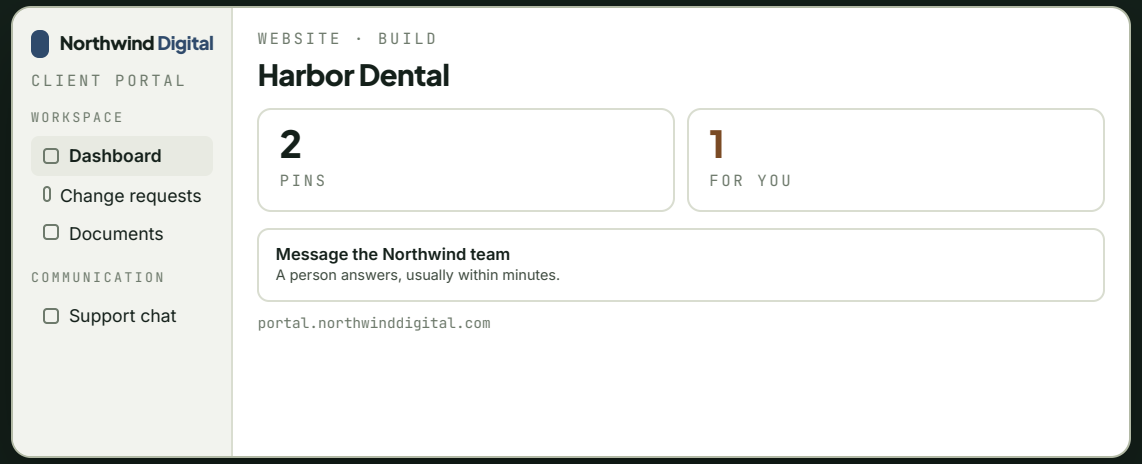
SpecLoop

YOUR BRAND. OUR BUILD TEAM. YOUR MARGIN.

AGENCY OVERVIEW · SPECLOOP PLATFORM

Sell AI-built software under your brand.

Add a software division to your agency without hiring one. SpecLoop gives you the spec engine, the build team, the client portal and the support desk. You keep the client, the brand and the margin.



Partner price
on every build, you set the resale price

0
times your client sees the SpecLoop name, unless you want them to

Jason Gordon, Founder & CEO
jason@specloop.ai

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specloop.ai/agencies

WHY AGENCIES LOSE THE SOFTWARE CONVERSATION

Your clients are asking for software. Your agency sells marketing.

Every client you have will want a portal, an internal tool or an AI assistant in the next two years. Today that request leaves your building and goes to a dev shop, and the relationship goes with it.

WHAT THEY ASK FOR

Apps, portals, AI tools

Booking tools, customer portals, internal dashboards, an assistant over their documents, a site that AI engines actually cite.

WHAT IT TAKES TO SAY YES

A second business under your roof

Senior engineers, a PM, QA, hosting, security reviews and a support desk. Then the risk of a build that never finishes, under your name.

WITH SPECLOOP

You say yes, we build, your name stays on it

A spec engine, an AI build team, a white-label client portal and a support desk, priced per workspace. Builds at a partner price. Your client owns the code.

YOUR BRAND · OUR ENGINE · THEIR CODE

You already own the hardest part: the client's trust and the brief. SpecLoop is the software division you plug in behind it.

WHAT YOU GET ON DAY ONE

A software division, switched on.

Five things, all live the day your workspace is set up. Nothing to hire, nothing to host.

01

Your brand on the portal

Logo, colours, your domain. Your clients never see SpecLoop unless you want them to.

02

A portal per client

Live preview, change requests pinned on the page, chat with calls, documents, approvals.

03

One console for all of them

Pipeline, proposals, projects, tasks, support inbox, email, care plans, revenue.

04

Builds at a partner price

We build from the spec, you resell. Or your team builds inside the platform with the same tools.

05

Care you can resell

Hosting and care plans from $99 a month, services at cost, billed by you or by us.

FREE MIGRATION IN

A client started an app in Lovable, Bolt, Base44, Replit or v0 and never finished? We import the code, fix the security holes, move it to hosting they own, and quote the finish as one fixed price. The migration itself is free.

GEOTEST, WHITE-LABEL

Score any prospect's AI-search visibility in 15 seconds, deliver the fixes under your own name, and show the before and after in a branded report. Built by SpecLoop, sold by you.

