

Website Trade-In Program

Pleasant Oak Solutions LLC · Effective July 21, 2026

The short version: if you already have a live website, we'll audit it for free and apply a credit of up to **10% of your setup fee** toward a new Pleasant Oak Solutions website build.

1. What the program is

The Website Trade-In Program ("Program") is a promotional discount offered by Pleasant Oak Solutions LLC ("Pleasant Oak," "we," "us") to prospective clients who own an existing, publicly accessible business website and are commissioning a new website build from us. Qualifying customers receive a credit ("Trade-In Credit") applied against the one-time setup fee of an Essential, Growth, or Commerce package.

2. Eligibility

To qualify, all of the following must be true:

- You are the owner (or an authorized representative of the owner) of the existing website being traded in, and you have the legal right to authorize its retirement, redirect, or archival.
- The existing site is publicly accessible on the open internet at the time of the free audit, on a domain you control.
- The existing site was originally launched within the last **5 years** from the audit date.
- You are purchasing a new Essential, Growth, or Commerce website build. The Program does not apply to the paid detailed audit report, standalone consulting hours, add-ons purchased on their own, or ongoing support subscriptions.
- You are a legitimate business, non-profit, or self-employed professional. The Program is not available for sites that violate our Terms of Service (including sites that infringe third-party rights or promote unlawful activity).

3. How the credit is calculated

- The Trade-In Credit is capped at **10% of the published setup fee** of the package you purchase, rounded to the nearest dollar.
- The exact credit within that cap is determined at our sole discretion during the free audit, based on factors like the age of the existing site, reusable assets (copy, imagery, brand guidelines), technical complexity of migration, and the quality of the current build.
- The credit is applied as a reduction of the setup fee on the written proposal or order form. It is not paid as cash, is not transferable, and has no independent monetary value.
- Only **one** Trade-In Credit may be applied per project. Credits cannot be stacked with other promotional discounts unless we agree in writing.

4. How to redeem

- 1 Request a free website audit and include the URL of the site you want to trade in.
- 2 We'll review the site and, if it qualifies, quote your Trade-In Credit in writing (email or proposal) alongside your recommended package.
- 3 To lock the credit in, sign the proposal and pay the deposit within **30 days** of the quote date. Quotes expire after 30 days and may be revised if you come back later.

5. What we do with the traded-in site

The Program is about giving you credit for real work you've already invested in. You keep ownership of your existing site, domain, content, and hosting accounts. We do not take ownership of, resell, or repurpose your existing site or its content. When your new site launches, you decide whether to redirect, archive, or shut down the old site — we'll help coordinate the transition as part of the build.

6. Payment, refunds, and cancellation

- Payments for the new build are processed by Stripe and governed by our Terms of Service.
- If you cancel the engagement before the new site is delivered, refunds are handled per our Refund Policy. The Trade-In Credit itself has no cash value and is not refundable as money — it simply reduces the setup fee on the invoice.
- Once the new site has been delivered and accepted, the Trade-In Credit is fully consumed and cannot be re-applied to a future project.

7. Your representations

By requesting a Trade-In Credit you represent that you own, or are authorized to act on behalf of the owner of, the site being traded in, and that submitting it to us for audit does not violate anyone else's contract, license, or intellectual property rights. You agree to indemnify Pleasant Oak from third-party claims arising from a breach of these representations, as further described in our Terms of Service.

8. Changes and discontinuation

The Program is offered at our discretion and may be modified, paused, or discontinued at any time. Changes apply going forward only — a Trade-In Credit already quoted in a signed proposal will be honored on the terms stated in that proposal.

9. No warranty

The Program is provided "as is." We do not warrant any specific outcome from replacing your existing site — including search rankings, traffic, conversion rate, or revenue — and our overall liability for the Program is limited as described in the "Limitation of Liability" section of our Terms of Service.

10. Governing law

The Program is governed by the same law and dispute-resolution terms as our Terms of Service: the laws of the State of California, with exclusive venue in the state or federal courts located in San Diego County, California.

11. Contact

Questions about the Program or a specific trade-in?

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This document is the plain-text version of the Website Trade-In Program terms published at pleasantoak.solutions/trade-in.

The web version is authoritative if there is any conflict.