ONE PLAN. CLEAR PRICES. FULL SERVICE.

Your generator growth plan

The agreement

This agreement is between SwiftSocial LLC (we/us) and the client named in the completed business details on page 6 (you). The completed business details and scope on the final page are part of it. All prices are in US dollars. Legally required tax is separate.

Your price

$3,500 setup, due after both sides sign. A flat $2,500 monthly management fee. Your first three service periods are 30 days each, with payment due after service on days 30, 60 and 90 from Launch. No monthly fee is due at signing or Launch. The setup fee and first three monthly fees total $11,000. Approved ad spend is separate: start with a $100/day average Meta budget, paid to Meta, within the monthly limit we agree.

Your term

The initial commitment is 90 calendar days from Launch. It ends at the recorded date and time in your timezone. Your account manager will review results with you on or before then. If we have not received your cancellation by then, service automatically continues month to month at the same flat fee of $2,500 per month, subject to the fee waiver on page 2. The review is not required to cancel or continue. Cancel by replying to your account manager's email/text or emailing mitch@swiftsocial.org. The original receipt time controls. Notice by the 90-day endpoint ends service after the initial term. Later, notice by the next service-period boundary stops that next period. Earned fees remain due. Guarantee recovery has no new agency fees until ten, and paid restart requires your confirmation as stated below. Before day 90, your account manager makes more than one attempt to arrange the review by phone, email or text as appropriate. Missing the call or staying silent is not cancellation. If our CRM review shows fewer than ten eligible jobs sold at day 90, the fee waiver applies without a call or a claim. Tell us if your records differ. If records are unavailable, normal billing continues subject to correction: a later verified day-90 shortfall means we credit or refund agency fees charged for any period that should have been waived. No special claim deadline applies.

What we do

We build and run your Facebook and Instagram ads: copy, creative, tests and ongoing improvements. We build your branded campaign page, qualifying lead form and needed thank-you or booking pages. We connect leads and alerts to the CRM your team uses, set up the basic lead-response system below and track leads, estimates, sold jobs, costs and ROI. We fix missing parts; a full CRM move or company-site rebuild is not required.

Our part

We build, test and improve the system. A qualified team member reviews assets before your preview. We train your team, fix our errors free, and test delivery, alerts, opt-outs, follow-up and reporting before Launch. Approval does not excuse hidden faults. We use secure access and retain working numbers, CRM and suppression records. Each side follows contact, privacy and recording law; this is not homeowner consent.

Sales help and account support

You get sales scripts, a separate sales coach and one weekly group sales call shared by all SwiftSocial clients and their teams. Owners, reps, setters and office staff may join. The call normally runs at the same day and time each week. At the handoff to onboarding, your coach emails the schedule, join link and recording access; changes come by email. A canceled session is rescheduled. Your team can ask sales questions by text or email. During service, including guarantee recovery, you also get access to past and new recordings of these shared calls. Private one-to-one coaching is not included unless added to the scope.

SEE THE WORK BEFORE THE ADS GO LIVE.

Preview, launch and your guarantee

Your setup preview and five-day refund

Your full $3,500 is refundable for five calendar days from confirmed payment, unless you choose Fast Start. Pending bank funds are not confirmed payment. We state the dates, timezone and deadline. We target day 3 for your complete, accessible page, ads, creative, copy and agreed follow-up preview. The refund deadline is the later of payment plus five days or complete preview receipt plus two days. It stays refundable until complete delivery. A material change allows two days to review; minor preference edits do not restart it.

How to request it

Reply to your sales contact's email/text or email mitch@swiftsocial.org by the deadline. No reason or call is required. We refund the full setup fee without processing deductions and release the unlaunched commitment. We instruct the original-method refund within seven business days; your provider controls posting. Disputes and refunds are reconciled once.

If you want to start early

Before or after the preview, we may offer Fast Start, explaining what is ready, what remains and that it ends the optional setup refund. You separately confirm that choice and its effect in writing, in your own words. No exact phrase is needed. Signing, booking, payment, intake or silence is not consent. Fast Start does not approve unseen materials or waive non-delivery, breach or legal rights. Final materials and launch still need your written approval and passed checks.

What starts the clock

Launch is the first real ad delivery after the refund window or valid Fast Start, final written approval and passed checks. Tests, payment and booking do not count. We record its date, time, timezone, day-30/60/90 bills and guarantee deadline. A non-business-day bill moves to the next business day; service and guarantee dates stay. Later bills fall at each calendar service-month end from day 90.

