

# Proposal Letter

[JudyAnnMichael.com](http://JudyAnnMichael.com)

**TOPIC:**  
**Website development for  
Homeowner's Association**

Content information:

**CONTENT-** ideas provided by client

**APPROACH-** Write formal letter outlining services

**WORDING** - written by Judy Ann Michael

**PUBLISHED** - sent to customers by client

**NUMBER OF WORDS** - 385

**FOR MORE INFORMATION**

**JUDY ANN MICHAEL**

email: [Judy@JudyAnnMichael.com](mailto:Judy@JudyAnnMichael.com)

LinkedIn: [www.linkedin.com/in/judyannmichael](http://www.linkedin.com/in/judyannmichael)

March 5, 2018  
Client Name  
Business Name  
Street Address  
City, State, zip  
Phone  
URL

Customer Company  
Contact Person's Name  
Street Address  
City, State, zip  
Phone  
URL

Dear XX,

Thank you for the opportunity to provide a website solution for your Homeowner's Association. A community website is a vital way to connect your members and post important documents in a centralized, secure environment. As of 2017, the State of Florida passed legislation that requires Homeowner's Associations with more than 150 members to allow member access to legal documents, which is most conveniently done through an HOA website.

Our firm, XX Company, has nearly XX years of combined experience in creating unique, cost-effective website solutions for our clients. We have worked with over XX communities, just like yours, to provide design and technical expertise that include:

- **Expert, Unique Design** – to reflect your Association's brand identity with an appealing and consistent look
- **Fast Delivery** – to comply with state regulations and allow you to immediately promote the site to your community
- **Highly Available Programming Language** – to easily design, build, and update your website
- **Multi Layered, Redundant Security Protocols** – to ensure that your documents, member information, tax, legal, and financial data remain private and secure
- **Technical Support** – to provide reliable, experienced professionals to answer your questions Monday through Friday (and off hours where necessary)

In short, we know what it takes to work with an HOA community like yours: teamwork. Your ideas, combined with our expertise, create a product that your members will find easy to use for all their communication and accessibility needs. And you will have the assurance that your HOA complies with Florida State laws for document storage and access.

We pride ourselves on providing expert services at an affordable cost. We know there are many companies out there who can build your website, but to prove our commitment, we have priced our services at or below any competing and comparable website bids that you receive.

I'd appreciate the opportunity to review our proposal and discuss our next steps. I am committed to providing you with a secure, accessible, appealing website that not only meets state regulations, but which your members want to use for all their communication needs.

Thank you in advance for your time and I look forward to working with you.

Sincerely,

Your Name