BRAVE NEW

WHITE LABEL WORDPRESS

Questions to Ask Before Choosing a White Label WordPress Partner

A practical checklist of 30 questions to ask any partner – followed by Brave New Agency's own answers.

PART 1

The checklist

Tick each question once you've asked it and got a satisfying answer. The boxes are clickable – your progress is saved with the PDF.

01 ☐ **Will you ever contact my client directly?**

- ☐ Does the "no direct contact" rule apply to every individual member of your team (e.g., developers, support staff), not just the account manager?
- ☐ Who on your team will actually touch/have access to our project?
- ☐ Do you ensure your agency's name never appears anywhere in the code (e.g., comments, credits, site's admin settings)?

02 ☐ **Can you work inside our existing tools, not just yours?**

- ☐ How long will it take your team to get comfortable and up to speed in our setup?

03 ☐ **What does communication actually look like?**

- ☐ Who specifically on your side will talk to our team, and through what channels?
- ☐ How do you handle coverage and continuity when our main point of contact is out (vacation, sick leave)?
- ☐ How many tool seats or licenses will we need to provide for your team?

04 ☐ **Have you built in our stack before?**

- ☐ Can you show me a project in a similar setup?

05 ☐ **Is there a trial period, or are we committing in full from day one?**

- ☐ How are onboarding costs handled while you learn our codebase and processes?
- ☐ For fixed-price work, can the first project be executed at a discounted rate to let us evaluate quality and see full pricing transparently?

06 ☐ **How do I manage my hours?**

- ☐ What happens if unused hours don't get used this month?
- ☐ What is actually included in the hours package (e.g., do quotes, estimates, and project management count against billable time)?
- ☐ How will you report hours spent (through our PM tool or yours, how frequently, and in what detail)?

07 ☐ **What time zone is your team in, and how many of our actual working hours do you overlap?**

- ☐ Can you leverage time zone differences to push critical updates overnight?
- ☐ What specific hours are you reachable in real-time for meetings, urgent questions, or immediate issues?

08 ☐ **What's your process when something breaks after launch?**

- ☐ Who gets notified, how fast, and what is your step-by-step process for resolving post-launch bugs?
- ☐ How are post-launch fixes billed: do they come out of existing hours/fees, or are they billed as extra work?
- ☐ Where do you draw the line between fixing a deliverable bug (no extra charge) and a new request?

09 ☐ **Who owns the code once it's delivered?**

- ☐ For new website builds, do you provide a perpetual, unlimited license to use all delivered components?
- ☐ For custom features written directly into our existing site, do you transfer full copyright/IP ownership?

10 ☐ **What don't you do well?**

PART 2

Discover Brave New Agency's answers

Here is how we answer each of the questions above as a White Label WordPress Partner.

01

Will you ever contact my client directly?

Short answer is: No. We will never contact your clients, offer them a partnership, or ask for references.

Does the "no direct contact" rule apply to every individual member of your team (e.g., developers, support staff), not just the account manager?

Yes. Upon commencing work with us, our employees sign an NDA that obliges them to maintain confidentiality and refrain from contacting our clients – a requirement that also applies to work performed for you.

Who on your team will actually touch/have access to our project?

- A **lead project manager** responsible for communication
- A **backup project manager** who is familiar with your projects and can step in for the lead project manager during their absence
- **At least two developers** (or up to three for larger projects) enabling us to execute your projects efficiently and without downtime.

Do you ensure your agency's name never appears anywhere in the code (e.g., comments, credits, site's admin settings)?

Yes, we have internal procedures and checklists in place to ensure that our company name does not appear in the projects we execute. A checklist is part of every project. Thanks to this, we know that our employees' email addresses do not appear anywhere in the project.

02

Can you work inside our existing tools, not just yours?

Yes, that is our standard working model.

How long will it take your team to get comfortable and up to speed in our setup?

