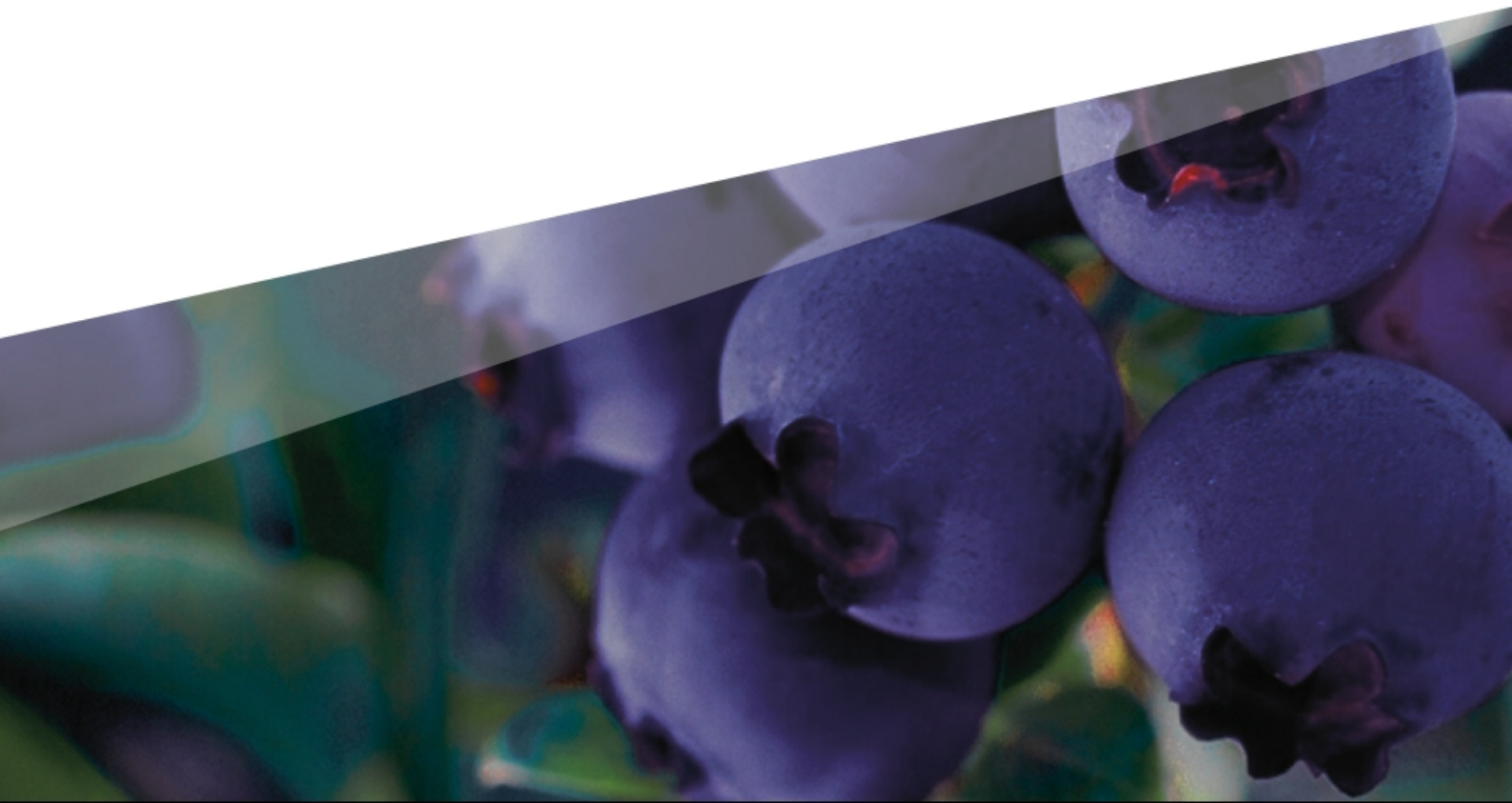




Starberry®

# Bespoke Enterprise Website Proposal & Contract for Chestertons MENA

Design & Development





Create Awesomeness. Deliver Results.

**Starberry**

## INCREDIBLE WEBSITES, BUILT TO CONVERT

*A new lightning-fast website to boost your digital footprint, connect with customers, and drive qualified leads.*

<https://www.youtube.com/watch?v=ObVfSU-BT00>

Hi Draveen,

We're Starberry, your full-stack digital agency.

Let's create Chestertons MENA an awesome new website with the latest features to increase online leads and give your customers an amazing experience.

Note: This proposal assumes that we will have designed and developed the Chestertons.com Global website first and we will make use as much of the design system and front and backend code elements as possible.

