SOPHRON
WEALTH MANAGEMENT

Website proposal.

Website design and build for Sophron Wealth Management.

Prepared for Steven Pipikakis

£3,200

Fixed website design and build fee

25 November 2026 · WK-SOP-251126

Hi Steven,

Thank you for sending the brief and brand sheet. You want the website to explain who you advise, introduce you and your specialist network, and help people decide whether to arrange a first conversation.

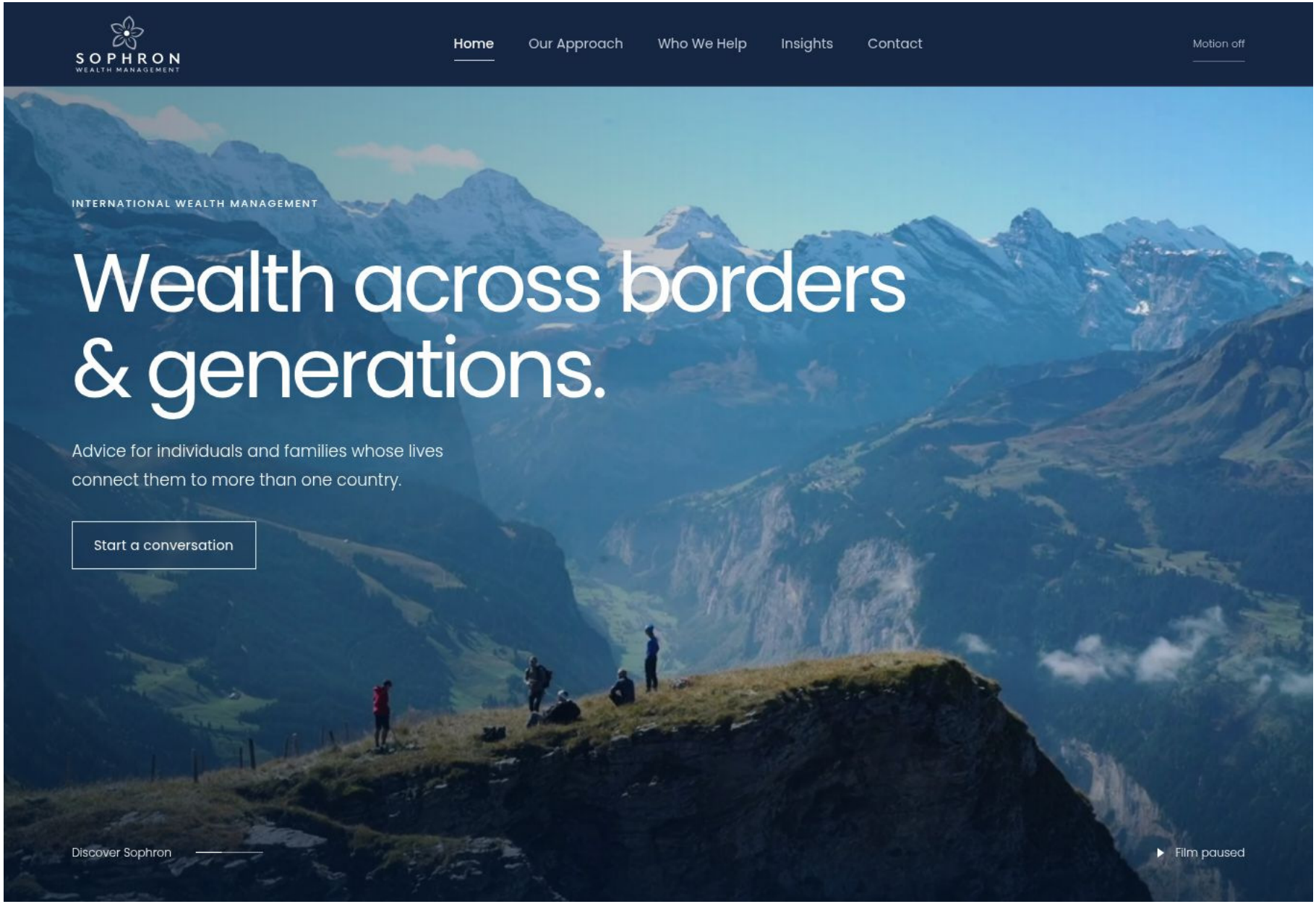
Aethel Helm Law is the lead design reference in your brief. I would use its changes between dark and light sections, large imagery and varied page layouts as a starting point, adapted to Sophron's navy, silver and white palette and Poppins type.

