

WordPress Website Development Agreement

HomeProz.com

Prepared by Hanson.xyz for HomeProz

Date: 11/3/2025

PROJECT OVERVIEW

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Hanson.xyz will design and develop a custom WordPress website for HomeProz. The website will provide an online presence for HomeProz's real estate services, featuring a custom property listing system that allows HomeProz staff to easily add and manage property listings through a backend interface. The site will be built using WordPress with Advanced Custom Fields (ACF) for property data entry, and will be styled using a theme modeled after the existing HomeProz design aesthetic.

The website will support both MLS-integrated listings (via Northstar MLS) and custom property listings for properties not on MLS (such as commercial real estate), providing flexibility for HomeProz's diverse inventory needs.

This project is estimated to require approximately 40 hours of development time and will be completed over approximately 1 week of active development time. Due to current project commitments, development will begin approximately 3-4 weeks from contract signing, with the site launching approximately 4-5 weeks from contract acceptance.

PROJECT DELIVERABLES

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The following deliverables will be provided as part of this project:

Design and Planning

- Design consultation based on existing HomeProz branding and aesthetic
- Property listing page layout and structure
- Advanced Custom Fields (ACF) structure planning for property data

WordPress Development

- Custom WordPress theme development based on existing HomeProz design
- Responsive design implementation (mobile, tablet, desktop compatibility)

- Homepage featuring property showcase and company information
- Content pages with content block editor allowing for quick and clean creation of content pages
- Property listing pages with custom fields for:
- Property details (address, price, square footage, bedrooms, bathrooms, etc.)
- Property descriptions
- Photo galleries
- MLS number field (for MLS-linked properties)
- Property type categorization (residential, commercial, land, etc.)
- Property status (active, pending, sold)
- Property search and filtering functionality
- Individual property detail pages with full information display
- About/Company information page
- Contact page with contact form and email notification
- Browser compatibility testing (Chrome, Firefox, Safari, Edge)
- Search engine optimization (SEO) basics (meta tags, semantic HTML, property schema markup)

Advanced Custom Fields (ACF) Implementation

- Installation and configuration of Advanced Custom Fields Pro plugin
- ACF Pro license (\$49/year) included in development cost and managed by Developer (annual renewal billed as part of ongoing hosting/support)
- Custom field groups for property listings including:
- Basic property information fields
- Pricing and financial details
- Property features and amenities
- Location and mapping data
- Media upload fields for property photos
- MLS integration field
- Backend interface for easy property entry and management
- Field validation and required field configuration

MLS Integration - Manual Entry

- MLS number field in property listing system for manual entry
- Documentation on MLS number entry workflow
- Display of MLS number on property listings
- NOTE: This is manual entry only; full automated IDX integration with property import/sync is NOT included and would be a separate future project if desired
- NOTE: MLS account setup and any other third party services are the client's responsibility and billed separately by the providers themselves

Email Migration Support

- IT support consultation for migrating existing email to Gmail/Google Workspace
- Guidance on Google Workspace setup and configuration
- Email migration assistance (up to 2 hours of support included)
- Documentation for ongoing email management

Content and Media

- Integration of existing HomeProz branding, logos, and imagery
- Migration of content from existing GoDaddy splash page
- Integration of client-provided property photos and descriptions
- Basic image editing and optimization for web use

Training and Documentation

- Training session (1-2 hours) for:
- Adding and editing property listings via ACF backend
- Managing property photos and galleries
- Updating company information and pages
- Basic WordPress content management
- Written documentation for:
- Property listing workflow
- ACF field definitions and usage
- WordPress admin basics
- MLS integration process (if implemented)

Managed WordPress Hosting Setup

- WordPress installation on Hanson.xyz managed hosting infrastructure
- Domain migration from GoDaddy (or DNS pointing configuration)
- SSL certificate installation and HTTPS configuration
- Automated backup configuration (daily backups retained for 30 days)
- Security hardening (firewall, security plugins, malware scanning)
- Performance optimization (caching, CDN configuration)
- Staging environment setup for testing updates
- NOTE: Ongoing managed hosting is a separate service agreement detailed below