Read through our proposal, and if you like what we're about at Starberry, you can use our 'E-Sign' system in your proposal to accept and get the ball rolling.

# Website Design & Development Proposal



## Starberry

# CREATE AWESOMENESS, DELIVER RESULTS WITH STARBERRY

*We're a decentralised constellation of digital creatives and tech gurus working with global clients in real estate, proptech, and property finance.*

Starberry is a lean and agile agency with global clients, committed to delivering outstanding results through superbly crafted websites, brand strategy, and digital marketing campaigns for over 30 years.

Digital and remote first, we are seamlessly connected by a wealth of cloud-based collaborative tools that make working with us a breeze. At the heart of Starberry is an experienced management team directing more than a hundred experts.

As part of the nurtur group, our core processes cover discovery, design and development with the aim to deliver and delight. With over 150 clients spread all over the UK, Middle East and the Rest of the World, you'll be in excellent company.

We've won some awards too:

- Best Large Estate Agency Supplier 2021
- Voted Best Large Supplier and Rated Exceptional in the Best EA Supplier Guide 2021 compiled by Property Academy and supported by Kerfuffle

**Website Design & Development Proposal**

# Starberry Website Architecture (Jamstack)

## Next.js:

Next.js is a modern React framework used to build fast and reliable websites. Unlike traditional static site generators, Next.js supports both static and dynamic content, allowing pages to be generated during the build process or updated on demand. This ensures the site can deliver fresh content without requiring full rebuilds each time.

Next.js outputs highly optimized HTML, CSS, and JavaScript, providing a smooth and consistent browsing experience across devices. It also integrates efficiently with APIs and headless CMS platforms, making content delivery streamlined and flexible. Based on project size and traffic, Next.js sites can be deployed on Vercel or self-hosted environments, offering a scalable and future-ready solution.

## Strapi:

Strapi is a headless content management system (CMS) and API provider. It serves as the back-end for your web application, allowing you to define content models, create and manage content, and expose that content through a RESTful or GraphQL API. Strapi's flexible content structure makes it ideal for various types of projects, and it enables content editors to update the website's content without having to interact with the codebase directly. We have chosen to create the backend CMS using Strapi on Digital Ocean, offering the following benefits:

**Live Preview:** Strapi 5 supports Live Preview, allowing content editors to view changes in real time within the website before publishing.

**Droplet Resizing:** We can easily adjust resources by resizing droplets to match the application's demands.

**Scalability:** Droplets can be scaled up or down based on our needs, with pre-configured plans or custom droplets.

**Snapshots and Backups:** We can take snapshots of droplets for backups or replication.

**Monitoring and Alerts:** DigitalOcean provides monitoring features to track droplet performance and set up alerts based on predefined conditions.

**Data Center Locations:** With multiple data centres worldwide, we can deploy droplets closer to the audience for better performance.

## Vercel:

Vercel is a leading hosting and deployment platform designed specifically for modern React frameworks like Next.js. It provides seamless integration with Git-based workflows, automated deployments, global CDN delivery, and built-in performance optimizations. Vercel ensures that websites load quickly, remain stable under high traffic, and stay secure with features such as automatic HTTPS and advanced edge caching.

We are using Vercel for our frontend hosting and deployment. Vercel offers several advantages:

**Global CDN and Performance Optimization:** Vercel's global edge network delivers content quickly to users around the world. It automatically optimizes assets and handles caching to enhance overall site speed and reliability.

**Scalability and Security:** Vercel is built to scale effortlessly as traffic grows. It takes care of essential security elements such as HTTPS, SSL certificates, and protection against common threats

**Smooth Integrations:** Vercel connects easily with development tools, analytics systems, and headless CMS platforms, making the workflow streamlined and efficient

**Easy Deployment and Continuous Integration:** With automated builds and deployments triggered directly from the repository, Vercel ensures a smooth CI/CD pipeline—reducing delays, manual steps, and the risk of deployment errors.

### Combining Next.js, Strapi, and Vercel:

Here's how the updated architecture works together:

#### Front-end with Next.js:

Developers use Next.js to build the front-end application. Next.js can fetch content from Strapi during build time or on demand, creating optimized pages that load quickly and deliver a consistent user experience. Its React-based framework allows for highly flexible and customizable UI development.

#### Back-end with Strapi:

Strapi acts as the content management system. Developers define content structures and manage data through Strapi's admin interface. Content is exposed via REST or GraphQL APIs, which the Next.js frontend consumes.

#### Continuous Deployment on Vercel

Whenever code changes are pushed to the repository, Vercel automatically

triggers a new build and deploys the updated version. It hosts the front-end on its global CDN, ensuring fast and reliable delivery. Dynamic features and API interactions run smoothly thanks to Vercel's optimized infrastructure.

