

Service Agreement

Marketing, Website & Brand Services — Big Foot Cleaning Solutions

This agreement is between **Wicko Waypoint LLC** of Farmington, Utah ("Wicko," "I," "me" — Scott Foster) and **Big Foot Cleaning Solutions, LLC** of Kaysville, Utah ("Big Foot," "you" — Joe Dunford & Celly), dated **July 23, 2026**. It covers the project described in the proposal at bigfoot.wickowaypoint.com/proposal, and it is written in plain English on purpose — it means what it says.

1. What I'm building for you

- **Branding (\$500):** an evolved Big Foot logo developed with your input; flyer, door hanger and business card designs; all delivered as editable Canva files you own, plus a training session on using and changing them.
- **Website + CRM (\$1,500):** a custom site of roughly 11+ pages (home, service pages, city landing pages), approximately two dozen preloaded SEO articles, quote forms with instant text notification and auto-reply, a customer/lead/job tracking system (CRM) with automatic review requests, Google Business Profile setup, domain and professional email setup, and phone-editable content throughout.
- **Social Media (\$500):** Instagram and Facebook business accounts set up and branded, a posting tool configured and demonstrated, a starter bank of post ideas, and training until you're comfortable running it.

2. How the work flows

Work begins immediately at deposit. The brand and the website are developed **in parallel** — you may request brand revisions in as many rounds as you reasonably want while the site is built alongside it. At the **lock-in**, when the finished website is in front of you, you approve the brand and the site together; the brand is then locked, the site finalized, and all files, logins and access handed over. Social media setup follows on the locked brand. Target timeline is approximately four weeks from deposit, dependent on timely feedback and materials (photos, logins, service details) from you.

3. Payment

Milestone	Amount	When it's due
Deposit — work begins	\$750	On signing / today
Lock-in — brand approved + site live & handed over	\$1,250	At the lock-in
Social — accounts & tool live in your hands	\$500	On social handover
Project total	\$2,500	

Payment by card (Stripe), check, or Venmo. After launch, optional monthly service: **\$25/month** (hosting, CRM, review engine, email forwarding, self-service phone editing) or **\$75/month** (the same, plus Wicko making edits on request, same-day). Real email inboxes are **\$10/month each**. Monthly plans may be switched or cancelled anytime with notice before the next billing date; no long-term commitment.

4. You own everything

Upon payment for each phase, you own its deliverables outright: the website and its content, the domain, the brand and Canva files, the social accounts, and your customer data. Wicko retains the right to reuse general techniques, code patterns and know-how, and to show the finished work in Wicko's portfolio (happy to skip that if you prefer — just say so). Until a phase is paid, its deliverables remain Wicko's.

5. Revisions and changes

Reasonable revision rounds are built into every phase, and 30 days of post-launch tweaks are included. Work meaningfully beyond the scope in Section 1 (for example, additional service lines, e-commerce, or new print pieces after the lock-in) will be quoted separately in writing before any of it is built — no surprise invoices, ever.

6. Cancellation

Either of us may cancel with written notice (text or email counts). If you cancel, you pay only for phases already delivered plus work completed on the phase in progress, and you receive everything that's been paid for; the deposit is credited against that amount and any unearned remainder of it is refunded. If Wicko cancels other than for non-payment, all completed work transfers to you and any unearned payments are refunded.

7. The ordinary sensible stuff

You're responsible for the truthfulness of business information and for having rights to materials you provide. Wicko builds in good faith but can't guarantee specific rankings, lead counts or revenue — anyone who guarantees those is lying. Third-party costs (ad spend, Canva Pro if wanted, Fastmail seats beyond the monthly plan) are yours and always disclosed first. Neither party is liable for indirect or consequential damages, and total liability under this agreement is capped at fees actually paid. This agreement is governed by Utah law; anything we change later, we'll change in writing (text or email counts). This document plus the proposal page is the whole agreement.

8. Acceptance

This agreement may be accepted by signing below, **or** by paying the \$750 deposit — either constitutes full acceptance. An electronic or typed signature, or a text message stating agreement, is as valid as ink.

Joe Dunford — Big Foot Cleaning Solutions

Date: _____

Scott Foster — Wicko Waypoint LLC

Date: _____

Celly — Big Foot Cleaning Solutions

Date: _____