



Go High Level Set Up

For:
Marsh Landing
Kristy Richland

Proposal # P10381
Date: 04/21/2026

Solutions: Objectives & Goals

Our objective is to modernize the SPCA's outreach capabilities by implementing the HighLevel platform, specifically focused on enabling professional SMS/text message communication. To ensure maximum efficiency, our team will work to integrate HighLevel with the existing Players Club website, creating a unified system that streamlines data flow between your web presence and your communication tools.

By establishing this foundational technical link, we aim to provide the SPCA with a direct, high-speed channel to engage members while maintaining the ease of management through your current digital infrastructure. This setup will empower your team to send timely updates and alerts without the need for manual data entry across multiple platforms.

Go High Level CRM + Marketing Automation

Power Up Your Business: Elevate Your Marketing and Sales with HighLevel's All-in-One Platform!

| FEATURES | REPLACES | OTHER TOOLS | HighLevel |
|---------------------------|---|--------------------------|------------------------|
| CRM & PIPELINE MANAGEMENT |   | \$99/MONTHLY | ✓ |
| UNLIMITED SALES FUNNELS |   | \$297/MONTHLY | ✓ |
| WEBSITE BUILDER |    | \$29/MONTHLY | ✓ |
| SURVEYS & FORMS |     | \$49/MONTHLY | ✓ |
| EMAIL MARKETING |     | \$99/MONTHLY | ✓ |
| 2-WAY SMS MARKETING |    | \$99/MONTHLY | ✓ |
| BOOKING & APPOINTMENTS |    | \$29/MONTHLY | ✓ |
| WORKFLOW AUTOMATIONS |    | \$169/MONTHLY | ✓ |
| COURSES/PRODUCTS |   | \$99/MONTHLY | ✓ |
| CALL TRACKING |   | \$49/MONTHLY | ✓ |
| REPUTATION MANAGEMENT |    | \$159/MONTHLY | ✓ |
| TRACKING & ANALYTICS |  | \$299/MONTHLY | ✓ |
| COMMUNITIES |    | \$89/MONTHLY | ✓ |
| DOCUMENT SIGNING |   | \$47/MONTHLY | ✓ |
| GRAY-LABELED MOBILE APP | | UNIQUE TO HIGHLEVEL | ✓ |
| WHITE LABELED DESKTOP APP |  | \$5K + \$499/MONTHLY | Optional Add-On |
| OVERALL PRICE | | \$7,111 PER MONTH | \$297 PER MONTH |

Go High Level Fees (\$297 Per Month Starter Plan)

\$200 Subscription

\$2 per month per phone line

\$21 per month for text messaging service

.0031 per email sent

.0142 per text message

.0004 per call recording

.0018 per email notification

Estimate

| Item | Price | Qty | Subtotal |
|--|-----------------------------|-----|-----------------|
| <input checked="" type="checkbox"/> Funnels - High High Level: Setup Our team will set up your CRM for you. Includes: 5 hours of development time. Additional time may be purchased at request or add-on our Growth Plan for monthly campaigns. | \$900.00 One Time | 1 | \$900.00 |
| <input checked="" type="checkbox"/> Funnels - High High Level: Starter Plan (Monthly) All-in-One Platform for CRM, Messaging & Automation with 2 phone numbers to send up to 15k emails and 100 texts monthly. | \$197.00 One Time | 1 | \$197.00 |

Subtotal **\$1,097.00**

Amount due **\$1,097.00**

Project Terms

- New Client Agreement: Please refer to your New Client Agreement for all Terms & Conditions such as Mutual Non-Disclosure, Non-Solicitation, Copyright ownership, etc.
- Payment Terms: The 1st payment is due upon signing, The 2nd payment is due 30 days later, and the 3rd payment is due upon completion of the project, before launching. All recurring services are billed at the beginning of each month. See payment terms for additional information.
- How to Make Payments: You will receive an invoice from billing@fisheragency.com. You can pay by check or pay online with 3% handling fee. Please email billing@fisheragency.com if you wish to setup auto payments for recurring services.
- Monthly Payment: Recurring services are subject to a 5% annual increase. See payment terms for additional information. ACH payments are required for monthly billing. Monthly payment terms require 1-year commitment. The website ownership may be transferred after payment fulfillment.
- All recurring services are auto-renewed unless canceled. These services may be canceled with 30 days written notice after the website payment fulfillment.

Signature

Sign to accept this proposal, and then sign the Service Agreement that will be emailed to you after signing.

Job Title

Select date

Kristy Richland

 Signature