

Rate card 2026

USD OR GBP

Every figure we charge, on two pages. The same published rate applies to every client in every market. There is no US price, no UK price, and no discount for asking twice.

Hourly rates, by stack and seniority

Billed in 15-minute blocks, invoiced weekly. No minimum.

STACK	MID • 3 TO 5 YRS	SENIOR • 6 TO 9 YRS	LEAD • 10 YRS PLUS
PHP Custom apps, APIs, legacy rescue	\$22/hr	\$30/hr	\$38/hr
Laravel SaaS, queues, Filament, tenancy	\$24/hr	\$32/hr	\$40/hr
WordPress Block themes, headless, plugins	\$20/hr	\$28/hr	\$34/hr
WooCommerce Checkout, subscriptions, HPOS	\$22/hr	\$30/hr	\$36/hr
CodeIgniter and legacy Upkeep, upgrades, migrations	\$22/hr	\$30/hr	\$38/hr

Migration and rescue work usually needs the lead band rather than the mid one. We say which before you commit, not after.

Monthly engagements

Same hourly rate, bought as reserved capacity. Rolls month to month.

Part-time

80 hours a month, fixed days

from \$1,600/mo

MID

\$1,600

SENIOR

\$2,240

LEAD

\$2,720

Dedicated

160 hours, one engineer, full time

from \$3,200/mo

MID

\$3,200

SENIOR

\$4,480

LEAD

\$5,440

MOST CHOSEN

Pod

Two developers, QA and a PM

from \$7,400/mo

2 MID

\$7,400

1 MID 1 SNR

\$8,680

2 SENIOR

\$9,960

QA and project management are included in the pod price, not billed on top. Pods scale to four engineers at the same per-person rate.

Fixed scope

We do not quote a build price without discovery first.

2 DAYS Code or store audit \$800	2 WEEKS Discovery and spec \$2,400	6 TO 24 WEEKS Fixed-scope build from \$8,500 WP \$8,500 • PHP \$9,500	RETAINER Maintenance from \$650/mo
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What the rate covers, and the terms

If a competitor's hourly rate looks lower than ours, the left column is usually the difference. The right column is stated here rather than discovered in month three.

Included as standard

- ✓ Project management and weekly written reporting
- ✓ QA, and senior review of every pull request
- ✓ Documentation, a runbook and a clean handover
- ✓ NDA, MSA and IP assignment, on your paper or ours
- ✓ Onboarding time, so you are not billed for week one
- ✓ A replacement inside five days, with paid overlap

Not included

- Hosting, cloud and third-party licences. Bought in your name, never resold with a markup
- Brand and identity work. We design and build sites; we do not originate a brand
- Content, copywriting and SEO strategy. The technical half only
- Out-of-hours on-call, unless it is written into a retainer
- Data entry, hand migration of content, and manual QA of your own copy

For brand identity and content strategy we will recommend someone rather than pretend we do it. That referral costs you nothing and earns us nothing.

Commercial terms

TRIAL	Ten working days risk-free on real tickets. Walk away at the end and owe nothing.
PAYMENT	Monthly in arrears for retainers. Fixed-scope builds are 40 percent on signature, 40 on the midpoint demo, 20 on sign-off. Net 15 either way.
NOTICE TO STOP	Thirty days after the trial. No annual minimum and no exit fee.
LATE DELIVERY	On fixed scope, the final invoice drops 10 percent per week we are late through our own fault, capped at 30 percent.
WARRANTY	Thirty days after sign-off. Anything that does not do what the spec says is fixed free.
IP AND OWNERSHIP	Yours, assigned from the first commit rather than on final payment. Work happens in your repository.
RATE REVIEW	Once a year. Existing clients keep their agreed rate for twelve months from signature, and any change comes with sixty days of notice, never mid-project.
OVERLAP	Four hours daily with EST. Standup at 9:00am your time and a written handover before your morning.

Why these figures are public

A hidden rate can be adjusted per client once someone has judged what you will pay. Publishing costs us the deals where clients would happily have paid more, and it means the first call is about the problem rather than your budget.

Five things that move a quote

The seniority the work genuinely needs, commitment length, compliance burden such as HIPAA or PCI scope, out-of-hours cover, and how much of your own team's time is available to answer questions.