

Reputation Genius

Scope of Work — Essentials 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 (Basic)

Pre-built system workflows required for platform operations included and active

Workflows are managed by Reputation Genius; client does not have access to the workflow builder

Custom workflows available at additional cost (quoted per project)

Team Access

Up to 3 team member accounts

2. Onboarding & Setup

Initial Onboarding Call

Guided setup session to connect client accounts:

Google Business Profile (GBP)

Email and calendar integration

Facebook page connection

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

3. Ongoing Support

Email Support: Available for questions, troubleshooting, and guidance

Response SLA: Initial response within 24 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 (Some not Included in \$97/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 (Ongoing)	~\$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

Other

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

Custom workflow development (quoted per project)

5. What Is NOT Included in the Essentials Tier

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

Professional (\$297/mo)

- Unified Online Presence / Listings Management
- Social Media Planner
- AI Lead Follow-Up
- Advanced Lead Nurturing
- AI Employee (Standard)
- Unlimited Team Members
- Advanced Workflow Automation

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

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, 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