

Reputation Genius

Scope of Work — Platinum Plan

1. Platform Access & Features Included

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)

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)

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 (Advanced)

- Customer-facing AI chatbot handling inbound interactions across all channels (SMS, email, Facebook Messenger, website chat, GBP messaging)
- Custom-trained on your business data for accurate, context-aware responses
- Knowledgebase creation and management
- Booking capabilities with links to sales and other pages
- Custom business-specific conversational journeys
- AI token usage billed separately at provider rates

AI Marketing Automation

- End-to-end marketing campaign automation
- Trigger-based marketing workflows

1. Platform Access & Features Included (Continued)

AI Content Creator

AI-assisted content creation tools

AI token usage billed separately at provider rates

Automated Social Media Posting

Social media posting tool access and account setup

Initial 2 weeks of posts created together during training session

Advanced Analytics Setup

Custom dashboard configuration

Monthly reports paired with strategy calls

Google Tag Manager integration

Google and Facebook analytics setup (if not already present)

API Access

Full GoHighLevel API access at platform rate limits (100 requests/10 seconds burst, 200,000 requests/day per location, as set by GoHighLevel)

AI processing of API data incurs standard token charges

2. Onboarding & Setup

Initial Setup Call

Guided setup session to connect client accounts:

- Google Business Profile (GBP)
- Email and calendar integration
- Facebook page connection
- Yext listings setup
- SMS number purchase and A2P registration assistance
- Lead Connector mobile app setup

AI Employee Training + Content Session

- AI Employee knowledgebase creation
- Custom AI agent configuration and training on business data
- Create 2 weeks of social media posts together
- Social media posting tool training

Analytics & API Setup Call

- Custom dashboard configuration
- Google Tag Manager integration
- Google and Facebook analytics setup
- API credentials and documentation walkthrough

Monthly Strategy Call (Included)

- Scheduled monthly for ongoing strategic planning
- Paired with analytics reports and performance review
- Quarterly Google Business Profile review
- Performance discussion and strategic recommendations

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3. Ongoing Support

Email Support: Available for questions, troubleshooting, and guidance

Response SLA: 4-hour priority response (within 4 business hours)

Emergency Support: Dedicated emergency SMS contact for critical issues (site down, automation broken, AI producing harmful content)

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 \$497/month)

The following operational costs are passed through to the client at current provider rates.

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)

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 \$497/month subscription.

API data processing via AI incurs standard token charges.

Other

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

5. What Is NOT Included in the Platinum Plan

The Platinum plan is our most comprehensive standard offering. For additional needs, Enterprise solutions are available.

Enterprise (Custom Pricing)

Need multi-location management or a dedicated account manager? Contact us about our Enterprise plan for custom pricing and dedicated support.

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6. Terms

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

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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