With this architecture - Next.js + Strapi + Vercel - you get a fast, secure, scalable, and content-driven web platform. This combination allows teams to manage content easily, deliver excellent performance to users worldwide, and maintain a smooth development and deployment workflow.

### **Database: (MYSQL):**

Our database setup involves MySQL Master-Slave replication, offering the following advantages:

**Increased Reliability:** The replication provides fault tolerance, ensuring continuous data access even if the master server fails.

**Data Redundancy:** Data is replicated across multiple servers, minimising the risk of data loss due to hardware failures or other issues.

### **Content Management:**

We use the Strapi 5 admin panel to add, edit, and manage content across the website. Content changes are delivered to the Next.js front end via APIs and rendered dynamically or statically as required, without reliance on a legacy static site rebuild model.

#### **Strapi 5 Live Preview**

Strapi 5 introduces Live Preview functionality, allowing editors to see content changes reflected instantly within the website layout before publishing. This provides confidence when editing high-impact pages, reduces publishing errors, and significantly improves editorial workflows across large content estates.

This headless approach keeps content management fully decoupled from the presentation layer, making the platform faster to maintain, easier to scale, and safer to evolve over time.

We use the Strapi 5 admin panel to add, edit, and manage content across the website. Content changes are delivered to the Next.js front end via APIs and rendered dynamically or statically as required, without reliance on a legacy static site rebuild model.

**CRM:**

Data is imported and updated from and to the Vebra CRM using the importer plugin through the available API.

**3rd Party Integration:**

3rd party integration like Google Review, Leadpro, Payment Gateway, etc is done through middleware/plugins.

**Algolia:**

Algolia is a powerful search-as-a-service platform that provides developers with an easy way to implement lightning-fast and highly relevant search functionality into their web and mobile applications. It offers a range of search-related features and capabilities, making it an attractive choice for various search use cases.

Algolia's ease of use, speed, and robust features have made it a popular choice for developers looking to enhance the search experience in their applications, websites, and e-commerce platforms. Its powerful search capabilities can significantly improve user engagement and satisfaction by helping users quickly find the content or products they are looking for.

**Pingdom:**

Pingdom is a website monitoring and performance testing service. It offers a suite of tools to help website owners and developers monitor the availability and performance of their websites, web applications, and servers. The main features of Pingdom include uptime monitoring, real user monitoring, transaction monitoring, and page speed testing.

**Mailgun:**

Mailgun is an email service provider that offers a set of APIs for sending, receiving, and tracking email messages. It is commonly used by developers and businesses to handle transactional email, marketing campaigns, and other email-related tasks. Mailgun provides a reliable infrastructure and features to ensure the successful delivery of emails.

Key Features of Mailgun includes Email Sending, Email Tracking and Email Validation.

Mailgun is commonly used by startups, small businesses, and larger enterprises that need a reliable and scalable email infrastructure for their applications, transactional emails, and marketing campaigns. Its user-friendly API and extensive features make it a popular choice for developers looking to handle email functionality without the complexity of managing their own mail servers.

## **AWS and Amazon S3:**

Amazon S3 (Simple Storage Service) is an excellent choice for storing media files on AWS. It provides a reliable, scalable, and secure solution for storing and serving images and other media files for websites.

### **Image Processing :**

By leveraging AWS Lambda and Amazon API Gateway we have developed an application to perform image processing tasks on-the-fly. For example, we can resize or crop images dynamically based on the user's device or screen size. This way, we can serve appropriately optimised images to enhance user experience and reduce loading times.

By using Amazon S3 for image storage, we ensure that your images are securely stored, highly available, and easily accessible to users around the world. S3's scalability and durability make it an ideal choice for hosting images of any scale, from small applications to large websites



## A PROVEN PROCESS

*Through understanding your brand story, goals, and customer journey, we deliver not just a website but a lead generation powerhouse.*

### our process

#### **STEP 1 Discover**

We kick off by discovering who you are, uncovering your brand story, and defining what your ideal website design should deliver.

We look at your customer journeys – how do your customers find you, and what do they do once they get there? Then we discuss content prioritisation and the experience across mobile, tablet, and desktop.

Once we have all the information about your brand and business goals, we can create a design that resonates with the people you want to work with.

#### **STEP 2 Design**

Our designs are always influenced by generating and capturing leads. While there is a common theme, we create something unique to your business.

The UX and design team create rapid prototype wireframes to display

each page's structure and visual hierarchy. They will also devise a unique pattern library for your website to identify fonts, colours and base elements.

### **STEP 3 Create**

Once your design is locked-in, we construct the website.

You'll be able to provide us with images and copy at this stage, or we can help write SEO content and source images at an additional cost.

Our technology is modular by design to allow for easy expansion of your website as necessity permits.