The Art & Science of Wealth, Living Wealth Plan and Lifetime Portfolio would structure the explanation of your advice. I would work with the copy you supply, help edit it for the page and build the five main pages and Insights section.

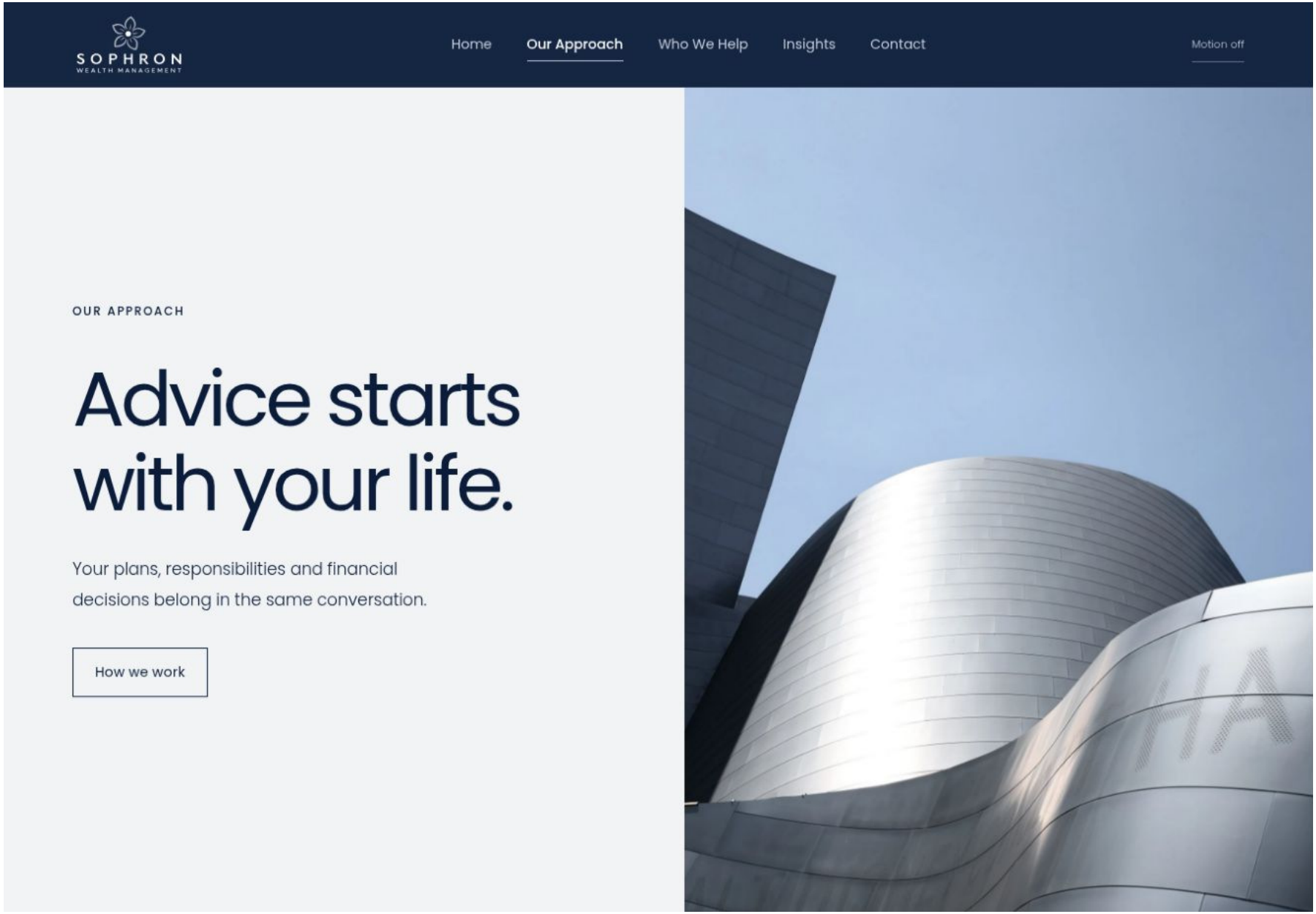
I recommend Wix Studio so we can design the desktop, tablet and mobile layouts and give you control of articles and routine edits. The proposal below sets out the work, fees and schedule for your January launch.

