

Kairo - Flagship Website Build Agreement

This agreement applies to Kairo's fixed Website Build: **\$697**, plus an optional **\$50/month Hosting & Maintenance plan** after launch.

Plain-language service terms. This is a clear outline of what Kairo provides, what the client is responsible for, and how the project works.

1. Project documents and scope

Kairo will design and build a custom, multi-page marketing website for the client business identified in the accepted written proposal or invoice. That accepted document identifies the client, effective date, project-specific scope, payment method, and approved schedule. If it conflicts with these terms on a project-specific point, the accepted document controls for that point; these terms control everything else.

The Website Build includes pages appropriate to the business, such as service pages, gallery, about, FAQ, contact, and location pages; mobile optimization; speed work; technical and local SEO foundation; analytics and conversion tracking; contact forms; an Instant Estimator using the client's own pricing where appropriate; a Build Method section based on the client's real process; two revision rounds; and a two-week post-launch fix window.

Paid advertising, campaign management, ongoing blog or social content, ongoing SEO retainers, unlimited revisions, and work not listed in the accepted scope are not included. A third revision round or later revision round is **\$150 per round**. New features or other scope changes require written approval and may require a separate fee or schedule.

2. Fixed price and payment

- **Website Build:** \$697 total.
- **Deposit:** \$348.50 due before build work starts.
- **Final payment:** \$348.50 due after the final walkthrough and before the completed site is handed off, connected to the client's domain, or launched.
- **Hosting & Maintenance:** optional at \$50/month, beginning when the site is launched or first hosted by Kairo.

The build price is fixed after acceptance. Taxes, payment-processor fees, and third-party charges are included only when the accepted proposal says they are. The deposit is non-refundable once paid because project preparation and work begin after it clears.

3. Client materials, decisions, and delays

The client supplies accurate business information, permissions to use its photos, logo, copy, pricing, testimonials, and other materials, plus a timely point of contact who can make decisions. The client remains responsible for the accuracy and legality of supplied materials, business claims, service pricing, licenses, and estimator inputs.

Kairo may rely on client-supplied materials. Delays in materials, decisions, access, or feedback extend the schedule. If the client does not respond for 14 days, Kairo may pause the project until the client is ready to resume.

4. Review, launch, and acceptance

Kairo will provide a reasonable opportunity to review the build before launch. The two included revision rounds are consolidated feedback rounds, not an unlimited series of individual requests. Kairo will correct material defects in the approved scope reported during the two-week post-launch fix window.

The client authorizes launch only after final review and final payment. Written approval, use of the launched site, or failure to report a material scope defect within a reasonable review period is acceptance of the delivered work.

5. Hosting & Maintenance - \$50/month

The optional plan includes web hosting, SSL certificate management, backups, security monitoring, reasonable technical upkeep, and coordination to restore the hosted site from available backups when needed. It is not a marketing retainer and does not include advertising, content production, SEO campaigns, major redesigns, new features, or unlimited content changes.

Either side may cancel the plan with 30 days' written notice. Cancellation ends hosting and maintenance after the notice period; it does not transfer the client's domain or paid-for content to Kairo. Migration, third-party account costs, and work beyond reasonable handoff support are quoted separately before work begins.

6. Domains, third parties, and ownership

The client owns its domain. Kairo may help connect a domain, hosting provider, analytics service, form provider, or other third-party service, but each has its own terms, availability, security practices, and charges. Kairo does not control those services and is not responsible for their outages, policy changes, account actions, or charges.

Once all build invoices are paid, the client owns the client-specific website content, copy, branding created for the site, and domain. Kairo keeps ownership of its reusable design system, code templates, components, methods, tools, and general know-how. The client may use the delivered site for its own business but may not resell Kairo's reusable work as a product or template.

7. Confidentiality and referrals

Each side will use non-public business information received through the project only to perform or receive the work, except where disclosure is required by law or the information is already public without breach. Kairo will not identify the client as a client or use the client's name, logo, or private materials in public marketing without written permission.

An existing client who refers a business that becomes a paying Kairo client receives **three free months of Hosting & Maintenance**. If the referring client is not on the plan, the reward is **\$250 cash** instead. The reward is earned only when the referred client's deposit clears. Referrals must be new to Kairo and must identify the referring client before or during the introduction.

8. No promised results, liability, and ending the project

Kairo does not guarantee rankings, traffic, leads, calls, sales, bookings, or any particular financial result. Outcomes also depend on demand, the client's pricing, reputation, availability, follow-up, and factors outside Kairo's control.

Except where law does not allow it, the services and third-party services are provided without warranties beyond the written terms of this agreement. Kairo's total liability arising from this project is limited to the amounts the client paid to Kairo for the affected project in the 12 months before the event giving rise to the claim. This limitation does not attempt to excuse fraud, willful injury, or violations of law.

Kairo may suspend work or hosting for overdue payment, unlawful use, or a material breach not corrected after written notice. If either side ends the build after the deposit, the deposit remains non-refundable and the client pays for approved work performed beyond it. Important notices, approvals, scope changes, and cancellations must be in writing, including by email to the addresses used for the project. Changes to these terms are effective only when both sides accept them in writing. The parties may accept this agreement and related project documents electronically where permitted by law.