

PARTNER ONBOARDING GUIDE

Welcome
to the *House*

You've crossed the threshold. What follows is everything you need to know about the partnership you just began — and how we build what comes next.

FROM THE DESK OF

Mohamad Fardous

Let me be straight with you, because that's how we do everything here.

You had options. Cheaper ones. Easier ones. You could have found someone to throw up a website over a weekend and call it a day. You didn't. You chose a team that takes the harder, slower, *right* route — because you understand the difference between something that looks finished and something that actually works.

That tells me everything I need to know about you. You're not here for decoration. You're here to win.

So here's my promise: we will out-think, out-build, and out-care anyone you could have hired. We're going to be honest with you even when it's uncomfortable. We're going to push back when we believe we're right, because our name goes on everything we touch. And we're going to treat your business like the asset it is — not a task on a list.

We don't build websites. We don't run ads. We don't post content. We engineer the systems that make businesses grow. You're in the right place.

Mohamad Fardous

FOUNDER & CREATIVE DIRECTOR — HOUSE OF KARMA

THE DECISION

You Made The *Right* Call

First off — congratulations. You just made one of the most important decisions for your business's future.

You could have hired a freelancer. You could have hired a cheap agency. You could have kept trying to figure it all out yourself. Instead, you chose House of Karma — and that choice changes what's possible from here.

We don't build websites. We don't run ads. We don't create content.

We engineer business ecosystems.

At least not in the traditional sense. Every website, automation, campaign, CRM, workflow, and piece of content we create serves a single purpose: **growth**. Everything we build is designed to generate attention, create trust, improve efficiency, and increase revenue. Nothing we do is decoration. Everything is infrastructure.

THE FOUNDATION

House of Karma was built on a simple philosophy — do good, give without expectation, and it comes back. That belief isn't a tagline. It's the operating principle behind how we treat every client, every build, and every relationship. Including yours.

Welcome to the House.

THE HOUSE

A Growth Company Disguised As A *Studio*

What started as a creative studio has evolved into a full-service growth and automation company helping businesses modernize the way they operate. We do meaningful work, and we create meaningful impact. Today, our team helps businesses across the entire growth stack:

01 Branding & Positioning	02 Website Development	03 Search Engine Optimization
04 Paid Advertising	05 Content Creation	06 CRM Implementation
07 Marketing Automation	08 Artificial Intelligence	09 Lead Generation Systems

Our clients range from startups and local businesses to established brands generating millions in annual revenue. No matter the size of the business, the objective never changes: **build better systems.**

WHY WE'RE DIFFERENT

Most Agencies Sell Deliverables. We Build *Infrastructure*.

Anybody can build a website. Anybody can run an ad. Anybody can schedule a few social posts. Very few companies understand how all of those pieces actually work together as one system.

We do. That's the whole difference. A website that doesn't capture leads is a brochure. An ad that sends traffic to a dead end is a donation. Content with nowhere to convert is noise. We connect every piece so the whole machine pulls in one direction — toward revenue.

EVERY RECOMMENDATION PASSES THREE TESTS

01

Will it generate more
revenue?

02

Will it improve efficiency?

03

Will it strengthen the brand?

If the answer to all three is no, we won't recommend it. No upsells you don't need. No vanity features. No busywork dressed up as strategy. Simple.

THE FRAMEWORK

Four Phases. *One* Direction.

Every project we take on moves through the same proven framework. It's how we keep momentum, protect quality, and make sure nothing falls through the cracks.

Phase 01

Discovery

We learn your business inside and out — identifying strengths, weaknesses, opportunities, and the inefficiencies quietly costing you money.

Phase 02

Strategy

We build the roadmap. Timelines, deliverables, goals, priorities, and a clear implementation plan so everyone knows exactly where we're headed.

Phase 03

Implementation

Our team gets to work. Systems are built, automations are created, campaigns are launched, and assets are developed to standard.

Phase 04

Optimization

The data begins to tell the story. We analyze performance, find the next opportunity, and continuously sharpen results over time.

WHY IT WORKS

Most projects don't fail in the building — they fail in the planning. By front-loading discovery and strategy, we make implementation fast and optimization inevitable. The order is the advantage.

