

CONSULTING SERVICES PROPOSAL

William Thomas Design LLC

Business Advisory & Support

Prepared by Evan

February 2026

The Challenge

William,

Running a \$2M+ business solo is no small feat. You're handling sales, design, project management, subcontractor coordination, client relationships, finances, and marketing — all while trying to deliver exceptional work. That's a lot for one person.

The good news: you've proven you can do it. The challenge: doing everything yourself limits growth and leaves you stretched thin. At some point, the bottleneck becomes *you* — and that's not sustainable.

I'd like to offer my help. After 15 years of running my own company, I've learned a lot about what works (and what doesn't) when it comes to scaling a business, building systems, and avoiding burnout. This proposal outlines how I can support you.

What I Bring

- **15 years as a business owner** — I've been where you are and navigated the challenges of growth
- **Financial acumen** — pricing strategy, cash flow management, and knowing your numbers
- **Operational experience** — building systems, processes, and teams that scale
- **Network and connections** — relationships with builders, investors, and service providers
- **Outside perspective** — sometimes you need someone who isn't in the weeds to see clearly

I'm not here to tell you how to do landscaping — you're the expert there. I'm here to help with the *business* side so you can focus on what you do best.

Service Options

I'm offering two levels of engagement, depending on how much support you're looking for:

TIER 1: STRATEGIC ADVISORY

\$4,000 / month

Best for: You want a trusted advisor to bounce ideas off and help you think strategically, but you're handling day-to-day operations yourself.

What's Included:

- **Monthly strategy session** (90 min) — deep dive on business priorities, challenges, and opportunities
- **Financial review** — monthly P&L analysis, margin review, and cash flow guidance
- **Pricing strategy** — help you price projects profitably and competitively
- **Growth planning** — identifying opportunities (like the maintenance partnership we discussed)
- **Email/phone access** — ask questions as they come up (response within 24-48 hours)
- **Quarterly business review** — step back and assess overall direction

TIER 2: STRATEGIC + OPERATIONAL

\$6,000 / month

Best for: You want hands-on support to take things off your plate — not just advice, but help getting things done.

Everything in Tier 1, plus:

- **Bi-weekly working sessions** (60 min each) — more frequent touchpoints to stay on track
- **Operational support** — help building systems, checklists, and processes to streamline your work
- **Vendor/partner negotiations** — help you negotiate better terms with suppliers and subs
- **Hiring guidance** — when you're ready to bring on help, I'll assist with roles, job posts, and vetting
- **Marketing/social strategy** — support your wife's efforts with ideas and direction
- **Partner introductions** — connect you with people in my network who can help
- **Priority access** — faster response times and more availability

Comparison

Service	Tier 1	Tier 2
Monthly strategy session	✓	✓
Financial review & guidance	✓	✓
Pricing strategy support	✓	✓
Growth planning	✓	✓
Email/phone access	✓	Priority
Quarterly business review	✓	✓
Bi-weekly working sessions	—	✓
Operational systems support	—	✓
Vendor/partner negotiations	—	✓
Hiring guidance	—	✓
Marketing/social strategy	—	✓
Network introductions	—	✓
Monthly Investment	\$4,000	\$6,000

Terms

Commitment	3-month initial term (month-to-month after that)
Billing	Monthly, due on the 1st
Cancellation	30 days notice after initial term
Upgrade/Downgrade	Switch tiers anytime with 30 days notice
Confidentiality	All business information shared remains confidential

The Value Proposition

At \$600K in annual profit, what does it take to justify this investment?

Tier 1 (\$48K/year)	Tier 2 (\$72K/year)
8% of current profit	12% of current profit
Pays for itself if profit grows 8%+	Pays for itself if profit grows 12%+

Beyond the numbers: if working together helps you win one extra project per year, or raises your average project price by 5%, or saves you 10 hours a week of stress — it's worth it. The real value is building a business that works *for* you, not a job that owns you.

Next Steps

1. **Review this proposal** — take your time, talk to your wife
2. **Let's talk** — call or grab coffee to discuss questions
3. **Pick a tier** — or tell me what would work better for you
4. **Get started** — we can kick off as early as next month

William — I've seen what you've built, and I'm genuinely impressed. You don't *need* me to succeed. But I believe I can help you get there faster and with less stress. No pressure — just an open offer to help if you want it.

Looking forward to hearing your thoughts.

Evan