Katie

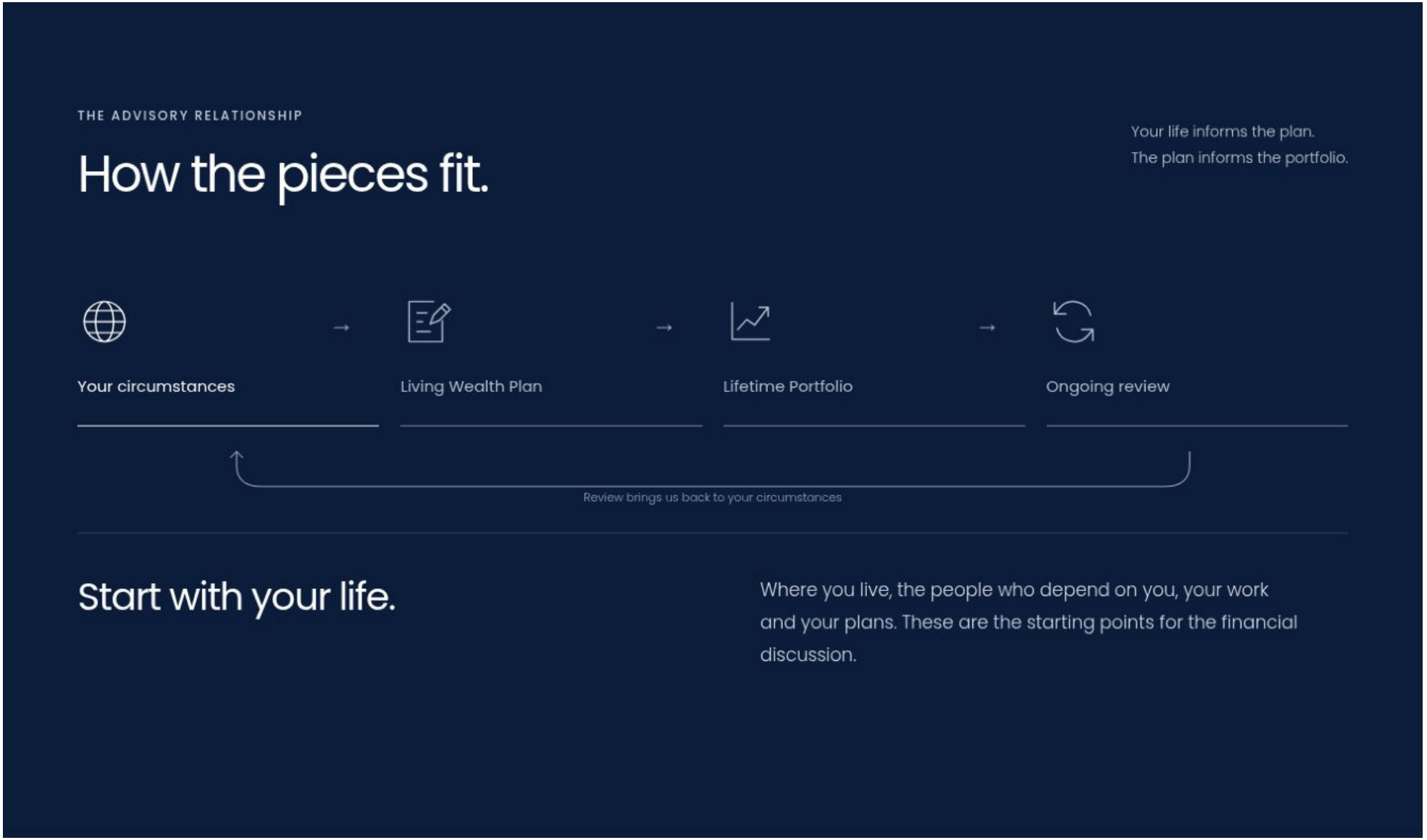
Five main pages, an Insights section and editing access in your own Wix account.