CREATIVE CONTROL VS. GUIDED DISCOVERY

The Fastest Route To *Exceptional* Results

Let's discuss one of the most important parts of our relationship — and settle it now, before the work begins. Every proposal, timeline, and scope we provide is built around one key assumption: **House of Karma maintains primary creative and strategic control throughout the project.** That's what lets us move quickly, work efficiently, and produce the strongest possible result.

The overwhelming majority of our clients choose this. They share their goals, provide what we need, and let our team execute. Those projects finish faster, run smoother, and perform better. But it isn't the only way to work — and the choice is yours.

RECOMMENDED

Give Us The Destination

You communicate the goal. We determine the best path to reach it. The fastest timeline, the most efficient process, and the strongest final result.

- Primary creative & strategic control with HOK
- Fastest implementation timeline
- Fewer review cycles, faster launch
- Best overall outcomes

AVAILABLE

Guided Discovery

A more hands-on, collaborative build.

Completely acceptable — it simply must be chosen before the project begins, because it changes the shape of the work.

- Additional meetings & review stages
- Page-by-page & content reviews
- Expanded feedback & revision cycles
- May affect timeline, scope & fees

More collaboration requires more time. More time requires more resources. Either approach can work — the only thing we ask is that expectations are set from the start. That's how great partnerships are built.

STAY IN YOUR LANE OF GENIUS

We Tell You What You *Need* To Hear

One of our core beliefs is simple: **you are the expert in your business. We are the experts in branding, design, systems, marketing, automation, and digital growth.** The most successful projects happen when both sides stay in their lane and work toward a common goal.

Our responsibility isn't to build what's requested. It's to build what *performs*. If we believe a decision, feature, or workflow will hurt your results, we'll tell you openly — because our reputation is attached to everything we create.

If your website is hurting conversions, we'll tell you.
If your branding is confusing customers, we'll tell you.
If your strategy is wasting money — *we'll tell you.*

Our job is not to protect feelings. It's to protect results. That honesty is one of the biggest reasons our clients stay with us for years. You won't always love hearing it. You'll always be glad we said it.

*"We protect the integrity of the final product —
because our name is on it."*

MOMENTUM IS EVERYTHING

Fast Communication Creates *Fast* Results

We move quickly. And almost every delay in a project traces back to one root cause: a gap in communication.

When we request information, approvals, or access, it's never busywork — it's because the next step depends on it. The faster things come back to us, the faster your project moves toward launch. To keep momentum high, here's what we ask of you:

Respond Promptly

Reply to requests as quickly as you reasonably can. A day saved here is a day earlier to launch.

Provide Assets Quickly

Logins, files, and content are the fuel. The sooner we have them, the sooner we build.

Review On Time

Look at deliverables promptly so feedback cycles stay tight and the project keeps its rhythm.

Consolidate Feedback

Gather notes into one clear response where possible. It's faster and far more effective than scattered messages.

THE RULE OF THUMB

Communicate concerns the moment they come up — not after they've grown. Small things are easy to fix early and expensive to fix late. We'd always rather hear it now.

STUDIO ESCROW & AUTOMATION

The Engine Behind Your *Business*

Many House of Karma clients run their entire operation on **Studio Escrow** — the platform that becomes the operating system behind the business. As an official partner, we build and manage it end to end, so the systems that capture, nurture, and convert your leads all live in one place and actually talk to each other.

- | | | |
|--|--|--|
| ☐ CRM Setup | ☐ Sales Pipelines | ☐ AI Agents |
| ☐ Appointment Booking | ☐ Lead Nurturing | ☐ Reputation Management |
| ☐ Email Marketing | ☐ SMS Marketing | ☐ Social Scheduling |
| ☐ Workflow Automation | ☐ Client Portals | ☐ Reporting Dashboards |

The goal isn't simply getting more leads.
It's building systems that *convert* leads consistently.

More traffic means nothing if it leaks out the bottom. Studio Escrow plugs the leaks — so every lead you earn gets followed up, nurtured, and given every chance to become revenue.