It depends on the tools you use. It is worth scheduling an additional meeting (approx. 1 hour) to show us the ecosystem and discuss all the guidelines for working with the tools. If you have any documents or recordings containing this information, we would be happy to review them before the meeting to shorten the workshop time.

03

What does communication actually look like?

A project manager coordinates day-to-day tasks. The PM has access to your tools and assigns tasks to the developers. We do not require additional licenses for the developers.

We meet online once a week, or at another agreed-upon time (but no less frequently than once a month), to discuss current tasks and coordinate our collaboration. These meetings also provide a good opportunity to share feedback and improve the way we work together.

Who specifically on your side will talk to our team, and through what channels?

Project Manager, via your preferred channels (e.g., Slack, Teams, Google Chat). Real-time communication facilitates task handovers and enables us to respond promptly to requests.

How do you handle coverage and continuity when our main point of contact is out (vacation, sick leave)?

The collaboration is always managed by a lead project manager, though an additional project manager is also involved in the project. Should the lead PM be absent, the second PM can step in and handle duties.

When we begin working with your agency, we create an internal document outlining the necessary procedures; this ensures the backup PM knows exactly what to focus on and how to proceed.

If any tasks need to wait until the lead PM returns, we will inform you immediately.

How many tool seats or licenses will we need to provide for your team?

Having one seat with full permissions in each paid tool is essential. An additional seat is a “nice-to-have,” as it allows you to see more precisely who was responsible for which tasks.

04

Have you built in our stack before?

Can you show me a project in a similar setup?

We can answer these questions once you tell us more about how you work.

05

Is there a trial period, or are we committing in full from day one?

During the first three months, we work at a reduced rate. Our agencies collaborate then to achieve optimal synergy and determine the best number of hours for the package.

How are onboarding costs handled while you learn our codebase and processes?

For the first three months, you receive a total of **10–20 free hours** (distributed across the three-month period), which we dedicate to learning and understanding your processes and your clients' websites. The exact number depends on the size of the package. We do not offer free hours for fixed-price engagements.

For fixed-price work, can the first project be executed at a discounted rate to let us evaluate quality?

If you are interested in a fixed-price collaboration, the first project will be **discounted by 25%**. We will provide both the standard and discounted prices so you can better understand the rates and assess whether the quality and price align.

06

How do I manage my hours?

At the start of our collaboration, we agree on the number of hours to be dedicated to your projects each month. We also establish the method and frequency for reporting hours used. Typically, we send weekly reports showing how many hours from your package have been utilized, which facilitates planning. If required, we prepare an estimate before beginning work on a task.

What happens if unused hours don't get used this month?

Unused hours are carried over to the following month and used first so they do not go to waste. If, after two or three months, we see that we agreed on too many hours, we adjust the contract.

On the other hand, if you need more hours and we exceed the established limit every month, we will also propose a new, increased plan.

What is actually included in the hours package (e.g., do quotes, estimates, and project management count against billable time)?

You pay only for the time spent working on projects. Tasks such as development, testing, content addition, client communication, and project troubleshooting count towards the pool of hours. This means that all organizational activities – such as cost estimates, task management, and internal meetings and communication regarding work planning – are handled outside the package, so your purchased hours are not consumed. Revisions to fixed-price projects are also carried out at no extra cost.

Your monthly report includes details on the amount of time we dedicated to your projects at no extra cost. This allows you to better understand how we work for the development of your organization and how much time is actually required to complete tasks.

How will you report hours spent (through our PM tool or yours, how frequently, and in what detail)?

At Brave New, we use Clockify to track the entire team's work. At the end of the month, you receive a detailed report from us listing all the tasks you have completed. The report includes information on projects, tasks, dates, and the time spent working.

Additionally, if your procedures require it, the Project Manager tracks work time within your own system, updating the data based on the entries our developers make in Clockify. The PM can do this daily, weekly or at the end of the month. This process allows you to allocate a single seat (for example, in the CRM) while accessing all time-related data without paying for additional licenses.