### **STEP 4 Build**

Once we have gathered the copy and images, we will build your website. Once created, you can test it and give your feedback.

**The coded website will include the following:**

- 1. Access to the content management system (CMS):** Update and manage your pages.
- 2. Performance optimisation:** Device-targeted graphics and content for high-speed load via our custom content delivery network.
- 3. Searchability Enhancement (SEO):** Our team follows best SEO practices to get your website noticed from day one. We consider everything from page titles to sitemap creation and keyword positioning.
- 4. Technical Standards:** Our core technology stack ensures the performance and delivery of your site.
  - XHTML / HTML5
  - CSS / SaSS
  - Javascript/Jquery
  - Content Management System
  - Content Delivery Network
  - Minified code
  - Mailgun for reliable email delivery from the website

#### **SITE USABILITY AND BROWSER COMPATIBILITY**

Here is the list of browser versions and devices supported for your reference.

## STEP 5 Launch

Operating to a checklist we've curated over the years, everything gets done -- and in the correct order.

On launch day, a complete team is always available to sort out any issues and ensure everything goes smoothly.

## OUR TIMELINES

<b>Approx within 2 weeks</b> from Date of Approval	1. Project Kick-Off
<b>Approx between 2-3 months</b> from Kick-Off	2. Design Completion
<b>Approx between 5-6 months</b> from Approval	3. Website Completion

**Website Design & Development Proposal**



# Starberry

Your New Website  
"A Lead Generation Powerhouse"

## INCREDIBLE WEBSITE. MORE CONVERSIONS.

*Helping you stand out in the market by pushing the boundaries in website performance, design, and functionality.*

Your new website will be a fully functional, SEO-compliant, responsive lead-generation powerhouse with a CTA on every page.

### WEBSITE STRUCTURE

Homepage: Top navigation, hero image/video or carousel, additional modules to showcase blogs, news and testimonials, access to search results, office pages and enquiry forms/sign-ups.

### RESIDENTIAL

**Residential data feed:** Starberry will manage the integration with your CRM to receive the data feed for residential sales and lettings properties for the website.

**Residential search results:** We will include relevant search criteria such as regions, areas, and street names. We will display results as a list or grid and map or as a hybrid (list and map.)

**Residential filtering:** With the results presented, we offer the following filter options as standard:

- Keyword search (Street, areas, postcode)
- Property type filter
- Price range filter
- Bedrooms filter
- Tenure filter (Only lettings)
- Status filter (Sold or let)

**Residential full details:** The page showing the property's full details will give the viewer helpful information while also working as a call to action and lead generation tool.

Chestertons MENA will be able to display the following on the full details page:

- Partial address
- Price qualifier
- Photos (slideshow) with the ability to enlarge images
- Swipe action on tablets and mobile phones to move to the next/previous image
- Property description
- Provision for floor plans and brochures
- Map
- Agent details
- Clear contact details and action items (enquiry forms)
- Video and virtual tours
- Clean human-readable URLs for search engine optimisation

## COMMERCIAL

**Commercial data feed:** Starberry will manage the integration with your CRM to receive the data for commercial sales and letting properties.

**Commercial search results:** Property searchers can search by region, area, and street name with a predictive display. Results will display as a list, grid and map, or a hybrid (list and map).

**Commercial filtering:** Users will be able to filter the results by the following:

- Street search
- Area search (Polygon, postcode and radius)
- Property type filter (Example - office, retail, industrial)
- Price range filter
- Status filter (Sold or let)

- Size filter, e.g. sq. ft or sqm

**Commercial full details:** Users can see further information about the property and contact your company.

Chestertons MENA will have the option to display the following on the full details page:

- Partial address
- Price/price qualifier
- Photos (Slideshow) with the ability to enlarge images
- Video tour
- Swipe action on tablets and mobile phones to move to the next/previous image
- Property description
- Provision for floor plans and brochures
- Map
- Lister details
- Clear contact details and action items (Enquiry forms)
- Clean human-readable URLs for search engine optimisation

## NEW HOMES AND DEVELOPMENT/OFF-PLAN PROPERTIES

**New homes/Off-Plan Properties data feed:** Data about the new homes/off-plan properties will feed through to the website from the CRM.

**Starberry will design and produce visuals for the following:**

1. Development listing page
2. Individual development page

**New homes/Off-Plan Properties landing page:** List all the new developments/off plan properties with a map view.

**Development landing page:** Each development page will have the following:

- Overview (Overview of the development with images)
- Specification (Specifications of the developments)
- Location (Show location of development)
- Availability (Show all properties available in the development)
- Brochure (Download and view online)

**Actions/Data Capture includes;**

- Book a viewing
- Call me back
- Tell a friend

- Download brochure

## MASTER STATIC CONTENT PAGE

A layout covering multiple modules, e.g. image gallery, testimonials and people modules, blogs/news carousels, concertina reveal more modules, bullet-point lists, etc., will house static content. You can use this page layout for all the landing pages and the static section of the website, e.g. 'Area guides' and 'About us.

