

Website purchase agreement

Online checkout edition | \$497 one-time website package

Your package

This agreement covers your CouVibe website, included ongoing services, and Configuration™ bonus. Your checkout order identifies you, your business, and the applicable business segment. Read this agreement before selecting the agreement checkbox and completing payment.

Your investment

\$497 one-time flat fee. Payment is due in full at checkout unless CouVibe has expressly approved a different written payment arrangement displayed with your order before acceptance. There is no automatic monthly or annual CouVibe website management fee. Third-party charges and additional work are addressed on page 4.

Your included bonus

The Configuration™ Workbook plus one month of Configuration™ is included at no additional charge. Your bonus month begins when CouVibe provides access, unless a different start date is agreed in writing. No paid Configuration renewal is authorized by this purchase.

Your order details

Your submitted full name, business name, email address, selected segment, purchased scope, location coverage, payment arrangement, and any mutually approved special terms form the order record incorporated into this agreement. The scope is the website package described here for the business identified in your order; additional websites and locations require written scope approval.

Your domain preference, booking or POS provider, website materials, and other setup information may be supplied during onboarding. Launch timing is governed by section 10. These onboarding details do not change the price or expand the scope without written agreement.

How you accept

Enter your full name and client details, open or download this agreement, and affirmatively select the unchecked agreement checkbox. By then completing the purchase, you intend those actions and your typed name to be your electronic signature. You confirm that you are the client or are authorized to accept for the identified business.

The agreement takes effect when your acceptance and successful payment are recorded and CouVibe issues the order confirmation. For an expressly approved alternative payment arrangement, the agreement takes effect when CouVibe confirms the accepted order under that arrangement. A separate handwritten signature or CouVibe countersignature is not required for this online checkout process.

Agreement version: CV-497-2026-10-07-02. Keep the agreement and your order confirmation together for your records. CouVibe will provide an electronic copy of the accepted agreement and order details to the email address submitted at checkout.

Included in the \$497 offer

The following services are included for the client website and the business coverage identified in your checkout order, subject to the service terms and agreed third-party dependencies.

1 Website design and setup

Personalized website design: creation, configuration, launch, and reasonable refinement to reflect the client's brand, services, and identity. Includes a mobile-first layout adapted for phones, tablets, and desktop screens; client-specific copy and approved imagery; and connection of the client's own domain or personalized website address. Domain registration or renewal charges are separate unless expressly included in the special terms.

2 Content and customer connections

Business story, portfolio, services, and proof: implementation of the client's story, service menu or offerings, portfolio or gallery, and approved testimonials or reviews. Includes contact and inquiry forms, lead capture, contact details, maps, and social-profile links. Sector-specific content is described on page 3.

Booking and POS connections: connection of the client's existing booking page, POS, payment links, and other mutually approved third-party business links. Supported embeds may be used where the platform permits. Custom software integration, platform subscriptions, and payment processing are not automatically included.

3 Search and visibility

SEO and AI-search readiness: foundational and ongoing on-site search optimization, page titles and descriptions, relevant local-search content, and support for accurate Google-facing business information. Includes review and social-link integration and reasonable website support for announcements, specials, events, promotions, and booking or inquiry calls to action. No ranking, traffic, lead, or revenue result is guaranteed.

4 Hosting maintenance and direct support

Website hosting and maintenance: standard hosting for the agreed website, HTTPS where supported, routine technical upkeep, security and uptime monitoring, troubleshooting, and link maintenance. Includes ongoing ordinary content changes, service or product updates, image replacements, event information, prices, hours, and promotions. CouVibe remains reasonably available for requests, questions, and coordination. Major expansion and third-party costs are handled under the terms on page 4.

5 Configuration bonus

Included at no additional charge: the Configuration™ Workbook plus one month of Configuration™. Configuration helps align the person behind the business with the brand presented to clients, including identity, ideal-client clarity, and communication of value. The month begins when access is provided, unless a different start date is agreed in writing. This agreement does not authorize a paid renewal; any continuation requires a separate agreement.

Content for your business segment

The segment identified in your checkout order determines which content below applies. These are adaptations of the included website package, not separate websites or separate business packages.

Hair professionals

Hair portfolio or gallery; service menu and descriptions; stylist or salon story; client-supplied testimonials; contact and inquiry features; existing appointment-booking connection; and existing POS or payment links. The website connects the professional's identity, work, services, and booking journey in one branded destination.

Nail professionals

Nail portfolio or gallery; service menu and descriptions; nail professional or studio story; client-supplied testimonials; contact and inquiry features; existing appointment-booking connection; and existing POS or payment links. The website presents the professional's artistry, offerings, and client experience alongside the booking path.

Real estate professionals

Agent story and approved testimonials; buyer and seller journeys; lead capture and inquiry forms; client education; and a home-value inquiry experience. The home-value experience is an inquiry or consultation request unless another service is expressly agreed. Approved listing content and property-search links may be connected where permission and access are available.

