It's usually a charge somebody didn't recognize, and I'll sort it out faster than the bank will. A disputed payment counts as unpaid: the site pauses the same way, and that payment doesn't count toward paying the site off unless the dispute is settled in my favor.

Your domain is never part of any of this. It's registered in your name and stays yours whatever happens, paid up or not. Ask and I'll move it to your own account, free, any time.

AFTER LAUNCH

What changes cost once the site is live

This is the question people forget to ask until they need a change, so here it is plainly.

Foundation Plan - \$249/mo founding, \$349 regular

Part of every monthly plan. For sites you paid for once, and monthly sites once they're paid off, it's month to month, stop any time with 30 days' notice. On its own, without a website from me, it has a three-month minimum first.

- Small edits done within 48 hours
- Hosting, backups, security and updates
- Your lead app: leads and job applications in one place, with instant alerts
- Reviews: a private link for families, and you choose which ones go on your site
- Your site's photos, changed by you from your phone
- A monthly report, one change made each month, and a short video every quarter walking through your numbers

Only want the site looked after? Care on its own is \$99/mo founding, \$149 regular: the edits, hosting, backups, security and updates, without the lead app, the report or the videos.

Growth Accelerator - \$449/mo founding, \$599 regular

Everything in the Foundation Plan, plus things that get done while you're busy. On its own, without a website from me: a three-month minimum, then month to month with 30 days' notice. Beside a website plan or a paid-off site: stop any time with 30 days' notice.

- An assistant on your site that answers from the facts you give me and offers a time. Nothing anyone types into it is stored
- Online booking: families pick a time, it lands in your lead app, and both of you get a calendar invite
- Every job applicant gets a thank-you email in your name within a minute, and you get one reminder if nobody has contacted them by the next day
- Your team's documents and expiry dates in the app, with reminders to them and to you 30 days before, 7 days before and on the day. Only dates are emailed; the documents stay in the app
- Heatmaps: where people tap on your pages, drawn over the live site

The assistant is private by design, but it is not sold as HIPAA compliant. If your business is a HIPAA covered entity, tell me before we switch it on. If you stop the Growth Accelerator, these switch off and everything in them stays saved.

No plan

For people who rarely change anything and would rather not pay monthly.

- Any change is priced before I start
- Leads from your site still reach you by email
- Hosting still free

A small edit is changing text, swapping photos, updating hours or prices, adding a team member, a review or an FAQ. **A bigger change** is a new page, a new section, a new form or a new feature. Those always get a price you agree to first.

HOW A BUILD RUNS

Seven days from call to live, for Launch and Signature

Call

We talk it through. I write the words on your site with you, so there's no homework.

Within 48 hours

You get two design concepts. Pick one, or mix parts of both.

By day 5

The site is built and you review it. Launch includes 2 rounds of changes, Signature includes 3.

Day 7

Live on your domain.

Custom builds usually take about three weeks. The seven days pause if photos, your logo or access to your domain arrive late.

OWNERSHIP

Your domain is yours. Always.

Your domain is registered in your name from day one. While you're on a plan I look after the hosting for you, because that's what the plan pays for.

If you want everything moved to an account you control, I hand over the domain, hosting and code within 10 business days, free. On the monthly plan the domain moves free whenever you ask. The site and code move once it's paid off, or any time you pay what's left toward it.

An example: Signature at the founding price is \$5,500 once, or \$499 a month, of which \$249 is the Foundation Plan and \$250 goes toward the site. Three payments in, \$750 has gone toward the site, so owning it outright costs \$4,750. Or keep paying monthly: twenty-two payments of \$499 pay it off, and from then on it's \$249 a month for the Foundation Plan, \$99 for care on its own, or no plan at all.

Paying monthly comes out at the same as paying once and taking the Foundation Plan, except for the 60 free days a pay-once site gets. No interest, no fee for spreading it out.

QUESTIONS

What people ask before they sign

What's not included in the website price?

A logo or brand design, a professional photo shoot and blog writing, priced on the call if you want them. After launch, the assistant, online booking, applicant replies, document reminders and heatmaps come with the Growth Accelerator. Follow-up emails that run themselves, and Full Scale's monthly videos and ad assets, aren't for sale yet.

Is the founding price only for my first year?

No. It's locked for as long as your plan stays active, on everything you buy from me. It only goes away if you leave and come back later.

Can I get a discount on top of the founding price?

No. The founding price is the discount. Everyone gets the same deal, which is the only fair way to do it.

Do I have to take a plan?

No. If you paid once, you can skip it: hosting stays free, leads keep reaching you by email, and any change is priced before I start. Or host the site yourself and bring me in only when you need a change.

What do you need from me?

One call, a few real photos of you and your team, access to your domain, and your feedback on two rounds of changes.

I already have a Squarespace or Wix site.

Good, that means you have content and photos. Most of the time a rebuild is faster than fighting a template, and your web address doesn't change. If the site you have is fine, I'll tell you.

Want to see where your site stands first?

Start with the free site check. I'll look at your current site and tell you honestly what it needs, including if the answer is nothing.

[Get my free site check at nextloopco.com](https://nextloopco.com)

Next Loop Co. · Prices and terms as of October 2026. Founding spots: 3 of 10 taken. Our logo mark was made with OpenAI's image generator. The people, voices and music in the films on our homepage are AI-generated, and the agency, families and phone numbers in them are made up. [Privacy](#).