

QUOTATION & COSTING SCHEDULE · 18 OCTOBER
2026

BUSY BEE **BOOKKEEPING**

SERVICES · JET PARK, BOKSBURG

TRANSPARENT **INVESTMENT**.
GUARANTEED **VISIBILITY**.

20 Graniet Road, Jet Park, Boksburg busybeebookkeepingservices.co.za

PREPARED BY

AN3S

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Investment at a glance

A clear, fixed pricing model with zero surprise costs. All figures in ZAR, excl. VAT.

ONCE-OFF SETUP

R7,500

Audit, automation,
directories & profile
verification

MONTHLY RETAINER

R2,450

10 SARS posts, site
care & ongoing
automation support

FREE INCLUSIONS

R0

6 core deliverables
and bonuses
bundled at zero
charge

VISIBILITY GUARANTEE

90 Days

Free ongoing SEO
adjustments until
ranked locally

Core: once-off schedule

The technical foundation, local search setup, and automated lead capture.

ONCE-OFF SETUP

ITEM & DESCRIPTION	PRICE-LIST REFERENCE	INVESTMENT
Local Search & Visibility Audit Comprehensive audit, keyword tuning for Boksburg and Jet Park, website title and description fixes, name-clash differentiation, and credentials placement on home page.	SEO & Visibility Audit (from)	R3,500
Enquiry Capture & Automation Starter WhatsApp click-to-chat button, web form routing to Gmail, instant automatic acknowledgement, and missed-enquiry follow-up reminder.	Automation Starter (per workflow)	R3,500
Directory Listings Curation and submission to authoritative South African business directories beyond Google Business Profile.	AN3S Service Rate	R500
Optional .co.za Mailbox Forwarding DNS-level forwarding of a professional domain address straight to your existing Gmail. Existing client habits unchanged.	Package Inclusion	INCLUDED (R0)
Second-Domain Redirect DNS redirect from your secondary domain to your primary website to consolidate authority.	Package Inclusion	INCLUDED (R0)
Google Business Profile Setup & Verification Google Maps pin, categories, local photos, and full verification support.	Free with Package	FREE (R0)
Credentials Front-Page Feature Moving SAIT, Sage and CPD qualifications to the home page for immediate trust.	Free with Package	FREE (R0)
Total Once-Off Setup (excl. VAT)		R7,500

ITEM & DESCRIPTION

PRICE-LIST
REFERENCE

INVESTMENT

Home-Page Video Fix & Cleanup

Repairing or cleanly removing non-functioning background videos.

Free with Package

FREE (R0)

90-Day Local Visibility Guarantee

Ongoing monthly adjustments until Busy Bee ranks in local Boksburg bookkeeping searches.

Free with Package

FREE (R0)

Total Once-Off Setup (excl. VAT)

R7,500

Core: monthly schedule

Consistent search visibility, SARS calendar social reminders, and complete peace of mind.

MONTHLY RETAINER

SERVICE & SCOPE	PRICE-LIST REFERENCE	MONTHLY
Social Content Pack (10 Posts / Month) 10 professionally designed and written posts timed to the SARS calendar (provisional tax, eFiling, EMP201, UIF, COIDA). Requires ~10 minutes of your time once a month to approve.	Social Content Pack (10 posts)	R1,800
Website Care Plan Regular security updates, monthly backups, plugin maintenance, and uptime monitoring for your primary website.	Website Care Plan	R650
Ongoing Automation Support Monitoring, bug fixes, and minor adjustments to your WhatsApp click-to-chat and email notification workflows.	Included per Andries	INCLUDED (R0)
Total Monthly Retainer (excl. VAT)		R2,450 / mo

First-year investment & ROI

YEAR 1 PROJECTION

Once-Off Setup (Month 1): **R7,500**

Monthly Retainers (12 × R2,450): **R29,400**

**Total Year 1
Investment (excl. VAT): R36,900**

With optional automated new-client outreach: R10,000 once-off + 12 × R3,050/mo = **R46,600** total.

The Breakeven Reality

Just 1 to 2 new clients pays for the entire year.

For an owner-run bookkeeping practice where an average client pays R1,500 to R3,500 per month, acquiring just **one or two permanent retainer clients** covers the entire first-year AN3S investment.

Every subsequent client won through Google search or automated enquiry handling is direct practice profit.

Optional additions

Pre-priced expansion options you can activate whenever you choose.