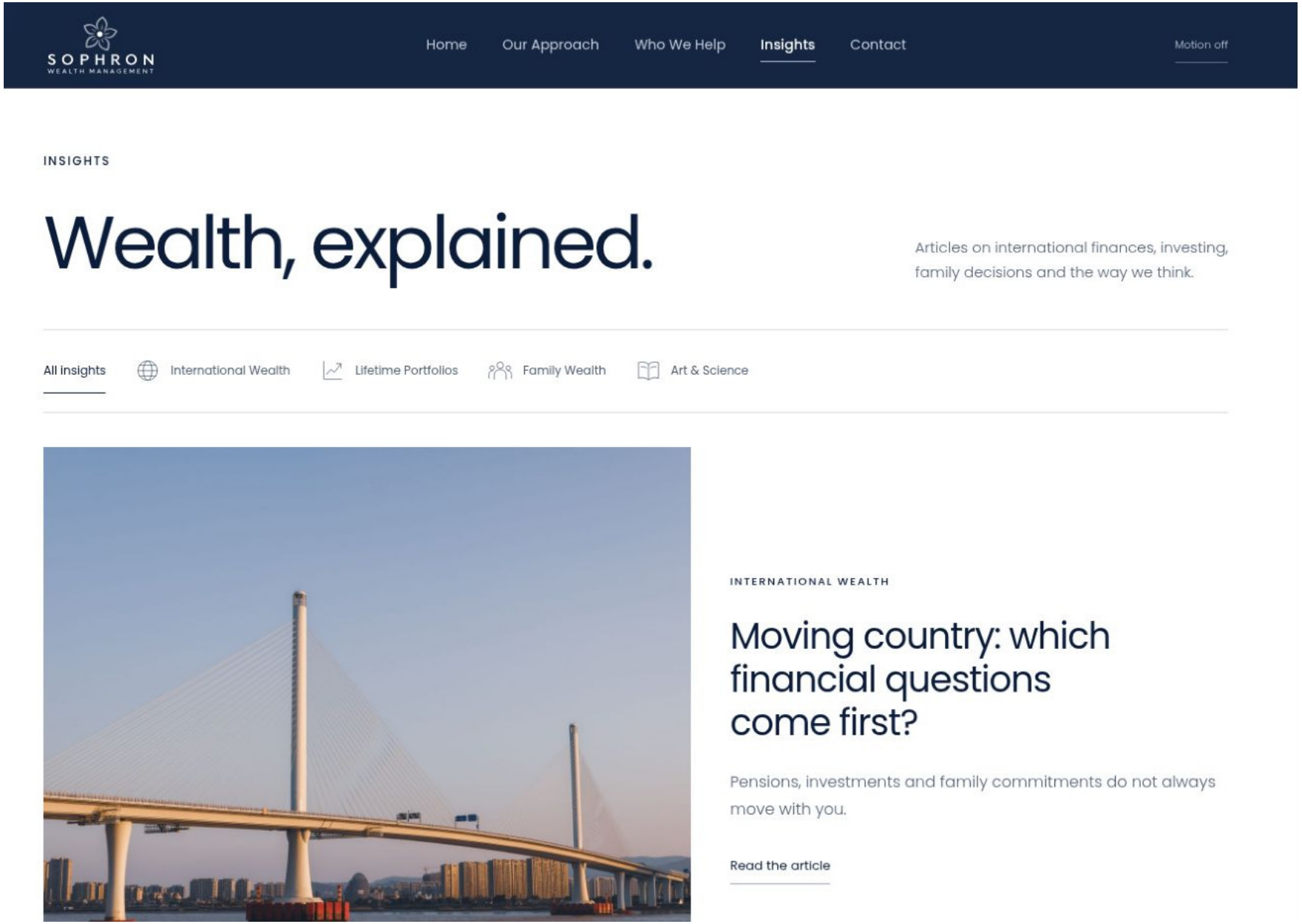
Homepage concept. Mountain footage, Sophron's positioning and navigation to the main sections.
Licensed alternative footage is shown; the preferred Wix film will be reviewed during the build.