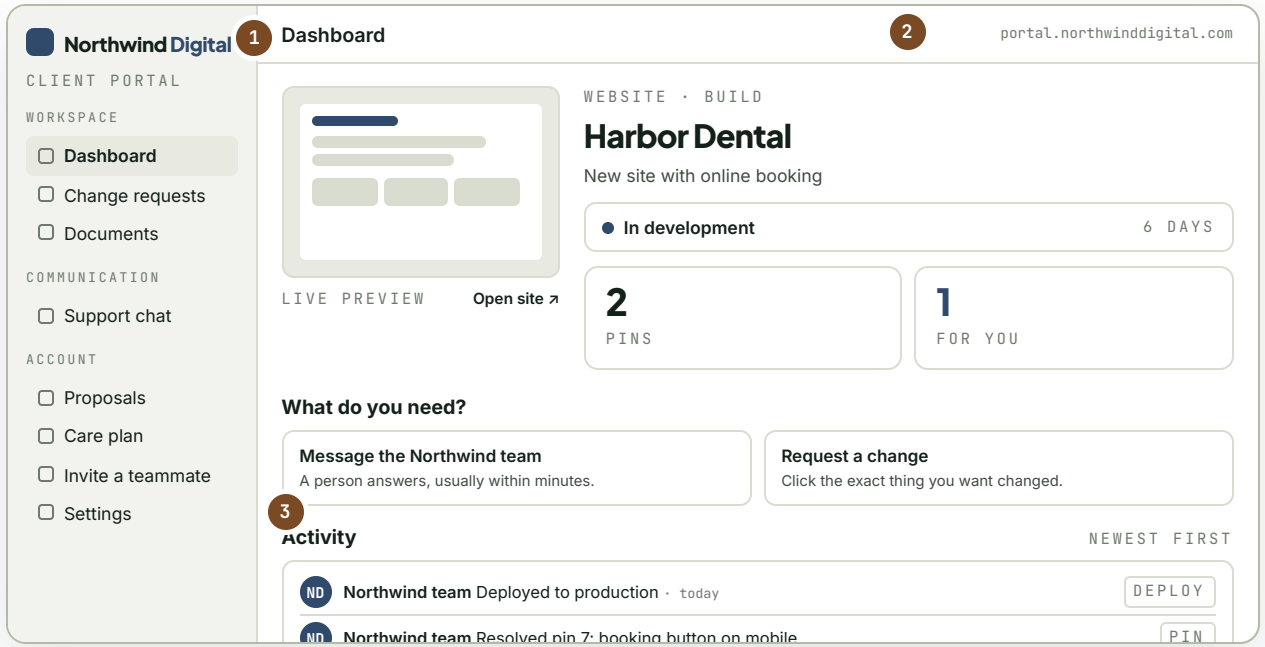


FIG. 03 · A CLIENT PORTAL UNDER AN AGENCY'S BRAND, SAMPLE DATA

WHAT YOUR CLIENT SEES

Your logo, your domain, your name on every reply.

The same portal our own clients use, with the SpecLoop name removed. Every client of yours gets one.

1. **Your brand**
   Logo and colours on every screen, every email and every notification.
2. **Your domain**
   portal.youragency.com. Clients log in at your address, not ours.
3. **Your team answers**
   Chat, calls and change requests come to you. You have a private back channel to SpecLoop for anything technical.
4. **Your activity feed**
   Deploys, fixes and documents post under your team's name, with a weekly one-line summary.

HOW A RESOLD BUILD RUNS

You bring the client. We bring the build.

Six steps, and your client sees your name at every one of them.

1. **You bring the client and the brief**
   A short call or a written brief. We ask the questions that usually get skipped.

2. **The spec is produced, you present it**
   A full specification under your brand: roles, screens, data, integrations, acceptance criteria.

3. **Your client approves it in their portal**
   Price and date are fixed at this point. The spec is the contract for delivery.

4. **SpecLoop builds, your client marks up previews**
   A live preview from day one. Change requests pinned on the exact spot, routed to you.

5. **Launch on their domain, code owned by them**
   Repository, database and hosting in the client's accounts, with a Build Certificate.

6. **Support and care run in the same portal**
   Updates, hosting and support on a care plan you resell, with your name on it.

EVERY BUILD CERTIFIED · EVERY CLIENT OWNS THEIR CODE

ONE CONSOLE FOR EVERY CLIENT

Run forty clients like it is one.

Your side of the platform. Every client portal rolls up into one place: what is in the pipeline, what is being built, who is waiting on you, and what you are billing.

- **Pipeline and proposals.** Send a proposal link, the client accepts by typing their name, the project appears.
- **Projects and tasks.** Every build, its spec, its previews and its pins, in one list.
- **Support inbox and email.** Chat, calls and change requests from every client, with your back channel to SpecLoop.
- **Care plans and revenue.** What each client pays monthly, what is included, and what is due.