## TEAM and BIO

We will provide a teams section for you to populate. Profiles for select team members can be created.

## NEWS / BLOG

We will provide a news/blog section for you to populate. News/blog articles can be shared on social media by users.

## CONTACT US / OFFICE PAGE

This page will have the following details:

- Office description
- Office address – Map segment and links to directions
- Areas covered
- Office hours
- Contact form

We will add CTAs above the fold to allow the user to contact you easily.

## FORMS AND EMAIL

At Starberry, we will develop all forms for the website as agreed in the wireframe and design stage. All forms have spam filtering techniques to eliminate unwanted messages.

## EXTERNAL LINKS

The following section on the existing website will link to the relevant external links.

## MAPS

Google maps are to be used on the website and where possible, static maps will be used.

**Note:** Chestertons MENA to set up a Google Cloud Account and provide Starberry with the required API Keys. All Google charges for using the map are to be paid directly by Chestertons MENA.

Google Map Pricing Details are as follows

- <https://cloud.google.com/maps-platform/pricing/sheet/>

**Website Design & Development Proposal**



**Starberry**

Adding the right custom features could ensure your visitors **have a good user experience**

## GET AHEAD WITH ENTERPRISE-LEVEL WEB FEATURES

*Through carefully selected integrations, you'll have all the features of a global giant, allowing you to take the lead in your local market.*

### Website features and integrations

#### **DYNAMIC SEO**

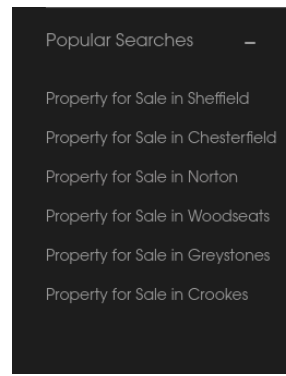
Starberry to generate dynamic SEF URLs based on a defined criteria/structure to increase the number of indexed pages and help with search engine visibility, ranking and click-through rates from search engines.



#### **Example Structure:**

- **Area Search Tree :**  
The area search tree will provide the content for the property type + region search phrases

- Page Title: "(Property Type) (Action) in (Region) | [Client Company]" e.g. Houses for sale in [Client Region] | [Client Company]
- Page Meta Description: "(Region) estate agents [Client Company] specialize in property in (Region). Click to see our current (Property Type) (Action) in (Region)" e.g. [Client Region] estate agents [Client Company] specialize in property in [Client Region]. Click to see our current Houses for Sale in [Client Region].



[Redbrik](#)

Similarly, the following sections will contain relevant dynamically generated links:

- Homepage Footer
- Full Details Footer
- Office Pages Footer
- Sales & Lettings Pages Footer

## MY ACCOUNT (LITE)

[McCone Properties](#)

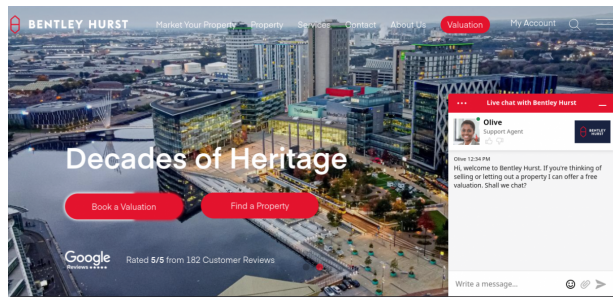
Searchers can create an account. On their account, they can:

- Registration and Login Sections (incl. social sign-on)
- Save Property and Save Search functions
- Email Alerts to send out properties that match saved criteria
- One-click unsubscribe feature on the email alerts
- Simple forgotten password process

## ONLINE/LIVE CHAT

Starberry to integrate the client's online/ live chat functionality into the website.

**Note:** All 3rd party application charges to be paid directly by Chestertons MENA.



[Bentley Hurst](#)

## ONLINE PAYMENT INTEGRATION

**Payment Details**

Enter Amount (£)\*

Invoice Number or Reference Number\*

**Card Details**

Powered by stripe

VISA MasterCard AMERICAN EXPRESS

Card number MM / YY CVC

[John Shepherd](#)

Starberry to integrate with Stripe payment gateway provider via their API to enable electronic payments on the site.