Our Approach concept. Architecture imagery and an introduction to Sophron's advice, with navigation available at the top of the page.

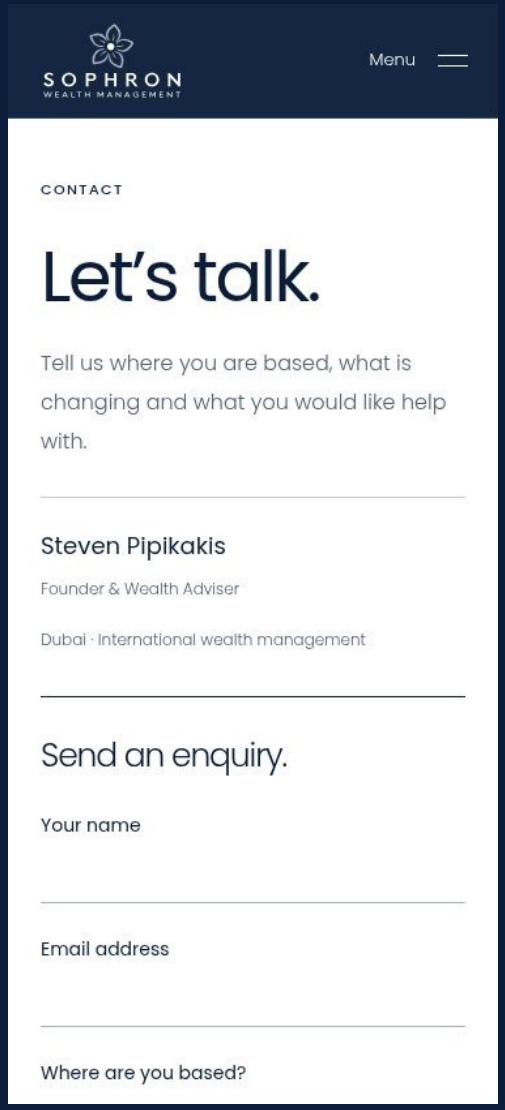


Your circumstances inform the Living Wealth Plan; the plan shapes the Lifetime Portfolio. Ongoing review connects both to changes in your life. The live preview includes tabs for the diagram.



Insights concept. Category navigation and article layouts for International Wealth, Lifetime Portfolios, Family Wealth and The Art & Science of Wealth.

Contact on mobile.



Visitors can introduce themselves and ask about working with Sophron.

The page includes Steven's role, an introduction to the form and labelled fields. The mobile layout uses a single column, with navigation available from the header.

The preview form demonstrates the layout and confirmation message. Inbox delivery will be connected and tested during the Wix build.

The five-page website.

The homepage would open with the mountain film and an introduction to your advice, philosophy and clients. Who We Help would describe the internationally connected senior executives, individuals and families you advise, using examples of their circumstances. Links to selected Insights and the Contact page would help visitors decide what to read next. Approved client stories or testimonials can be included if you supply them with permission.

Our Approach would bring together your introduction and experience, mission, vision and values, The Art & Science of Wealth, the Living Wealth Plan and the Lifetime Portfolio. It would explain the ongoing advisory relationship and introduce your Specialist Network, with up to five supplied profiles within the page.

Insights would be organised around International Wealth, Lifetime Portfolios, Family Wealth and The Art & Science of Wealth. A reusable article design and category navigation would help you publish and organise your writing, including the featured series It’s Different This Time and The Modern Family Office.

The Contact page would include an enquiry form, a confirmation message and delivery to your chosen inbox. Your email and LinkedIn details would be included, along with an existing booking link if supplied.

THE FIXED-FEE CONTENT ALLOWANCE

The fixed fee includes the five main pages, one reusable article template, upload of up to six supplied articles, up to five specialist profiles within Our Approach, and up to three supplied legal/disclosure pages. Additional pages, articles or separate profile pages can be quoted before work starts.

Build, editing and handover.

I would design and build the desktop, tablet and mobile layouts with readable text, colour contrast, visible keyboard focus and touch targets sized for mobile use. Insights would use Wix Blog, with the four categories and featured-series organisation in place, so you can publish articles and make routine changes yourself. The site and subscriptions would sit in your own account.