YOUR PRELIMINARY CHECKLIST

Start Gathering These *Today*

A few things block day-one progress, and a couple have waiting periods that can quietly stall a project weeks in. Start these the moment you finish reading — the rest we'll request as we go.

★ START THIS FIRST — IT HAS A WAITING PERIOD

A2P Registration (Text Message Approval)

If your project includes any SMS — appointment reminders, follow-ups, lead nurture — U.S. carriers require your business to be registered and approved before a single text can send. It's called A2P 10DLC. Approval can take several days to a few weeks and is entirely out of our hands once submitted, so we start it immediately. Nothing SMS-related can launch without it. Get us your business details early and this never becomes a bottleneck.

★ REQUIRED FOR CRM & AUTOMATION SETUP

EIN & Exact Legal Business Details

Your EIN (federal tax ID), exact legal business name, and DBA are required to set up Studio Escrow and to register for A2P. These must match your official records *exactly* — even a small mismatch causes verification to fail and resets the clock. Confirm them up front and we sail through.

WHY THE RUSH ON THESE TWO

Everything else on the next page we can chase down as the build moves. These two involve outside approval and verification timelines we don't control — so the earlier they start, the earlier you launch. This is the single biggest favor you can do your own project.

THE ESSENTIALS

What To Have *Ready*

FOUNDATIONS — SO WE CAN BEGIN

- | | |
|---|--|
| ☐ Primary decision-maker confirmed | ☐ Preferred contact method |
| ☐ Billing contact | ☐ Proposal & scope reviewed |
| ☐ Creative-control path chosen | ☐ Discovery questionnaire (if provided) |

BUSINESS & COMPLIANCE — START NOW

- | | |
|---|--|
| ☐ EIN (federal tax ID) | ☐ Exact legal business name |
| ☐ DBA name (if applicable) | ☐ Registered business address |
| ☐ Business phone & email | ☐ Business website (for A2P) |

BRAND & CONTENT

- | | |
|---|---|
| ☐ Logo files (.AI / .SVG / .PNG) | ☐ Brand colors & fonts |
| ☐ Existing brand guide (if any) | ☐ Photography & video assets |
| ☐ Full list of services | ☐ Testimonials & reviews |

ACCESS — UNBLOCKS THE BUILD

- | | |
|--|--|
| ☐ Domain registrar login | ☐ Website hosting (if existing) |
| ☐ Google Business Profile | ☐ Google Analytics & Search Console |
| ☐ Meta Business Manager | ☐ Primary social accounts |

ONE SMART MOVE

Create a single shared folder for all of it — logins, files, brand assets — and add us when ready. One organized handoff beats fifty scattered emails, and it gets your project building days faster.

THE ROAD AHEAD

Your First 30 Days

Here's the shape of the month ahead. Exact timing flexes with scope — but this is the rhythm nearly every project follows from kickoff to momentum.

WEEK 01

Kickoff, deep discovery, access collection, and strategy development. We start A2P and verification immediately so the clock is already running.

WEEK 02

Website and system architecture, CRM configuration, and automation planning. The blueprint becomes real structure.

WEEK 03

Heads-down building. Content development, system implementation, and rigorous testing and optimization against the standard.

WEEK 04

Launch, performance review, and growth planning. We don't stop at live — we look at what's next and where the next gain is.

A NOTE ON PACE

The single biggest factor in how fast this month moves isn't us — it's how quickly assets, approvals, and access come back. Stay responsive in week one and the whole timeline tightens.

THE CREED

House *Rules*

Seven principles that govern how we work — and how the best partnerships are built. Live by these and we'll do extraordinary things together.

01 Trust expertise.

02 Communicate quickly.

03 Focus on outcomes.

04 Challenge assumptions.

05 Respect the process.

06 Think long term.

07 Never settle for average.

*"We don't take the easy route.
We take the right route."*

FINAL THOUGHTS

This Isn't A Project. It's A *Partnership*.

The businesses that win over the next decade won't be the ones working harder. They'll be the ones operating smarter. That's what we're here to build. Stay responsive. Stay committed. Trust the process — and we'll handle the rest.

REACH US

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THE HOUSE

Detroit · Miami · Chicago

Official Partner of

Studio Escrow

Welcome to the House.

