

# Reputation Genius

## Scope of Work — Professional Plan

### 1. Platform Access & Features Included

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#### Review Management

- Automated review collection system (unlimited review requests)
- Auto-request reviews via SMS and email
- Review response management dashboard
- Social media review sharing tools

#### Unified Messaging Inbox

- Single inbox for all customer communications
- Multi-channel support (SMS, email, Facebook Messenger, Google Business Profile messaging)
- Conversation history and threading

#### Webchat Widget

- Customizable website chat widget
- Lead capture integration (new conversations create CRM contacts)
- Embed code and installation instructions provided

#### CRM (Customer Relationship Management)

- Full lead management system
- Unlimited contacts
- Contact import/export capabilities
- Client retains full ownership of their data at all times

## 1. Platform Access & Features Included (Continued)

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### **Text-to-Pay Invoicing**

Send invoices via text message for fast payment collection

Payment processing fees passed through to client via their connected payment processor

### **Missed Call Text Back**

Automatic text message sent to callers when a call is missed

Configurable response messaging

### **Google Business Profile Messaging**

Customer messages from Google Maps and Google Search routed to unified inbox

Respond to Google Business Profile inquiries alongside all other channels

### **Workflow Automation (Advanced)**

Client has access to advanced automation capabilities

Managed workflows included and active

### **Team Access**

Unlimited team member accounts

### **Unified Online Presence**

Yext-powered directory sync across 40+ directories

Quarterly Google Business Profile review during strategy calls

## 1. Platform Access & Features Included (Continued)

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### **Social Media Planner**

Schedule posts across platforms

Built-in content templates

AI-assisted content creation (AI token usage billed separately)

### **AI Lead Follow-Up**

Automated follow-up sequences for new leads across channels

### **Advanced Lead Nurturing**

Multi-step nurturing workflows across SMS, email, and messaging channels

### **AI Employee (Standard)**

Customer-facing AI chatbot handling inbound interactions across all channels (SMS, email, Facebook Messenger, website chat, GBP messaging)

AI token usage billed separately at provider rates

## 2. Onboarding & Setup

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### Initial Onboarding Call

Guided setup session to connect client accounts:

Google Business Profile (GBP)

Email and calendar integration

Facebook page connection

Yext listings setup

Social media accounts

AI Employee configuration

Other relevant accounts based on client needs

SMS number purchase and A2P registration assistance (if SMS is needed)

Lead Connector mobile app setup (if desired)

Dashboard overview and orientation

### Follow-Up Call

Scheduled approximately 1 week after onboarding (or after A2P approval)

Review system usage, answer questions, ensure client is comfortable

Additional setup/training calls available upon request via email

### Optional Monthly Strategy Call

Available as-needed for ongoing strategic planning

Includes quarterly Google Business Profile review

Performance discussion and strategic recommendations

### 3. Ongoing Support

**Email Support:** Available for questions, troubleshooting, and guidance

**Response SLA:** Same-day response (within 8 business hours)

**Additional Calls:** Client may schedule setup, training, or support calls as needed

**Data Export:** Full contact/lead list export available anytime; final export provided upon account cancellation

### 4. Usage-Based Costs (Not Included in \$297/month)

The following operational costs are passed through to the client at current provider rates. Rates are subject to change by the underlying provider.

#### Phone & SMS Setup

Item	Cost	Frequency
A2P Registration (Low Volume)	~\$24.50	One-time
A2P Campaign Fee	~\$11.03	Per month, per campaign
Local Phone Number	\$1.15	Per month
Toll-Free Number (1-800/1-888)	\$2.15	Per month

#### Messaging Rates (US)

Item	Cost
SMS (outbound & inbound)	\$0.0079/segment
MMS (outbound)	\$0.022/segment
MMS (inbound, local number)	\$0.0165/segment
MMS (inbound, toll-free number)	\$0.020/segment
Carrier surcharges	\$0.003–\$0.01/message (varies by carrier)

## 4. Usage-Based Costs (Not Included in \$297/month) (Continued)

### Email

Item	Cost
Email sends	\$0.675 per 1,000 emails (\$0.000675/email)
Email verification	\$2.50 per 1,000 verifications

### AI Token Usage (GPT-4o Mini)

Item	Cost
AI Workflows	\$0.01/execution
Content AI (Text)	\$0.09/1,000 words
Content AI (Images)	\$0.06/image
External AI Models (Input)	\$0.60/750,000 words
External AI Models (Output)	\$2.40/750,000 words
Conversation AI	\$0.02/message
Voice AI	\$0.13/minute

Rates shown are for GPT-4o Mini. Other AI models may incur higher costs.

Yext directory sync is included in the \$297/month subscription.

### Other

Payment processing fees (via client's connected payment processor)

## 5. What Is NOT Included in the Professional Plan

The following features are available exclusively in higher-tier plans:

### Platinum (\$497/mo)

- AI Marketing Automation
- AI Content Creator
- Automated Social Media Posting
- AI Employee (Advanced)
- Advanced Analytics & Reporting Setup
- API Access

### Enterprise (Custom)

- Multi-Location Management
- Dedicated Account Manager
- Priority Support
- Custom Integrations
- Custom Reporting

## 6. Terms

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**Billing:** Monthly, charged on the subscription start date

**Commitment:** Month-to-month, no long-term contract required

**Cancellation:** Cancel anytime; no cancellation fees

**Money-Back Guarantee:** Full refund within first 30 days if not satisfied

**Data Ownership:** Client owns all contacts, conversations, and data; full export provided upon cancellation

**Pass-Through Costs:** SMS, phone, email, AI token usage, carrier fees, and payment processing fees billed separately at current provider rates

**Rate Changes:** Usage-based rates are set by the underlying service provider and may change; client will be notified of material rate changes

## Agreement & Signature

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By signing below, the client acknowledges that they have read, understood, and agree to the scope of work, terms, and usage-based costs outlined in this document.

\_\_\_\_\_  
Client Name (Printed)

\_\_\_\_\_  
Business Name

\_\_\_\_\_  
Client Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Reputation Genius Representative

\_\_\_\_\_  
Date

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Initials \_\_\_\_\_