At least 10 new jobs sold in 90 days

We commit to at least 10 new full standby-generator installation jobs sold in the first 90 days from Launch. If fewer than 10 count at that deadline, we continue the full agreed service with no new agency fees until the total reaches 10. The monthly management fee is waived during that work and does not accrue for later collection. You keep funding approved ads and agreed outside costs. The earned day-90 fee still pays for the third completed period; there is no fourth advance fee.

Which jobs count

A job counts when a real, authorized buyer in your agreed area signs and accepts a full standby-install contract and pays the normally required deposit, or completes binding purchase financing. It must come from our agreed program, supported by linked lead and sale records. Installation need not be finished. Old pipeline, independent referrals/repeat/organic work, service-only jobs, duplicates, unsigned estimates and loan preapprovals do not count. A job canceled or fully refunded before installation is complete is removed and replaced.

Keeping the promise clear

This is one initial 10-job guarantee, not a monthly quota or profit promise. If a later eligible cancellation leaves fewer than 10 during active service, the fee waiver resumes prospectively until the gap is filled. Paid service resumes only after we confirm the result, state the new service dates and the flat $2,500 monthly fee, and you confirm continuation. No back-billing or new minimum term applies. Ending service does not create a refund of earned fees or restart service later. The setup refund and rights for non-delivery or breach remain separate.

BILLING TERMS

Your monthly fee and payment schedule

Management fee

The management fee is $2,500 for each full paid service period. After the initial 90 days, service continues month to month at $2,500 per month under the renewal and cancellation terms on page 1. The fee waiver on page 2 applies during guarantee recovery.

When we bill

We bill in arrears. The first three service periods are 30 days each, starting at Launch. After day 90, we bill at the end of each calendar service month. We use the dates and timezone recorded at Launch. For an agreed partial paid period, we prorate the monthly fee by the number of paid days.

Your ad budget and channels

Approved ad spend is separate from our management fee. We never raise your approved total budget without your approval. We agree any change to the budget or channel plan with you in writing. If you approve a combined ad budget above $150/day and authorize us to run both Meta and Google, we confirm the budget, channel plan and effective date. The monthly management fee stays at $2,500. Adding a channel does not create a second setup fee, start a new minimum term or reset the guarantee.

Payment approval

Saving a payment method does not authorize automatic charges. We use the provider's required authorization and notices before automatic charges; otherwise we send the supported invoice. We resolve unsupported or genuinely disputed amounts before charging them. Confirmed credits reduce the related balance first and are returned if no later bill will use them.

CLEAR RECORDS. SHARED RESPONSIBILITY.

Your CRM, data and support

Your CRM access and records

You must give SwiftSocial ongoing read-only access to the CRM your team actually uses to track our leads, estimates and sales. This access must show the lead source, lead and job status, estimate and sale dates, job value, payments received, and cancellations or refunds needed to check results and fees. Keep those records accurate and current. If you use more than one system, give us read-only access to the relevant records in each. Access must be in place before Launch and stay available during paid service and any fee-free guarantee recovery. We use these records to verify results, report your return and send permitted qualified-lead and sold-job conversion data back to Meta to improve the ads. Exports do not replace this access. Any needed write access is agreed separately for the approved integration. If you have no CRM, we agree the tracking system before Launch and you keep these records there. We do not need personal bank passwords or unrelated payroll.

Basic lead-response automations

We set up and test new-lead CRM delivery, email/text alerts to your team, a prompt first reply to the homeowner, short follow-up texts/emails, and estimate reminders and unsold-estimate follow-up where the CRM supports them. We agree the copy, timing, lead stages and handoff before Launch. Follow-up stops or changes when a lead replies, books, buys or opts out, as appropriate. Texts require valid permission and sending access. Your team handles live conversations, estimates and sales; an AI phone agent or outsourced appointment setter is not included unless added to scope.

Your account manager and response times

Your dedicated account manager handles delivery, reports, access, billing and account questions. Your team can message both support roles as needed and book account review calls without a per-call fee. For a message received on a business day, we give a useful human reply by the same time on the next business day. Weekend or US federal holiday messages get a reply by 5 p.m. the next business day, in your recorded timezone. An automatic reply does not count. This is our support promise, not a lead-response deadline imposed on your staff.

Your part

Keep approved ads funded and give the access, accurate business facts and approvals needed to do the work. Have a named person and backup to handle leads, book estimates, quote work and make sales, with room for the agreed installs. Work with our coach on a practical follow-up plan and share honest job and payment records. We agree coverage and handoffs before Launch. You do not have a contractual 24-hour lead-response deadline, percentage score, call-attempt quota or minimum close rate. A missed call, late reply or missed coaching session does not cancel the guarantee.