Testing and Launch

- Quality assurance testing across devices and browsers
- Client review and feedback period
- Bug fixes and adjustments based on client feedback
- Deployment to production/live environment
- Post-launch verification and testing

EXCLUSIONS FROM SCOPE

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This project specifically excludes the following, which can be quoted separately if desired:

- Full MLS IDX integration with automated property import (initial planning and MLS number field implementation is included; full IDX integration would require additional development and third-party service fees)
- Custom plugin development beyond configuration of standard WordPress plugins
- Logo design, branding, or graphic design services beyond web implementation
- Ongoing website maintenance (covered under separate Managed Hosting Agreement)
- Google Workspace account creation and billing (client responsibility)
- Domain registration renewal fees (billed by GoDaddy or registrar)

CLIENT RESPONSIBILITIES

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To ensure timely completion of this project, the Client agrees to provide:

- All content for the website including:
- Company description and "About" content
- Service descriptions
- Team member bios and photos (if applicable)
- Contact information
- Any existing property listings and photos
- HomeProz logo files and branding assets in digital format
- Access to GoDaddy account for domain DNS configuration
- Access to existing email accounts for migration planning
- Sample property data for testing the listing system during development

TIMELINE AND MILESTONES

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The project will follow this general timeline:

Weeks 1-3: Pre-Development Queue Period

- Contract execution and initial payment processing
- Completion of current commitments (Auction Cast, Kodex, Ascent websites)
- Client provides content, branding assets, and access credentials
- Preliminary MLS and hosting planning

Week 4-5: Active Development (approximately 1 week of focused work)

- Day 1-2: Kickoff meeting, requirements confirmation, ACF structure planning
- Day 3-5: WordPress theme development and customization
- Day 6-7: ACF implementation and property listing system build
- Day 7-8: Content integration and page development
- Day 8-9: Testing, client review on staging site, revisions
- Day 10: Email migration support (if scheduled)

Week 5: Testing, Training, and Launch

- Client feedback and revisions
- Quality assurance testing
- Training session on property listing management
- Final client approval
- Launch to production environment
- Post-launch verification and email migration completion (if applicable)

Key milestone dates (to be confirmed upon contract signing):

- Development start: Approximately 2-3 weeks after signing
- Client review on staging: 1 week after development start
- Final delivery: Approximately 6-7 weeks after contract signing
- Training session: During week of launch

The Developer will make every reasonable effort to meet these timeline targets. The 2-3 week pre-development period is necessary due to existing project commitments and cannot be accelerated. In the event of unforeseen delays beyond this timeline, the Developer will communicate promptly with the Client. Extended delays caused by circumstances beyond the Developer's control (client feedback delays, third-party service issues, content provision delays, etc.) may result in adjusted timelines by mutual agreement.

BUDGET AND PAYMENT TERMS

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WEBSITE DEVELOPMENT (ONE-TIME FEE)

This project is quoted as a fixed-fee engagement:

Total Website Development Cost: \$6,000 (fixed fee)

(Based on approximately 40 hours of development at \$150/hour effective rate, discounted for startup client)

Payment Schedule:

- \$2,000 due upon contract signing to reserve development timeline
- \$4,000 due upon project completion, final delivery, and launch

Payment Methods:

Payments may be made via check, ACH transfer, or credit card. Payment details and invoicing information will be provided upon contract execution.

The fixed-fee nature of this project means that the actual hours worked will not affect the final cost, provided the scope remains as defined in this agreement. The 40-hour estimate is provided for planning purposes. This price is firm and non-negotiable.

MANAGED HOSTING SERVICE (ONGOING ANNUAL FEE)

In addition to the one-time website development cost, HomeProz will subscribe to Hanson.xyz's Managed WordPress Hosting service:

Annual Managed Hosting Fee: \$600 per year (billed annually)

(Equivalent to \$50/month, but billed once per year for administrative simplicity)

Managed hosting includes:

- WordPress hosting on high-performance servers
- Daily automated backups retained for 30 days
- Security monitoring and malware scanning
- WordPress core, theme, and plugin updates (including ACF Pro license renewal)
- SSL certificate management and renewal
- Server maintenance and performance optimization
- Staging environment for testing updates
- Technical support for hosting-related issues (up to 2 hours/month)
- ACF Pro plugin license maintenance and annual renewal
- 99.9% uptime guarantee