07

What time zone is your team in, and how many of our actual working hours do you overlap?

All our team members work in Poland, in the **CET** time zone.

Since we work with three partners from the USA, we operate between **8:00 AM and 11:00 PM CET**. This means our developer and Project Manager are available for the real-time requests until **4:00 PM CT**.

Can you leverage time zone differences to push critical updates overnight?

Yes. All WordPress and plugin updates, as well as critical maintenance, are carried out during European morning hours; this ensures that if any issues arise, we can resolve them immediately without affecting the site's actual operation.

What specific hours are you reachable in real-time for meetings, urgent questions, or immediate issues?

- **Regular meetings:** we are available during the aforementioned hours (until 4 PM CT), but we most often meet up until 12:30 PM CT (which is 6:30 PM CET in Poland), especially when it comes to regular meetings.
- **Urgent questions and meetings:** You can count on support from a member of our team until 4 PM CT.
- **Critical/immediate issues:** For some clients, we offer an SLA with a response time of as little as 30 minutes, 24 hours a day and on weekends. Let me know if you are interested in such terms.

08

What's your process when something breaks after launch?

It doesn't matter whether something broke due to the client's fault, our fault, or factors beyond anyone's control. We are always ready to help.

Who gets notified, how fast, and what is your step-by-step process for resolving post-launch bugs?

The point of contact is the Project Manager, who receives notifications and responds immediately. If the website is completely down, we can take action within as little as **30 minutes, around the clock**. For less critical issues, we typically begin work within **2–4 hours** of the report.

However, the key is to avoid such situations altogether. At an earlier stage (after the website has been built) we test it against our internal checklist and then ask you or the client to do the same. Once we receive the list of corrections from the client, we have scheduled time allocated to implement the necessary changes.

How are post-launch fixes billed: do they come out of existing hours/fees, or are they billed as extra work?

Errors resulting from our work are **corrected free of charge**.

Where do you draw the line between fixing a deliverable bug (no extra charge) and a new request?

We work based on a client-approved design and (preferably) a technical specification outlining the operation of at least the site's key functionalities. If a coded element differs visually from the design, we treat it as a correction. If the client decides that font sizes should differ from the design, this constitutes a change that is subject to additional charges.

Before commencing any additional work, we will provide you with details regarding the potential cost and request your approval.

09

Who owns the code once it's delivered?

It depends on whether we are creating a website for you from scratch or working on one built by someone else.

We only speak of the transfer of copyright and licenses when we write code for you. When working with website builders, you or your client own the license.

For new website builds, do you provide a perpetual, unlimited license to use all delivered components?

For a new website build, you get a **perpetual, unlimited license** (no time limit, no territorial restriction) to use everything delivered, forever. Full copyright isn't transferred here, because the underlying framework or components built on top of (our own starter theme, reusable code, internal tooling) get reused across our other clients too. Legally handing over full copyright would mean we could never use that same code again in a future project, which isn't realistic for any agency running more than one client at a time.

Importantly, our license allows you to modify the code we created and collaborate with other agencies.

For custom features written directly into our existing site, do you transfer full copyright/IP ownership?

For new code written into an already-existing site (a custom feature, a bespoke integration built specifically for you), that's different: it's newly created work with nothing reusable behind it, so **full copyright transfer** is the standard there.

10

What don't you do well?

We specialize in WordPress and don't undertake projects using other technologies. Drupal, Joomla, and Shopify are not within our area of expertise. Of course, we can assist you with such projects, but the work may take us longer, and the estimate would be imprecise.

When it comes to WordPress, we don't consider ourselves strong in headless projects. We have a few such projects in our portfolio, but we haven't seen any advantage over traditional WordPress (one that would justify the significantly higher cost) and for this reason, our experience with such projects is limited.



Do you have questions or would you like to collaborate with us?

Please feel free to contact us:

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