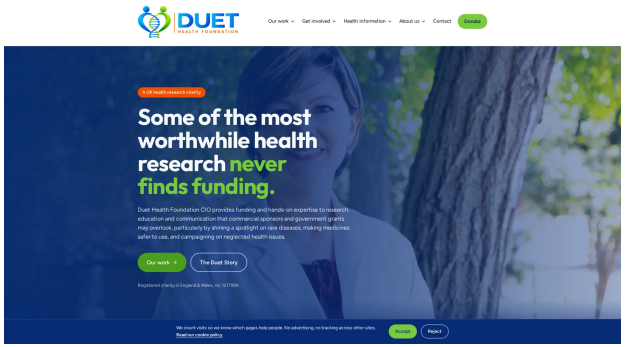
The search setup would include page titles and descriptions, headings, clean URLs, image descriptions, social previews and indexing checks, together with a Search Console connection if access is provided. The enquiry form would include platform spam protection, tested delivery and confirmation, with privacy and cookie settings appropriate to the selected tools. Sophron would supply and approve the policy and disclosure wording. Ongoing SEO campaigns and ranking guarantees are outside this quote.

When the site is ready, I would connect sophronwealth.com, first recording the existing DNS and preserving the Microsoft 365 email records. I would make only the website changes needed and check both the website and email operation after connection.

Before launch, I would check the forms, links, responsive layouts, media and domain settings. Handover includes a recorded 60-minute session and a short editing guide, followed by 30 days of technical launch support for faults in the delivered work.

Selected WebKatie projects.

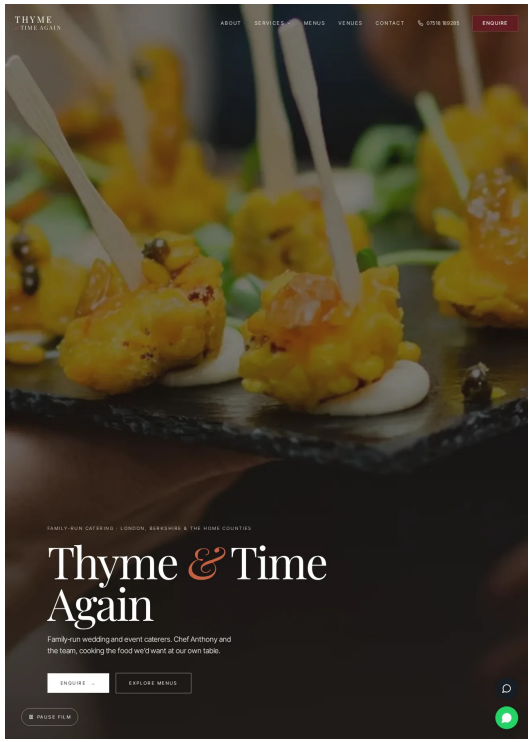
CHARITY · CUSTOM WEBSITE



Duet Health Foundation

A charity website that explains the organisation's work and gives supporters ways to get involved. It is relevant to Sophron's need to explain specialist work to people with different levels of knowledge.

HOSPITALITY · CUSTOM WEBSITE



Thyme & Time Again

A catering website with large food photographs, service information and enquiry links. It shows how photography and page layout can introduce a business before a visitor reads the detail.

PERSONAL WEBSITE · IN DEVELOPMENT



Nick Knowles

A personal website with project pages and professional enquiry links. Still in development, it shows an approach to presenting a person's work and experience.

January 2027 programme.

During 7-11 December, we would agree the page priorities, content structure and visual direction, with your core draft copy, brand assets and initial profile material supplied by 11 December. I would then present the homepage and key page direction during 14-18 December for the first consolidated feedback round, and confirm the media choices and any paid licences.

From 4-15 January, I would build the responsive site, set up Insights and populate the agreed content, followed by the second consolidated design review. Final copy, profiles and legal or compliance approvals would be due by 15 January. The following week, 18-22 January, would cover the final correction pass, form and device checks, search settings and owner training.