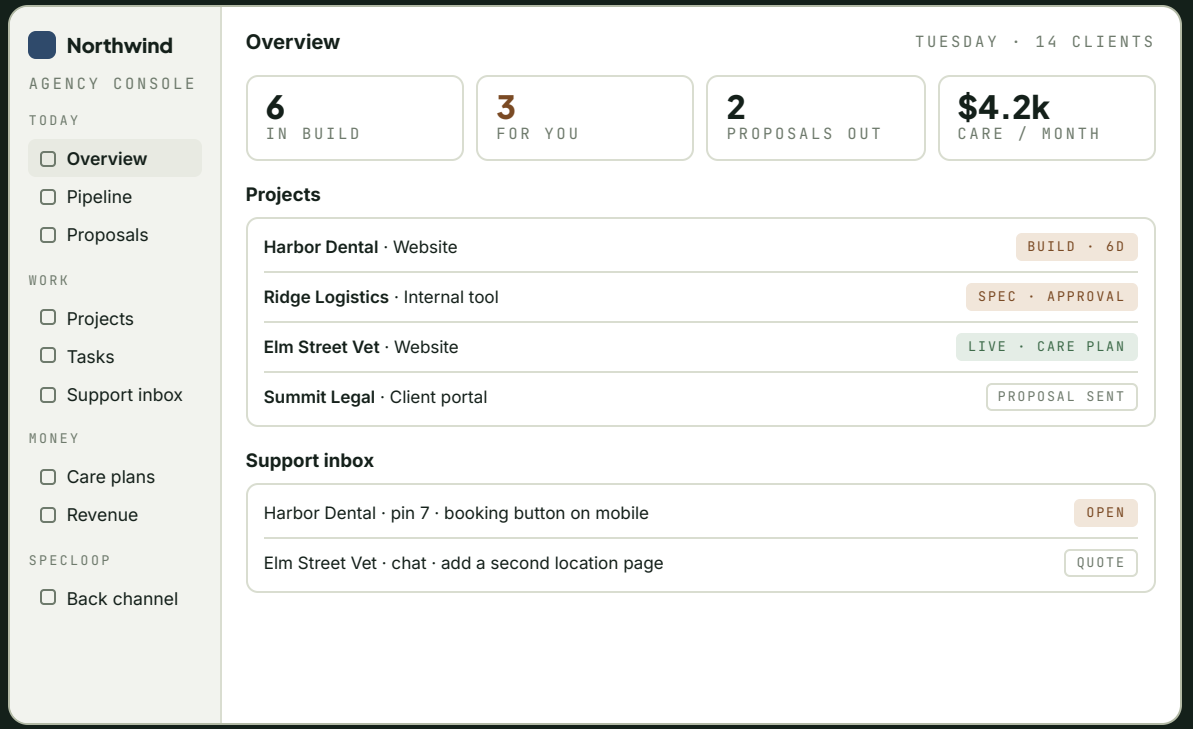


FIG. 05 · THE AGENCY CONSOLE, SAMPLE DATA

PARTNER PRICING · USD

You keep the relationship and the margin.

Every build has a public retail price and a partner price. You bill your client at whatever you choose. We bill you the partner price. We never sell direct below retail, so we never undercut you.

AI WEBSITE

$1,500

RETAIL · FLAT

A marketing site built from an approved spec, deployed to their hosting, with source code.

SINGLE-PURPOSE APP

$2,500

RETAIL · FLAT

One workflow, one role, up to five screens, real login and database.

INTERNAL-USERS APP

$5,000

RETAIL · FLAT

Staff and customers in one app, multiple roles, row-level security on every table.

PRODUCTION + AI

$5k to $15k

RETAIL · FLAT

SaaS MVPs and operations software with AI features and integrations.

WORKED EXAMPLE · ONE AI WEBSITE

PARTNER PRICE	TYPICAL RESALE	PLUS CARE
$1,000	$2,500+	monthly

Your margin on the build, then a recurring margin on the care plan you resell. Partner prices for apps are set on the walkthrough.

CARE YOU RESELL

Hosting and care plans from $99 a month, services passed through at cost. Billed by you or by us, your choice. "What does that cover?" has a written answer in the client's portal.

WHAT WE PROMISE AGENCIES, IN WRITING

Your clients are yours.

A reseller model only works if the builder stays behind the curtain. These are the rules we put in the agreement.

RULE 1

We never contact your clients

No outreach, no upsell, no newsletter. If a client of yours contacts us directly, we send them back to you.

RULE 2

No SpecLoop branding, unless you want it

Portal, emails, documents and certificates carry your name. "Built by SpecLoop" is optional and off by default.

