

MASTER WEB DEVELOPMENT & HOSTING AGREEMENT

Provider: SHIFT. Premium Web Design & Development

Effective Date: [Date]

Client: [Client Name]

1. SERVICES RENDERED & PRICING TIERS

SHIFT. provides premium web design, development, and engineering services. The Client agrees to one of the following structures:

- **Full Website Build:** £2,000.00 GBP (One-time payment).
- **Web App Build:** £5,000.00 GBP (One-time payment).
- **Annual Hosting & Domain Renewal: £100 GBP (Billed yearly).** This baseline fee is required to keep the website online and the domain registered. It applies strictly to clients who purchase a one-time build but decline the monthly **Priority Support** subscription.
- **The All-Inclusive Guarantee:** For clients actively enrolled in the **Current Market Rate** for the **Priority Support** (including the £0 Promotional Package), **all hosting, server maintenance, and annual domain renewal fees are 100% covered** by the monthly subscription.
- **The Loyalty Upgrade Path:** Clients who initially purchase the £2,000.00 GBP Full Website Build have the exclusive option to upgrade to the full Web App Build (including e-commerce, custom logic, and PayPal SDK integrations) at any future date. To honor your initial investment, existing clients will not be charged the full £5,000.00 GBP Web App fee; instead, they are entitled to a one-time upgrade fee of exactly **£3,000.00 GBP**

2. OWNERSHIP OF INTELLECTUAL PROPERTY & CODE

All source code, design assets, and digital architecture developed by **SHIFT.** remain the exclusive, permanent property of **SHIFT.** The Client is granted a license to use the website or web app while in good standing. Under no circumstances will source code, design files, or full website ownership be transferred, sold, or released to the Client.

3. THE PROMOTIONAL PACKAGE (£0 Setup / Priority Support)

Clients opting for the Promotional Package agree to a 12-month commitment.

- **Requirements:** The Client must provide a recorded video testimonial for **SHIFT.**
- **Cancellation & Buyout:** The Client may cancel this 12-month agreement early by paying the remaining balance of the contract in a single lump sum.
- **Post-Cancellation & Hosting:** Upon completing the 12-month term or paying the early buyout, the Client may choose to maintain their **Priority Support** subscription.

If the Client chooses to cancel **Priority Support** but wishes to keep the website online, they must transition to an **Annual Hosting & Domain Subscription** (billed yearly). If the Client chooses to fully exit and waives the annual fee, the website and domain will be taken offline permanently.

4. OPTIONAL HOSTING & MAINTENANCE SUBSCRIPTION

Clients who purchase a one-time build (Website or Web App) may opt into a **Priority Support** monthly subscription for premium hosting, maintenance, and **Priority Support**.

5. PAYMENT TERMS & DEFAULT

- **Applicability:** These default terms apply to any outstanding invoices, including one-time build fees, promotional monthly commitments, and annual hosting/domain renewals.
 - **Late Payments:** Payments not received within 3 business days of the due date are considered in default.
 - **Service Suspension:** **SHIFT.** reserves the right to take the website offline immediately during a default of any required hosting or promotional payment. Service is restored once the balance is cleared.
 - **Data Retention:** If a default remains uncured for more than 30 days, **SHIFT.** reserves the right to permanently delete the site data and release the domain.
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