With the completed site approved and the balance paid, I would connect the domain and carry out the live checks during 25-29 January, working towards your target of being live by 31 January 2027.

TARGET LAUNCH

31 January 2027

Proposed programme, subject to the start slot being confirmed when booked. It assumes agreement and booking payment by 4 December, supplied material by the dates above and consolidated feedback within three working days. If content or approval dates move, I will agree a revised launch date with you.

Your project fee.

FIXED DESIGN AND BUILD FEE

£3,200

Design, website build, Insights, testing and owner handover.

Creative direction and content structure	£650
Website design and responsive Wix Studio build	£1,650
Insights, supplied content and on-page SEO	£500
Testing, launch and handover	£400

£1,600

To book the project

50% when the proposal and project agreement are accepted.

£1,600

Before launch

50% after the completed build is approved, before the site goes live.

Options and running costs.

OPTIONAL ADDITIONS

Embedded appointment booking

£150

Connect one existing booking provider or one standard appointment type, with timezone and confirmation testing. Provider fees or any required Wix upgrade are separate. A simple link to your existing booking page is already included.

Newsletter sign-up

£250

One sign-up form connected to your chosen mailing list, consent wording supplied by Sophron, and one branded acknowledgement or double opt-in message. Provider charges, campaigns and ongoing email management are separate.

PAID SEPARATELY OR AS NEEDED

For the Wix Studio subscription, allow £15-£30 a month, or £180-£360 a year if billed annually. This is a planning allowance rather than a provider quote. I would start by assessing Studio Basic for the core content site, then confirm the plan against storage, integrations, billing country and the current checkout price before purchase. You would pay Wix directly and continue your existing domain and Microsoft 365 subscriptions; a new email service is outside this quote.

Researching and selecting photography and footage is included. Any paid media licences, specialist photography or third-party apps would be additional only when agreed. The project includes 30 days of technical launch support, with future updates or ongoing support scoped separately when needed. There is no compulsory WebKatie monthly retainer.

Scope, revisions and ownership.

The project includes two consolidated design feedback rounds and one pre-launch correction pass within the agreed brief. Any additional design directions or changes to the agreed scope would be costed before work proceeds. Sophron would supply the core copy, profiles, contact details, legal and regulatory wording and the necessary permissions. Light editorial suggestions are included; full copywriting and specialist compliance advice are outside the fee. Launch would follow your written approval.

You would control the Wix account, domain and subscriptions. Agreed custom design work and supplied assets would be handed over after full payment, subject to the licences attached to third-party materials.

This phase covers the website described here. Client portals, financial calculators, bespoke software, ecommerce, multilingual versions, financial advice, ongoing content production and ongoing SEO campaigns would need a separate scope.

QUOTE VALIDITY

This proposal is open for acceptance until 9 December 2026. The January programme assumes booking by 4 December. Project dates and the final written agreement are confirmed at booking; no start slot is held by viewing this proposal.

Next steps.

What I will need from you

To begin, I would need your logo suite and original brand assets, core copy, founder information, final contact details and LinkedIn link. The content allowance covers up to five specialist profiles and six initial articles.

Sophron would also supply the approved legal and regulatory wording, together with permission for any client stories, testimonials or portrait photography you would like to use.

We would arrange access to Wix, the domain and any selected analytics, booking or mailing-list accounts, using collaborator access where possible. One point of contact for consolidated feedback and final approval would help keep the programme moving.

To book the project.

Reply to confirm the scope and any optional additions. I will then confirm the start slot and send the project agreement and booking invoice.

katie@webkatie.com

January programme: book by 4 December.
Quote valid until 9 December 2026.

REFERENCE MATERIAL

Sophron design brief v4 and brand sheet v1.0, November 2026. webkatie.com/portfolio and wix.com/studio/plans reviewed 25 November 2026. Aethel Helm Law is the lead design reference; Layla Barnies is the preferred film reference. Corient, Tyton and Pathstone are supplementary references. Concept media: Ricky Esquivel, Jess Chen, cottonbro studio, ++ LiN, Hao Liang, Sagar Ahire and Jonas Baumann / Pexels (pexels.com/license). Concept copy is illustrative; Sophron will approve final content, profiles, contact details, disclosures and media.