Hosting Payment Terms:

- First year hosting fee due upon website launch: \$600
- Subsequent annual renewals due on anniversary of launch date

- Invoiced 30 days prior to renewal date
- Payment terms: Net 15 days from invoice date
- Billing is annual only; monthly billing is not available for this service

Hosting Service Agreement:

- Minimum commitment: 1 year from launch date
- Auto-renewal annually unless 30 days notice provided
- Service may be terminated by either party with 30 days written notice
- Upon termination, client may request site backup and migration assistance (billed at hourly rate of \$250/hour)

NOTES ON HOSTING COSTS:

- This represents significant savings compared to comparable managed WordPress hosting services (typically \$75-150/month for similar service levels)
- The \$50/month rate (\$20 hosting + \$30 management) provides peace of mind that a real person is monitoring and maintaining the site

ADDITIONAL SERVICES (BILLED SEPARATELY)

The following services are client responsibilities and billed separately:

Northstar MLS (if client chooses to subscribe):

- Application fee: \$100 (one-time, paid to Northstar MLS)
- Monthly subscription: \$55/month (paid to Northstar MLS)
- Hanson.xyz is not involved in MLS billing

Google Workspace for Email (if client chooses Gmail migration):

- Approximate cost: \$6-12 per user per month (paid to Google)
- Hanson.xyz is not involved in Google Workspace billing
- Email migration assistance (up to 2 hours) is included in development cost

Domain Registration Renewal:

- Annual renewal through current registrar (GoDaddy or transferred registrar)
- Approximate cost: \$15-20/year (paid to registrar)
- Hanson.xyz can manage domain renewal if client prefers (billed at cost + \$25/year management fee)

TOTAL FIRST YEAR INVESTMENT SUMMARY

Website Development (one-time): \$6,000

Managed Hosting (first year): \$600

TOTAL FIRST YEAR: \$6,600

Optional add-ons (if chosen):

+ Northstar MLS: \$100 setup + \$660/year (\$55/month)

+ Google Workspace: ~\$72-144/year per user (\$6-12/month)

Year 2 and beyond (annual recurring):

Managed Hosting: \$600/year

+ Optional MLS: \$660/year

+ Optional Google Workspace: ~\$72-144/year per user

CHANGE REQUESTS

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After the scope of work has been agreed upon and this contract is signed, any changes requested by the Client to the scope of work must be approved in writing by both parties before they can be implemented.

If the Developer determines that the requested changes are feasible and agrees to perform the additional work, the Developer will provide a quote at the rate of \$250 per hour for the additional work. The Client will pay the additional fee as specified in the quote.

The Developer will not begin any additional work until the Client has approved the quote in writing.

Due to the fixed-fee nature of this project, scope management is critical to staying on timeline and budget. The Developer encourages the Client to carefully review the deliverables section and raise any questions before signing this agreement.

CONTRACT LEGAL TERMS

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Project Description

This agreement (the "Agreement") is made between Hanson.xyz (the "Developer"), and HomeProz (the "Client").

The Developer and the Client hereby agree to the terms set forth in this document for the design and development of a WordPress website as described in the Project Deliverables section above.

Independent Contractor Status

Hanson.xyz shall perform all work under this agreement as an independent contractor. Nothing herein shall be construed to create a partnership, joint venture, or employer-employee relationship between the parties.

Intellectual Property and Work Product

Client Content: All content, data, and materials provided by Client remain Client's property. Client grants Developer a license to use such materials solely for performing the Services.

Work Product Ownership: Upon full payment, Client owns the completed website, including the design, content organization, and custom configurations specific to Client's business. Developer assigns all rights in this client-specific Work Product to Client.

Developer Retained Rights: Developer retains ownership of all general-purpose code, techniques, tools, libraries, methods, and frameworks (whether pre-existing or developed during this project) that have utility beyond Client's specific business needs. Developer may reuse such materials in future projects. Client receives a perpetual, royalty-free license to use these materials as integrated into Client's website.

This includes WordPress core software (GPL licensed), third-party themes/plugins (subject to their respective licenses), and general development tools.