IDX/MLS options: available by separate written scope and subject to provider availability, brokerage or MLS permission, and approval requirements. IDX/MLS licenses, subscriptions, data fees, and any additional integration cost are not included in the \$497 unless expressly stated in the special terms. No live MLS feed or automated valuation is promised by this agreement alone.

Other business segments

Business story; services or product information; gallery and client-supplied reviews where relevant; contact and inquiry features; and available booking, ordering, ticketing, POS, payment, or other mutually approved links. Any additional sector-specific deliverables must be agreed in writing.

Your setup information

Supply your booking provider, POS provider, service categories, portfolio materials, and any approved real estate provider options through the checkout form or onboarding. Additional fees or scope changes require written agreement before work begins.

Service and payment terms

These terms apply together with the package on page 2, the selected segment on page 3, and any mutually approved written special terms included with your order.

6 Investment and payment

The total investment is \$497. Payment is due at checkout unless a different arrangement has been expressly approved and displayed with your order before acceptance. The investment is non-refundable once work begins because it reserves production capacity and covers strategy, design, development, setup, and continuing service availability.

7 Ongoing service and price protection

The service relationship has no fixed expiration date unless a different term is expressly agreed in your order. The agreed investment will not automatically convert into a monthly or annual website management fee or increase on its own. Ordinary updates and maintenance within the agreed scope are included during the active service relationship. Nothing requires either party to continue the relationship indefinitely; termination is addressed on page 5.

8 Additional work and third-party charges

A materially expanded project, major rebuild, new website, substantial new system, additional location beyond the stated coverage, or third-party cost requires separate written agreement. Third-party charges, including domain registration or renewal, hosting upgrades, advertising spend, ticketing, booking, e-commerce, payment processing, IDX/MLS, or subscription-platform fees, are not included unless expressly stated in writing. Included hosting means the standard hosting for the agreed website; it does not include a client-selected paid platform subscription by default.

9 Client responsibilities

Client will provide timely access to accurate business information, approved images and branding, platform credentials or collaborator access when required, and feedback reasonably needed to complete the work. Client represents that it has permission to use all supplied content. Client will provide current service details, prices, policies, and any applicable brokerage-approved real estate content. Delays in access, content, approvals, payment, or third-party platforms may extend delivery or update timing.

10 Turnaround and communication

The standard website offer targets launch within 48-72 hours after required materials, access, payment under the agreed arrangement, and scope approval are complete. Any agreed project-specific timing will be recorded in the order confirmation or a subsequent written scheduling confirmation. This target depends on scope and third-party availability; IDX/MLS approvals and advanced integrations may require a separate schedule. Requested updates will be completed within timeframes mutually agreed upon, considering complexity, urgency, access, and dependencies. CouVibe will remain reasonably available for requests and coordination.

Ownership and acceptance

Online acceptance replaces the printed signature process for this checkout edition.

11 Ownership and portfolio use

After full payment, Client owns the final Client-specific website copy and visual presentation created under this agreement, excluding CouVibe's pre-existing systems, methods, reusable code, licensed materials, and third-party tools. CouVibe may display completed work in its portfolio and marketing unless Client requests otherwise in writing.

12 Termination

Either party may end ongoing services by providing fourteen (14) days' written notice. Termination does not require a refund of amounts already paid and does not transfer third-party accounts, licenses, or costs owned by CouVibe. Upon request, CouVibe will reasonably cooperate in transferring Client-owned website materials or access.

13 General terms

This agreement is the complete understanding between the parties concerning the services and investment described here. Changes must be made in writing and accepted by both parties. If a provision is unenforceable, the remaining provisions remain effective. Electronic signatures and counterparts are valid. Wisconsin law governs this agreement. Either party may seek independent legal review before signing.

14 Online acceptance and records

By entering your full name, selecting the agreement checkbox, and completing the purchase, you adopt that process as your electronic signature and accept this agreement for the business identified in your order. You consent to receiving this agreement and the order confirmation electronically at your supplied email address. You may download or print a copy before accepting.

CouVibe will retain the accepted agreement version, the client and business details, the selected segment and scope, the affirmative acceptance record with date and time, and the associated order and payment reference. CouVibe will provide the client an electronic copy of the accepted agreement and order details. Payment-card credentials are handled by the payment provider and are not part of the agreement record.

15 Special terms and changes

Any special terms must be mutually approved in writing and made available before acceptance. Entering a request in a form does not by itself expand the package or modify this agreement. Later changes require written acceptance by both parties. A later update to the publicly posted agreement does not automatically replace the version accepted with your order.

Checkout acknowledgment

I have reviewed and agree to the CouVibe Website Purchase Agreement, including the \$497 one-time price, included services, Configuration™ bonus, and applicable third-party costs. I am authorized to accept for this business and intend my typed name and checkout acceptance to serve as my electronic signature.