**Note:** All 3rd party application charges to be paid directly by Chestertons MENA.

## PROPERTY CALCULATORS

Property Price	Deposit	Duration (Years)	Interest Rate (%)	Monthly Repayment
£500,000	£1,000	10	3.5	£4,934

Need help or ready to get started with your mortgage? [Speak with our broker](#) →

Property Type	Purchase Price	Buyer Type	Stamp Duty
Residential	£500,000	First Time Buyer	£10,000

You have to pay stamp duty:

0% between £0 and £300,000      5% between £300,000 and £500,000

**Your effective stamp duty rate is 2%**

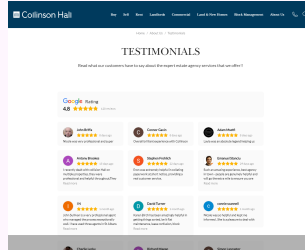
Starberry to design and develop mortgage calculator, and rental yield calculator.

## [LambornHill](#)

(Navigate to any Property Details page)

### REVIEW PLATFORM INTEGRATION

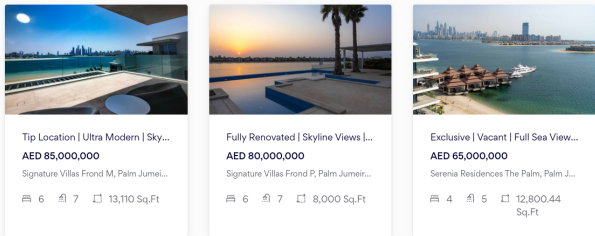
Starberry to integrate with one review Widget.



## [Collison Hall](#)

### SIMILAR PROPERTIES

Similar properties that may interest you...



Show similar properties on the full details page based on area, price, property status, featured property and postcode.

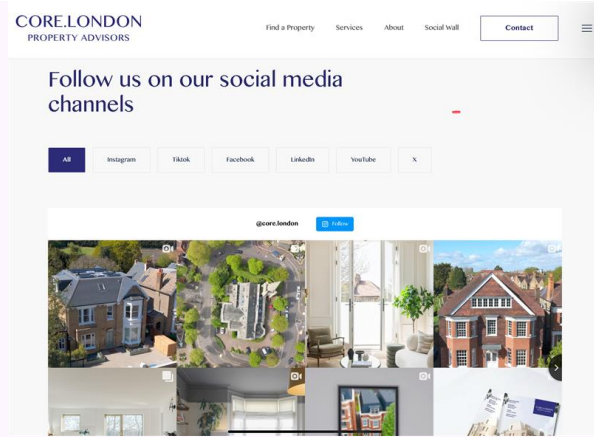
## [Exclusive Links](#)

(Navigate to any Property Details page)

### SOCIAL WALL

Starberry to create a social wall pulling in updates from a social channel and displaying it in one location.\*

**Note:** All 3rd party application charges to be paid directly by Chestertons MENA.



[Core London](#)

## CONTENT & IMAGES

### COPY

From the keyword research provided by our SEO team – we can write the copy for the website, utilising a combination of AI and Human curated copy. We have made an assumption for the word count – but you can adjust this to suit your requirements.

### PHOTOGRAPHY (STOCK LIBRARY)

Chestertons MENA can supply images, or Starberry can help pick, choose and buy royalty-free photos for the website at an additional cost of £15 per image. This cost also includes the image processing fee.



## A WEBSITE THAT'S WORKING BEAUTIFULLY

*With digital creatives and tech gurus behind your site, you'll be digital-marketing ready.*

### **Understanding ROI and conversions**

We set analytics up in the background to make tracking simple.

- Google Tag Manager to track visitors and website performance
- Tracking for form opens and submissions
- Each page will have a unique URL

### **Successful SEO strategy**

Set up with best practices for SEO and usability in mind, your new website will be a perfect starting point for your SEO strategy.

As part of this project, we will create the following SEO tasks:

- Optimisation of page titles
- Optimisation of associated metadata/descriptions / H1s
- Alt tag (Image naming/descriptions) and hyperlink optimisation
- Robots.txt creation
- Keyword position/rank check the existing website as a

baseline measure.

- XML sitemap creation and submission

While rankings can see an initial dip as Google crawls and indexes the pages again, our proven SEO work will help you regain or improve your rankings.

## **Digital Marketing**

From detailed tracking to landing page creation, your new website will have everything you need for digital marketing.

Our digital gurus will be on hand at various project stages so that the website is marketing ready from go-live.

**Website Design & Development Proposal**



**Starberry**

**Supporting you all the way...**

## SUPPORT ALL THE WAY

*Committed to giving your project the love and attention it needs during the design, build, launch, and after going live.*

### **Collaboration is key**

We make sure everyone in the process is in the know using agile methodologies, weekly Scrum meetings and collaboration apps.