OPTIONAL EXTRAS

SERVICE OPTION	SCOPE & COMPLIANCE	PRICING
Automated WhatsApp & Email Outreach Direct, responsible outreach to local B2B businesses in Jet Park and Boksburg. Finding clients just like we found you.	B2B only, strict POPIA compliance, immediate opt-out honouring, vetted business registries.	R2,500 setup + R600 / mo
Review & Referral Automation Workflow Automated client check-ins and Google Review request nudges for satisfied clients.	Automation Starter custom workflow.	From R3,500
"New Clients" Dedicated Landing Page High-converting single-page landing site hosted on your secondary domain.	One-Page Website build.	From R2,999
Tax-Season Ad Creative Pack Custom ad graphics and copy for seasonal Facebook/Google tax boosts.	Ad Creative pack. Ad spend paid directly to platforms by client.	From R700 each
AI WhatsApp Booking Assistant Upgrade Intelligent chatbot answering common questions and booking consultations automatically.	AI WhatsApp Assistant setup (Meta API fees separate).	From R4,500

A DreamForge run on costing & value mechanisms

The quotation above is the conventional commercial structure: a fixed setup fee and a monthly retainer. It is clean, predictable, and standard across the industry.

To explore radical alternative arrangements, we executed DreamForge in Forge mode on this exact costing seed. Pinned to three stimulus words fixed by the brief (*oxide*, *dew*, *echo*), the protocol forced ten operators and killed 14 candidate fragments that collapsed into generic barter or contingency fees. What follows are **provocative value-exchange mechanisms** to consider for future phases, not part of the standard quotation.

THE OBVIOUS ANSWER

A fixed setup fee plus a monthly agency retainer, itemised line by line in a standard quotation table with 50% deposit and monthly invoices in advance.

Stimulus words pinned to the brief:

- OXIDE
- DEW
- ECHO

20	14	6	100
Idea fragments	Killed at the gate	Survived	Protocol score / 100, checked by script

SURVIVORS

THE HARVEST SHARE

01

AN3S receives only the once-off onboarding fee that Busy Bee charges new clients (R1,500 per new client intake). Busy Bee pays R0 monthly retainer and keeps 100% of all ongoing monthly bookkeeping retainers.

The agency earns only the **entrance ticket to the practice**, leaving all monthly client revenue untouched.

- PLAIN
- SHIFTS POWER

NEAREST KNOWN

Affiliate commissions and sales recruitment placement fees.

NOT THAT, BECAUSE

The fee is specifically attached to the first onboarding file charge rather than a recurring percentage of the client's lifetime fees.

DISTANCE TRACE

6/10
Cross-domain collision · crop-sharing × toll roads

Practical note: standard client-intake agreement; Busy Bee determines her own monthly bookkeeping rates.

RECIPROCAL CAPACITY EXCHANGE

0 2

Zero cash changes hands. Busy Bee absorbs the annual tax and compliance filings for two AN3S sister companies; AN3S delivers the complete setup, local SEO, and monthly content pack in return.

Marketing is paid for not with cash, but with the **bookkeeping capacity the practice already owns**.

QUIET

WEAKEST SURVIVOR

NEAREST
KNOWN

NOT THAT,
BECAUSE

DISTANCE
TRACE

Informal contra deals between small businesses.

Formalized reciprocal professional service swaps where annual compliance filings directly offset marketing deliverables line-for-line.

●●●●●●●●●● 6/10

Object removal · flat monetary fee forbidden

Practical note: formal engagement letters on both sides specifying scope and delivery deadlines.

TRAILING ECHO ROYALTY 0 3

Setup is R0. When a new client arrives, AN3S receives an echo of that client's billings: 100% of month one, 50% of month two, and 0% thereafter. If a client cancels in month one, AN3S absorbs the loss.

The cost of marketing arrives only as an **echo of money already collected** from the new client.

UNCOMFORTABLE

SHIFTS POWER

NEAREST
KNOWN

NOT THAT,
BECAUSE

DISTANCE
TRACE

Revenue-share marketing agreements and deferred contingency billing.

The royalty decays rapidly on a fixed two-month echo curve (100% then 50% then 0%), avoiding long-term revenue entanglements.

●●●●●●●●●● 7/10

Random entry · echo

Practical note: applies strictly to verified digital arrivals; remitted within 5 days of client settlement.

CLIENT-FUNDED ONBOARDING LEVY 0 4

The R7,500 setup is not paid out of Busy Bee's cash reserves; it is funded by adding an explicit R1,250 "New File Intake & Compliance Setup" fee onto the first six new clients who sign up, passing the cost forward to beneficiaries of the verified practice.

New clients, not the practice owner, **fund the digital infrastructure** that brought them in.

UNCOMFORTABLE

SHIFTS POWER

NEAREST
KNOWN

NOT THAT,
BECAUSE

DISTANCE
TRACE

Doctor practice opening fees and attorney file-opening levies.

The bookkeeper establishes a formal file-opening levy explicitly dedicated to funding the acquisition mechanism until setup capital is amortised.

