

# PRICING SHEET

(effective February 2023)



## PURL

ADOPTION ADVISORY

### Coaching Package

This package includes the Adoptive Parent Guidebook; referral to Adoption Professionals for matching/placement; monthly group educational coaching calls; resources for funding your adoption; up to five (5) one-hour coaching calls with your advisor, customizable to your adoption journey, including but not limited to three set calls on 1) Your Adoption Generally, (type of adoption most suited, home study agency identification and support, profile/outreach strategy), 2) Adoption Preferences, and 3) Adoption Professionals selection and two (2) other customizable, calls on the following topics: preparing for the home study, preparing for the profile design, adoption outreach, adoption opportunity review/analysis, funding your adoption, communication with the expectant parents/adoption professionals, preparing for match/hospital, or other topic relating to adoption; one existing profile review; one counseling session with a licensed counselor/social worker; feature on Purl Website and social media (where allowed by law, families from certain states are excluded); 3 months of case by case analysis/review once home study approved and profile design complete; and you may receive adoption opportunities from Purl that meet your preferences until the earlier of a) one adoption, or b) you let an active home study expire.

**\$3,750**

### All Inclusive Package

This package includes all items included in the Coaching Package and also includes the creative design of a 16 page family profile using one of our Purl profile templates. Clients will receive an electronic .pdf and a high resolution printable .pdf copy of the profile and suggestions on affordable, quality printers.

**\$4,250**

### Education Package

This package includes coaching and support for either a domestic adoption or embryo donation/adoption. This package includes three (3) one-hour coaching sessions with your advisor on topics customizable for your journey (including but not limited to: type of adoption most suited, home study agency identification and support, profile/outreach strategy, adoption preferences, Adoption Professionals selection, adoption opportunity review/analysis, preparing for match/hospital); 20% off existing profile review and any profile/outreach design services; Adoptive Parent or Embryo Adoption Guidebook; monthly group educational coaching calls; and resources for funding your adoption. Coaching package clients may also receive limited adoption opportunities from Adoption Professionals that do not fit our existing Coaching package families.

**\$1,550**

### A La Carte Services

**Three (3) Months of Additional Case-by-Case Analysis**

**\$500**

**Identified Adoption Package**

**\$1,350**

**Returning Purl Family Coaching Package**

**\$2,350**

### Design Services Available

#### Family Profile Design

This includes the creative design, picture selection, and written narrative of Client's family profile using one of our profile templates. Clients will receive an electronic .pdf and a high resolution printable .pdf copy of the profile and suggestions on affordable, quality printers.

**16 or 20 page profile design**

**\$850**

**12 page profile design**

**\$750**

**8 page profile design**

**\$650**

**4 page profile design**

**\$450**

#### Adoption Outreach Materials Design

This includes the design of four different Adoption Outreach Materials (1) Outreach Card, 2) Business Card, 3) Pull Tab Flyer, 4) Facebook Cover Photo) and initial set up of your Facebook Adoption Page.

**\$500**

#### Family Profile Review Service

This includes a one-time review of the family's draft family profile for suggestions on layout, design, picture selection and narrative.

**\$250**