Expect to use the following apps when working with us:

- Project Management - [Monday.com](https://monday.com)
- Document Sharing - Microsoft
- Conference Calls / Screen Sharing - Teams
- Code Management & Version Control - GitHub

### **Team training**

Key members of your team will receive online training on how to update the website CMS and be given access to GTM, Google Analytics, Search Console, and site stats. You'll have complete CMS control of the following:

- All static content on the site
- All news/blogs

- All playlists that power the image rotators
- Some navigational menus and modules
- Staff and job opportunities

## Ongoing support

A successful website needs constant maintenance, support and evolution. We will maintain the website on a day-to-day basis. This support and maintenance will include ongoing support requests to explore and resolve the following:

- Help/support/advice with CMS
- Properties not showing or showing, missing properties, images, EPC and or floor plans due to upload issues
- Ongoing fine-tuning and amends to keyword search and refine - search results, plus tweaks to SEF URLs
- Adjustments to postcode areas for different office boundaries
- Agreed browser page formatting issues
- Adding in sub-navigation upon request

**Note:** *This does not include any new design work, creation of graphics/imagery and any responsive CSS and web development of any new pages.*

## Hosting

With our robust hosting infrastructure, we will set up and maintain a development environment, staging environment, and the live site—all code to be maintained and version-controlled through Git or Bitbucket code versioning systems.

### Monitoring

Starberry continuously monitors all websites. Every developer and project manager in all our locations are alerted via an SMS/email as soon as there is a problem. Getting the site up ASAP is a priority.

### Backup & Disaster Recovery

We manage backups for all our websites and databases. With our reliable cloud server setup, we can create/recreate servers quickly, providing an extremely reliable solution for all disaster scenarios.





## SMARTER INVESTMENT

*Discover the one-off and ongoing costs of having a lead-generating machine.*

The cost is paid per the payment plan when you sign your proposal, allowing us to crack on with developing your website and boosting your business (in line with aspects outlined in the Our Development Process and Project Timeline page).

**PLEASE NOTE:** *The one-off total cost does not include any optional website features. You may opt for the required features by checking the box on the line item; we will then add the feature's price to the one-off total cost.*

### Website Core Pricing

Discover	£720
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Research, content architecture and user experience planning.

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Create	£3,225
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From our research, Starberry will utilise the newly created design system from the Chestertons Global website and customise the pages required for the Mena website accordingly.

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Develop	£4,275
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Starberry will utilise the code base developed for the Chestertons Global website.

Technical development of the website, server and database set-up.

Implementation of Content Management System and Content Delivery Network.

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**Search** **£1,650**

Integration of Starberry's proprietary search engine

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**Data Feeds** **£1,275**

Implementation and testing of data feed.  
Set-up from MLS CRM  
- Residential Sales and Lettings  
- Commercial Sales and Lettings  
- New Homes

Note: We've assumed that we will utilise the similar configuration from the Chestertons Global website.

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**Off Plan Properties** **£1,135**

Design and produce visuals for the following;  
1. Off Plan Homepage  
2. Individual Development Page  
2.a Overview  
2.b The Apartments  
2.c Location  
2.d Availability

Note: We will repurpose the design and code from the Chestertons Global website

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**SEO & Analytics** **£1,570**

- Optimisation of Page Titles
- Optimisation of Associated MetaData / Descriptions / H1's
- Clean URL creation for all pages
- Google Keyword Tools Research
- Alt Tag (Image naming / descriptions) & Hyperlink Optimisation
- Robots.txt creation
- XML Sitemap Creation & Submission
- Implementation of Google Tag Manager, Search Console and Tracking setup

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**Project Management** **£2,800**

Client Partners, Lead and Support Project Managers. Training the required staff on the CMS. Production of all necessary user guides for administrators.

## Website Features

Following features can be built or integrated to the website at no additional cost unless mentioned otherwise.

### Online / Live Chat

OPTIONAL

Integrate the client's online/ live chat functionality into the website.

Note: The 3rd party software costs to be paid directly by Chestertons MENA to the supplier

### Property Calculators

OPTIONAL

Design and development of mortgage calculator.

Note: Any customisation would be at an additional cost

### Rental Yield Calculator

SELECTED

Design and develop a rental yield calculator.

Note: Any customisation would be at an additional cost

### Similar Properties

OPTIONAL

Display similar properties based on Area, Price, Property Status, Featured Property and Postcode.

Note: Any customisation would be at an additional cost

### Social Wall

OPTIONAL

Create a social wall to pull in updates from a

social channel and display them in one location.

Note: All 3rd party application charges to be paid directly by Chestertons MENA.

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<b>Dynamic SEO</b>	<b>£1,500</b>
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OPTIONAL

Generate dynamic SEF URLs as explained on the 'Website Features' page.

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<b>Online Payment Integration</b>	<b>£1,250</b>
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OPTIONAL

API integration with an Stripe payments solution, allowing you to be able to request payments via the website.