Your work and our reusable material

You keep your accounts, domains, data and supplied material. Once the fees for final custom work are paid, we assign to you our rights in that work. We keep our pre-existing and reusable templates, tools, scripts, training and methods. You get a lasting, non-exclusive right to use any of those parts embedded in your paid final work, including through a replacement provider working for your business. Separate training and shared-call recordings are for your team's internal use during service; do not resell, publish, share library access or use them to train another agency without our written permission. Third-party assets keep their stated license terms. Refunded setup preview work is not licensed for deployment; your own assets stay yours.

PRACTICAL RESPONSIBILITIES. NO RESPONSE-TIME TRAP.

How we work together

Private information and handoff

Protect each other's nonpublic business information. Use it only for this work; share it only with people who need it and must protect it. Exclude information already lawfully known, public without breach, independently developed or lawfully received elsewhere. Lawful disclosure to advisers, regulators or courts is allowed. No unrelated AI training, publicity or case study without separate permission. We announce group-call recording and library sharing. Keep homeowner and other businesses' private data off those calls. Report material data incidents within 24 hours, sooner if law requires. At exit, we provide usable paid work, available data and transfer steps within ten business days, noting vendor limits. Never destroy live assets or withhold client data to force payment.

If something prevents the work

We tell you what is blocked, who can fix it and the next step. Only a client-requested pause approved by both sides can change dates; it must state the effect on work, spend, service periods, bills and the guarantee. Agency errors and normal platform delays do not extend dates automatically. Neither side may add a new condition after a shortfall.

Serious problems

For a material breach, give written facts, evidence, the harm and the needed fix. Allow at least ten business days to correct it or agree a practical longer plan. If it stays serious and uncorrected, the other side may stop only blocked work or end service prospectively with written reasons. Continue feasible work and limit harm. A late lead reply alone is not a material breach. There is no automatic guarantee forfeiture, clock extension or paid restart. Urgent action to prevent unlawful work or unauthorized spend is allowed with prompt notice. Valid refunds, credits and earned fees survive.

Honest disputes and lawful remedies

State disputed facts and amounts honestly and keep relevant records. Neither side may knowingly make false claims for money or misuse private material. Honest reviews, good-faith refunds, lawful payment disputes and reports to authorities remain allowed. Either side may seek lawful court relief, including sanctions or costs for abusive litigation. No automatic penalty or extra refund limit applies.

Fair limits and disputes

Where lawful, each side's ordinary direct-loss limit is fixed fees paid or payable; data/security and third-party creative-rights claims share a limit of twice that amount, including defense costs. Neither limit caps express refunds, promised guarantee work and fee waivers, owed fees, fraud, willful misconduct, gross negligence or rights law protects. Indirect lost-profit/opportunity and punitive claims are excluded where lawful. Each side handles third-party claims caused by its own wrongdoing or infringing material, with fair notice and defense; no settlement binds the other without consent. No duplicate recovery.

The complete deal

Business days are weekdays except US federal holidays. Send notices to the emails on the final page. Allow fifteen business days for good-faith dispute resolution without delaying urgent court help or legal deadlines. Washington law and King County courts, or the Western District federal court where applicable, govern subject to mandatory law. No forced arbitration, personal guarantee or chargeback penalty applies. Each side pays its own legal costs unless law or a court says otherwise. Changes need both sides' written agreement. Electronic signatures count. These terms do not amend any existing client's agreement. Necessary payment, refund, privacy, use-rights, handoff and dispute duties survive exit.

WE FILL IN THE DETAILS. YOU REVIEW AND SIGN.

Your details and signatures

What is separate

Core CRM, routing and agreed follow-up tools are included. Any required client-paid software or usage cost must be listed before signing. LSA, filming, travel, daily organic posts, weekly broadcasts, a full company-site rebuild and unrelated work are included only if the signed scope adds them. No surprise required tool bill or agency payment-method surcharge applies.

Client

Legal business name

Trading name

Business address

Authorized signer and title

Notice email

Phone and timezone

Alternate contact

Agreed scope

Standby services and brands

Service area

Retained CRM

Additional included work

Required client-paid tools / usage

Earlier promises or credits

Starting plan

Average daily ad budget (USD)

Monthly ad spend limit (USD)

Lead owner and backup

Coverage hours and timezone

Account manager / support contact

What signing confirms

SwiftSocial completes all business and scope details before sending. You review them and sign; ask us to correct any error first. We accept these six pages and that completed scope. Launch alone starts monthly billing. Saving billing details does not pay an invoice or waive setup review. Any required payment-provider authorization is separate.

Client signature

Signature Signed date

SwiftSocial LLC

Oliver Gerrard-Longworth | Notices: mitch@swiftsocial.org
14205 SE 36th St, Suite 100, PMB 2117
Bellevue, WA 98006

Signature Signed date