Warranty

The Developer will guarantee their services for 60 days after the completion of the project. During this warranty period, the Developer will provide any necessary fixes to functionality provided within the 'Project Deliverables' section at no additional cost.

This warranty covers:

- Bugs or errors in custom code developed by the Developer
- Functionality that does not work as designed and agreed upon
- Critical issues preventing the website from functioning properly

This warranty does not cover:

- Problems with third-party plugins, themes, or services not developed by the Developer
- Hosting, server, or infrastructure issues beyond the Developer's control
- New feature requests or enhancements beyond the original scope

After the expiration of the warranty period, any additional changes, modifications, or support for the functionality provided will be quoted separately from this agreement.

Limitation of Liability

Hanson.xyz's liability for any claim arising out of this agreement shall not exceed the total compensation paid under this agreement. In no event shall Hanson.xyz be liable for any consequential, incidental, special, or punitive damages, including lost profits or business interruption.

The Client acknowledges that websites depend on third-party services and technologies (hosting providers, domain registrars, WordPress core software, plugins, browsers, etc.) that are outside the Developer's control. The Developer is not liable for failures, outages, or issues caused by these third-party dependencies.

Indemnification

Each party shall indemnify and hold the other harmless from any third-party claims resulting from its own gross negligence or intentional misconduct in connection with this agreement.

The Client represents and warrants that all content, images, text, trademarks, and materials provided to the Developer for use in the website are either owned by the Client or the Client has obtained all necessary permissions, licenses, and rights to use such materials. The Client agrees to indemnify and hold the Developer harmless from any claims of copyright infringement, trademark infringement, or other intellectual property violations related to Client-provided content.

Governing Law and Jurisdiction

This agreement shall be governed by and construed in accordance with the laws of the State of Minnesota. Any legal action or proceeding arising under this agreement shall be brought exclusively in the courts located within the State of Minnesota.

Confidentiality

Both parties agree to keep the details of this contract and the project confidential, except as otherwise agreed in writing. Any information or materials shared by the Client with the Developer for the purposes of this project will be treated as confidential and will not be disclosed to any third party without the prior written consent of the disclosing party.

The Client grants the Developer the right to showcase the completed project within their portfolio, subject to the Client's approval of the final product and any necessary confidentiality agreement. This may include screenshots, descriptions, and links to the live website in the Developer's portfolio, marketing materials, and case studies.

Entire Agreement and Modifications

This document represents the full and complete agreement between the parties. Any modifications or amendments must be made in writing and signed by both parties.

Any verbal agreements, promises, or understandings not documented in this written agreement are not binding and shall not be enforceable.

Severability

If any provision of this agreement is found to be invalid or unenforceable, the remaining provisions shall continue in full force and effect.

Delivery Timeline

The developer will make every reasonable effort to deliver the project within the timeline specified in the Timeline and Milestones section. In the event of unforeseen delays, the client agrees not to hold the developer liable for exceeding the estimated delivery schedule.

However, if the project is not delivered within a reasonable timeframe due to Developer delays (not including delays caused by Client feedback, content provision, or third-party service issues), the client reserves the right to terminate this agreement at their discretion. In the event of such termination, any payments made will be reconciled based on work completed to date at the rate of \$250/hour, with any excess refunded to the Client.

Termination

Either party may terminate this agreement with written notice if:

- The other party materially breaches the agreement and fails to cure within 15 days of written notice
- The project is delayed more than 60 days beyond the estimated completion date due to circumstances within the terminating party's control

Upon termination:

- Client will pay for all work completed to date at the rate of \$250/hour
- Developer will deliver all work completed to date
- Both parties will return or destroy confidential information of the other party
- Any payments made in excess of work completed will be refunded to Client

ACCEPTANCE AND SIGNATURES

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By signing below, both parties acknowledge that they have read, understood, and agree to all terms and conditions set forth in this Agreement.

FOR HOMEPROZ:

Signature:  Date: 11/10/25

Printed Name: Sonny Jensen

Title: Owner

FOR HANSON.XYZ:

Signature:  Date: 11-19-2025

Printed Name: Brian Hanson

Title: Owner