RULE 3

We never undercut your retail

Our direct prices are the public retail prices. Your partner price sits below them. Nobody can buy from us cheaper than from you.

RULE 4

Your client owns the code

Repository, database and hosting in their accounts, with a signed work-product assignment. No lock-in to us, and none to you either, which is why they trust you.

RULE 5

You answer, we back you

Client chat and change requests go to your team. You have a private back channel to SpecLoop for anything technical, usually answered within minutes during the day.

RULE 6

Every build is certified

Resold builds get the same Build Certificate and serial number as ours, verifiable on a public page, under your name.

PLATFORM PLANS · PER WORKSPACE, PRICED BY PROJECTS, NOT USERS

Start with a handful of clients. Scale to a roster.

BUILDERS AND SMALL AGENCIES

Self-build

$297/mo

- 5 active projects, then $19 each
- Requirements approved in your dashboard
- Build with your own agent, any tool
- Support by docs and chat

ONE AGENCY OR COMPANY

Studio

Walkthrough

- Up to 10 projects, 3 seats
- White-label client portal
- Console and support tools

AGENCIES RUNNING CLIENT WORK

Agency

Walkthrough

- Up to 40 projects, 5 seats
- Everything in Studio
- Partner build pricing
- Care plans you can resell

MULTI-BRAND COMPANIES

Network

Walkthrough

- Unlimited projects and seats
- Your own sub-brands
- Dedicated success contact

Platform by the month. Builds fixed from the spec. Care by the site. None of it hourly. Archived projects do not count against your limit.

THE ENGINE BEHIND YOUR OFFER

Built by people who ran an agency for fifteen years.

We know what a client actually needs from software: leads, sales and fewer headaches. Claude writes the code inside the SpecLoop Engine we built. A person reviews every change. The same engine ships our own products and our clients' payment platforms.

700k
transactions synced daily on a platform we built

2 wks
to ship a Fiserv integration a 30-person team could not in six months

40
active clients across the US, Canada and Europe

10k+
GeoTest tests run across 600+ websites

WHAT A CERTIFIED BUILD INCLUDES, EVERY TIME

01 Written specification, approved before code

02 TypeScript and React, Postgres on Supabase

03 Real auth and row-level security from day one

04 Staging URL from day one, live preview

05 Every change reviewed by a person

06 Security checklist before anything ships

07 Source code, handover doc, IP assignment

08 Build Certificate with a public serial number

WHAT AGENCY OWNERS ASK ON THE WALKTHROUGH

Say the answer, then stop.

Do my clients see SpecLoop?
No. Portal, emails, documents and the certificate carry your brand and your domain. A "built by SpecLoop" line is optional.

Who owns the code?
Your client, 100%. Repository, database and hosting in their accounts, with a signed work-product assignment.

How do I get paid?
You bill your client at your price. We bill you the partner price for builds and the platform fee monthly. Care plans can be billed by you or by us.

What if a client already started an app somewhere else?
We migrate it in for free from Lovable, Bolt, Base44, Replit or v0, fix the security holes, and quote the finish as one fixed price.

Who answers support?
You do, from your console. Anything technical goes to your private back channel to SpecLoop, usually answered within minutes during the working day.

Can my developers use the platform without SpecLoop building?
Yes. Self-build and every agency plan let your team plan and approve in SpecLoop and build with their own tools. Builds by SpecLoop are optional, at the partner price.

Are resold builds certified?
Yes. Same spec, same gates, same Build Certificate and serial number, verifiable on a public page, under your name.

What stack and what about security reviews?
TypeScript and React, Postgres on Supabase with row-level security, Vercel on AWS, the client's GitHub as source of truth. Send us the questionnaire and we return the stack and security sheet before the call.

START IN THREE STEPS

Your first resold build inside a month.

A walkthrough, a branded portal, a first client. No setup fee, no minimum number of builds.

1 **Book a resell walkthrough**
Thirty minutes. We show the console, the client portal under a sample brand, and the partner price list.

2 **We set up your branded portal**
Logo, colours, your domain, your team's seats. Usually live within a few business days.

3 **Bring your first client and brief**
We produce the spec, you present it under your brand, and the loop starts.

BOOK THE WALKTHROUGH

specloop.ai/agencies · **jason@specloop.ai**
+1 302-200-3330 · Europe (CET), online 9:00 to 20:00, about 7 hours ahead of US Eastern

ALSO FROM SPECLOOP

geotest.ai · AI search visibility scoring, white-label reports for agencies
jaydus.ai · AI workspace trained on a brand's voice