



# we help *financial advisors* get their brand & website right

## *who we are*

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Pursu is a different kind of creative agency. Our holistic approach means we look at the big picture, ensuring every part of your business is in sync and working with you, not against you.

We go beyond design and development to create intentional, growth-focused brands and websites aligned with your goals so they are not just beautiful, but functional, scalable, and ready to support where your business is headed next.

We're focused on you, anticipating challenges before they become problems and guiding you when decisions feel overwhelming, so you can stop second-guessing and feel confident in what you're building.

## *what we do*

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We build strategic brands and high-performance websites for businesses that want a premium, professional presence that feels aligned, supports growth, and is unmistakably them.

Everything begins with strategy. We listen, ask the right questions, and get clear on your goals, audience, and priorities before anything is designed. That clarity guides every decision and keeps your brand and website working together as a cohesive system.

You won't find the same level of quality, attention to detail, or data-driven approach anywhere else. The result is a brand and website built right, beautifully executed, and ready to deliver real results.

**“We design with intention so your business can move forward with confidence.”**

## why choose *pursu*?

### **We Build it Right the First Time**

You get a reliable foundation for long-term growth & success.

### **We Create with Strategy in Mind**

To boost your brand's impact and market value for sustainable growth.

### **We're Relentlessly Supportive**

Our proactive approach keeps you moving forward with confidence.

### **We've got Deep Expertise & Insight**

Stay one step ahead of your competition & industry trends.

Let's build something extraordinary together. Schedule a virtual coffee chat to tell us about your next project or big idea!



[pursu.agency/schedule](https://pursu.agency/schedule)

# start off right with a *compliant* & *credible* branded website



Launching your financial advisory practice comes with a lot of moving parts. Your brand and website shouldn't be one of the stressful ones.

That's why we offer two distinct branding and website packages designed to help new financial advisors get started with the right foundation.

Choose a simple, streamlined website to get online quickly or a more expansive site with additional pages and navigation. Both are built on the same strategic foundation to support future marketing and growth.

Either way, you'll walk away with a professional, intentional website and brand that will grow with your business for years to come.

## what you get with *every* package

Every project is built with long-term success in mind and includes a 2-3 month turnaround for your minimum viable product launch.

You're getting more than just a website. You're getting a strategic foundation and system for growth. That includes:

- WordPress install and Salient theme
- Mobile-responsive, modern design
- Cross-browser compatibility
- Drag-and-drop builder with templates
- Animations & UX Enhancements
- Foundational accessibility
- Compliance best practices
- CRM or email marketing integration
- Website training and confident handoff
- 30-day post-launch support

This is the groundwork that makes future growth easier, faster, and far less frustrating.

Let's build something extraordinary together. Schedule a virtual coffee chat to tell us about your next project or big idea!



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# our financial advisor *launch* & *growth* packages

	advisor <i>launch</i>	advisor <i>growth</i>
<b>TYPE OF WEBSITE</b>	Optimized Landing Page Navigate to Anchored Sections	Optimized Multi-page Website Navigate to Additional Pages
<b>WEBSITE PAGES</b>	Homepage +2 Pages Blog & Contact	Homepage +5 Pages About, Services, Blog & Contact 1 Additional Page
<b>NAME &amp; DOMAIN</b>	Strategic Business Naming Support Domain Research	Strategic Business Naming Support Domain Research
<b>SEO &amp; UX</b>	Foundational SEO, 1 Page UX Optimization, 1 Page GMB Setup	Foundational SEO, 3 Pages UX Optimization, 3 Pages GMB Setup
<b>INTEGRATIONS</b>	CRM or Email Marketing Integration	CRM or Email Marketing Integration 1 Custom Integration*
<b>FORMS</b>	1 Contact Form	1 Contact Form 1 Lead Gen Form
<b>BRAND &amp; DESIGN</b>	Brand Discovery Call, 1 Hour 3 Logo Options to Choose From 1 Round of Revisions	Brand Discovery Call, 1 Hour 6 Logo Options to Choose From 2 Rounds of Revisions
<b>VISUAL IDENTITY</b>	Brand Color Palette Typography (Google Fonts) Secondary Design Elements Business card Design	Brand Color Palette Typography (Google Fonts) Secondary Design Elements Business card & Letterhead design Brochure Design Social Media Templates, 3 Styles
<b>IMAGES &amp; CONTENT</b>	Content Strategy Guided AI Copywriting, 1 Page Stock Image Selections (up to 5)	Content Strategy Guided AI Copywriting, 3 Pages Stock Image Selections (up to 10)
	Starting At <b>\$12,000</b>	Starting At <b>\$20,000</b>

Our 60-90 day launch timeline is based on timely receipt of all required materials, approvals, and compliance sign-off from the client. If content, assets, feedback, or approvals are delayed, the project timeline may be extended, and a launch date within the original timeframe cannot be guaranteed. The client is responsible for reviewing and approving all content and ensuring compliance with all applicable regulatory requirements prior to launch.