

## VINTORY LLC PREMIUM PLAN

### I. Deliverables.

**A. Assets.** Vintory shall provide Customer with the following marketing and business development assets:

- Data
  - 1500 Home Owner Records\* Absentee Owner Data\*
  - Email and Phone Appends\*
- Sales
  - Pro Forma Template
- Email Templates
  - Cold Outreach Email Sequence Templates
  - Nurturing Follow Up Email Sequence Templates
- Direct Mail
  - 4 Custom Direct Mail Pieces (Postcards, Letters, etc...) Δ
- Lead Capture
  - Owner Landing Page Designed for Property Owners Δ
  - Display Ads for Digital Marketing Δ

**B. Services.** Vintory shall provide Customer with the following marketing and business development services:

- Technology
  - CRM Setup and Integration
  - Setup of Call Tracking and Recording System
  - Meeting Scheduler Setup and Integration
- Scheduled Calls
  - Onboarding Period: Weekly or Bi-Weekly
  - Post Onboarding: Quarterly
- Email Campaigns
  - Cold Email Outreach Management
- Digital
  - PPC Management for Owner Acquisition\*
  - Retargeting Management\*

\* When available in market. Additional records may be subject to additional fees. Δ Templated page choices. Additional third-party fees such as PPC campaigns, target lists, etc. may apply. Additional revisions will be charged hourly at a rate of one hundred dollars (\$100) per hour.

### **THIRD-PARTY EXPENSES**

Customer shall be responsible for paying expenses charged by third-party suppliers, including without limitation:

1. Direct Mail
  - a. Printing Costs
  - b. Postage
  
2. Data
  - a. Any Additional Marketing Lists
  - b. Any Additional Data Expenses
  - c. Any Additional Appending Services
  
3. Digital Marketing
  - a. Google Ads
  - b. Facebook Ads, LinkedIn Ads, Twitter Ads
  - c. IP Targeting Display Ads
  - d. Any other Digital Marketing advertising network
  
4. Third Party Software

DocuSign – included is 15 signed contracts per month. Additional signed contracts are \$10/each. Partner can send unlimited contracts per month for signature.