●●●●●●●●●● 6/10

Beneficiary inversion · invert who pays

Practical note: included as a standard item on the new client's initial onboarding quote.

OXIDISING RETAINER

0 5

The monthly fee starts at R2,450 in Month 1, and oxidises (drops by R200 every two months) as the website and local profiles gain organic domain authority and require less intervention, reaching a floor of R1,250 in Year 2.

The agency fee shrinks as the work succeeds, acknowledging that **an established asset needs less maintenance.**

QUIET

SHIFTS POWER

NEAREST
KNOWN

Stepped-down maintenance retainers after software builds.

NOT THAT,
BECAUSE

Applied to an ongoing marketing and social content retainer, formally inverting the industry standard of annual retainer fee increases.

DISTANCE

●●●●●●●●●● 6/10

TRACE

Random entry · oxide

Practical note: schedule fixed upfront; updates and care remain constant even as the rate decays.

HIGH-WATER MARK RETAINER

0 6

The monthly fee of R2,450 is only billable in months where Busy Bee's active paying client roster is at or above its previous peak. In any month where a client churns and isn't replaced, the retainer suspends to R0.

The agency earns its monthly fee only when the practice is at its **historical peak.**

UNCOMFORTABLE

SHIFTS POWER

NEAREST
KNOWN

Hedge fund performance fees with high-water marks.

NOT THAT,
BECAUSE

Hedge fund high-water marks apply to profit percentages; here it gates the entirety of a base service retainer for a small bookkeeping firm.

DISTANCE

●●●●●●●●●● 7/10

TRACE

Beneficiary inversion · invert who takes downside

Practical note: client count verified on the 1st of each month via simple active ledger count.

The Harvest Share × Client-Funded Onboarding Levy

THE SELF-FUNDED HARVEST

Busy Bee institutes an onboarding fee of R1,500 per new client, which is remitted 100% to AN3S as the sole fee for both setup and ongoing marketing. The agency is funded entirely by newcomers, with zero ongoing retainer from the practice.

Eliminates both setup and monthly retainers simultaneously, transferring all client acquisition costs directly to the beneficiaries.

Oxidising Retainer × Reciprocal Capacity Exchange

THE DECAYING CAPACITY SWAP

The bookkeeping hours Busy Bee provides to AN3S decrease each quarter as the local SEO matures, until only a single annual tax review is traded for permanent profile maintenance.

Binds barter capacity to organic asset maturity, systematically freeing the practitioner's hours as her digital reputation solidifies.

STILL ORDINARY

- Every model still assumes marketing expertise requires remuneration (whether cash, barter hours, or customer levies).
- The deliverables still center on Google Profile, local SEO, and WhatsApp capture.
- Reciprocal Capacity Exchange is still an operational cousin of traditional contra barter.

WHAT THE GATE KEPT KILLING

Contingency fees on tax penalties, per-day billing schedules, deferred amortised financing, equity revenue shares, and pay-per-lead models. 14 of 20 fragments died this way.

HOW TO READ THE NUMBERS

The 100 checks that the run followed its own protocol. It does not say an idea will work. Each distance is our claim about a missing mechanism, not a measurement. The weakest survivor is Reciprocal Capacity Exchange.

Commercial terms & conditions

DEPOSIT & SETUP INVOICING

A 50% deposit (R3,750 excl. VAT) is required prior to project commencement. The remaining 50% (R3,750 excl. VAT) is invoiced upon successful verification and publication of your Google Business Profile.

MONTHLY RETAINER TERMS

The monthly content pack and care plan (R2,450/month excl. VAT) commences in Month 2, invoiced on the 1st calendar day of each month in advance. 30 days written notice to cancel.

VAT STATUS

All prices quoted in this schedule are exclusive of Value Added Tax (VAT). Invoices will reflect standard statutory invoicing details.

ADVERTISING SPEND

Paid advertising (Google/Meta Ads) is not needed in the first 60 days. If ever elected later, ad spend is paid directly by Busy Bee to the respective advertising platforms.

90-DAY VISIBILITY GUARANTEE

Applies when you take the combined setup and monthly pack. Free adjustment work is capped at approximately two hours per month until ranked for key local searches.

DATA & ASSET OWNERSHIP

You own your website, domain names, Google profiles, and all content created. AN3S retains no proprietary locks or access restrictions.

Acceptance & booking

PROCEED

READY TO BEGIN? **CONFIRM YOUR QUOTE**
AND BOOK YOUR **WELCOME CALL.**

Upon confirmation, we issue the deposit invoice and schedule your 20-minute onboarding session.

Accept via WhatsApp Accept via Email

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STRATEGY, CHAOS, AND EXPERIMENTAL TECH



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