

Elkhorn Digital, LLC Platform

Fee Schedule

Effective October 14, 2026. Each Order Form uses the version of this Fee Schedule in effect on its effective date. Part of the Elkhorn Digital, LLC Master Services Agreement. Prices are in U.S. dollars and do not include sales tax.

Every plan is a custom website built for your shop, in a design style tailored to your brand with your logo, colors, photos, and words, plus a private admin dashboard and hosting, security, and updates handled for you. You own your business data and content. Elkhorn Digital owns the underlying platform.

Plans

Plan	What is included	Low start	Pay in full
Starter	Custom website in your choice of style; your logo, colors, photos, and copy; admin dashboard with change requests; contact section with your phone, email and address; unlimited change requests; hosting, security, and updates.	\$199 to start, then \$89/month	\$549 build, then \$59/month
Pro	Everything in Starter, plus: Custom Build Tracker (live job tracking, in-shop board, intake, automated status emails, project gallery), Customer Reviews, Bulletin, FFL Transfers, and Analytics Dashboard.	\$499 to start, then \$179/month	\$1,499 build, then \$129/month
Elite (by application)	Everything in Pro, plus: Shop & Payments (online catalog and checkout through your own merchant account) and Distributor Integrations. Currently offered by application while checkout and distributor sync are finalized. If Shop & Payments or Distributor Integrations are not available to you by the date stated in your Order Form, you may move to Pro and owe no Deferred Build Balance beyond Pro's.	\$799 to start, then \$329/month	\$2,999 build, then \$249/month

Two ways to pay

Low start. A small start fee, then a monthly fee that includes the rest of your build, spread over your monthly payments until it is paid off (the Initial Term): 12 monthly payments on Starter, 20 on Pro and 28 on Elite. Your Deferred Build Balance (the build fee minus your start fee) is \$350 on Starter, \$1,000 on Pro and \$2,200 on Elite. After the Initial Term you continue month to month at the same monthly fee. If you leave during the Initial Term, you owe only the unpaid part of your build, prorated; you never owe the remaining monthly payments. For example, a Pro customer who leaves after 6 monthly payments owes 14/20 of the \$1,000 deferred build, which is \$700. If you change plans during the Initial Term, the change is confirmed in an amended Order Form that restates your balance and credits what you have already paid.

Pay in full. Pay the full build fee up front and get a lower monthly fee, month to month from day one, with no Initial Term. If you plan to stay longer than the Initial Term, paying in full costs less overall.

Annual billing. Pay the monthly fee yearly instead and get 2 months free (10 months' price for 12 months of service). Annual billing is available on Pay in full, or on Low start after your Initial Term.

Price protection. Your monthly fee for your plan and add-ons will not go up during your first 12 months after launch.

Add-ons

Want one piece of a higher plan? Add it on its own. If several add-ons would cost more than the next plan, we may tell you and suggest the upgrade instead.

Add-on	Included in	Monthly	One-time setup
Custom Build Tracker	Pro and Elite	\$39	\$199
FFL Transfers	Pro and Elite	\$19	None
Customer Reviews	Pro and Elite	\$15	None
Bulletin	Pro and Elite	\$15	None
Analytics Dashboard	Pro and Elite	\$15	None
Shop & Payments	Elite	\$79	\$299
Distributor Integrations	Elite	\$79	\$499

Included with every plan

- Unlimited change requests for reasonable content and design updates, sent from your admin dashboard. New features or custom development are quoted separately. Reasonable use limits in the MSA apply.
- Your design stays the way you approved it. When we improve a design, you get a preview of your own site and decide whether to switch. Security and bug fixes are applied for you. Older design versions may be retired on 90 days' notice.
- Version history: earlier versions of your site can be restored on request.
- Your domain stays yours. Connecting it takes one DNS record.
- Your data stays yours, with a full export on request or when you leave.

Ground-up custom builds

If you need something that does not fit a plan, such as bespoke integrations or custom admin tools, it is scoped and priced as its own project.

Discovery and planning: \$750, credited in full toward the project if you move forward. The discovery fee is not refundable if you do not move forward.

After scope is set: a fixed project price, or \$125/hour with a not-to-exceed estimate billed against milestones. Typical range \$6,000 to \$25,000+. Minimum engagement \$5,000.

Custom builds are covered by a separate written statement of work that sets milestones, acceptance and ownership of the work.

Quotes

A written quote is honored if the Order Form is signed within 60 days of the quote.