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<b>Multi Currency</b>	<b>£540</b>
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OPTIONAL

Include a multi-currency select box on Full Details & Search Results pages. Selecting different currencies will change the price of the property to the current equivalent value of that currency. The exchange rate to be calculated dynamically based on the latest.

Note: This may need a 3rd party integration if you want live currency rates.

## Website Content

<b>Content</b>	<b>5000 @ £0.35</b>	<b>£1,750</b>
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OPTIONAL

From the keyword research provided by our SEO team - we can write the copy for the website, utilising a combination of AI and Human curated copy.

We have made an assumption for the word count - but you can adjust this to suit your requirements.

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<b>Photography (Stock Library)</b>	<b>20 @ £15</b>	<b>£300</b>
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OPTIONAL

Starberry has not accounted for photography.

Starberry can use the images supplied by the client or can help pick, choose and buy royalty-free photos at an additional cost of £15 per image.

## Monthly Charges

### Hosting (Monthly)

£349 /month

There is a monthly charge for hosting, maintaining, monitoring and optimising the website's development, staging and live servers.

### TLC (Support & Maintenance)

£320 /month

Starberry to be responsible for overseeing and maintaining the website on a day-to-day basis.

**Note:**

This does not include any new design work, creation of graphics/imagery and any responsive CSS and web development of any new pages.

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**Monthly Total** £669/month

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**One-off Total** £16,650

£19,980 (inc. VAT)

**Monthly Total** £669/month

£802.80/month (inc. VAT)

## PAYMENT & Contract TERMS

- **12 Month Payment Plan**

- 12 equal payments - We send the the first invoice upon signing the agreement, and then we will issue an invoice each month

after that

- Payments due in advance by International Bank Transfer
- Hosting and support charges will start from the Go-Live date and will trigger the 24 month minimum contract term. (Auto-renewing)
- 3rd Party charges to be paid directly to the vendors.

At Starberry, we carefully plan all work. If there are excessive delays in receiving feedback, approval, content or imagery, Starberry will charge a nominal figure of £500 pcm to cover unplanned Project Management and additional costs.

**\*\*This proposal will expire in 60 days\*\***

**Website Design & Development Proposal**



**Starberry**

Approval Process  
**"Let's get this show on the road"**

*We'd love to get started and have you on board as a client, but before we can we need you to read over our terms and sign this Contract*

[Click to view our NurtUR T&C's](#)

Note: By signing this contract, I confirm that I have read and agree to the Payment Terms, Minimum Term, and the Terms & Conditions outlined above, which may be subject to future updates.

### No Paper, **No Fuss**

1. Simply type your name in the box below and click '**Sign Contract**'.
2. Finance will send the invoices from Nurtur Ltd.
3. You pay in advance by International Bank Transfer
4. We'll schedule in our initial kick-off call.

We can't wait to start getting results for you as quick as possible to reiterate that you made the right decision.

**Ben Sellers**

**Co-Founder**

**Starberry Ltd. - A Nurtur Company**

**Brindley House, Little Eaton, Derby, DE21 5EL**

**Client Contact Name - Draveen Ahamadeen**

**Designation - Digital & Tech Lead**

**Company Name - Chestertons MENA**

**Client Address - Office 2503, 74 Al Marsa St, Dubai Marina, Dubai, United Arab Emirates**

**Company Reg Number - TBC**

**Client Email Address - Draveen.Ahamadeen@chestertons.com**

**Client Mobile Number - +971549964443**



**Starberry**

**Words of Encouragement**

## HEAR FROM OUR BRAND CHEERLEADERS

*We can all go on and on about how  
great we are...  
but we believe Chestertons MENA  
should hear it from  
our happy clients.*

<https://www.youtube.com/watch?v=oR87BG-Fxts>

We have:

### **100's of clients across the globe**

We thrive off our customers' success. Receiving glowing testimonials after a launch of a new website or a successful content marketing campaign always resonates across our entire organisation.

We take feedback very seriously because we know that learning from previous mistakes and successes is the basis for us to meet our goal of delivering happiness.

client  
**Testimonials**



Both their 'digital build' side and their digital marketing team are excellent and responsive.

**Ian Preston** - Preston Baker



It was great to be able to work with an agency that intern worked well with our other partners to make sure that this came together seamlessly.

**Jo Fisher** - Bovingdons



Starberry has been our trusted digital partner for over a decade. It's rare to find a supplier with expertise in their field, plus, a full understanding of estate agency.

**Tony Robinson** - Robinson Jackson



Unlike so many other web companies they understand business and never lose sight of the fact that their task is to add value and produce a conduit between company and customer.

**Andrew Elinas** - Sandfords